



Launch
Tennessee

Mission & Vision

We aim to make Tennessee the best state in the nation for startups by empowering a network of resources that support Tennessee's entrepreneurial ecosystem.

Network Partners

Tennessee is one of the few states with a **distributed entrepreneur network** operating at the state level.



FY19 Engagement

5,140
female participants engaged

2,280
minority participants engaged

146
Tennessee jobs created

\$96.3M
investment capital raised

2,225
startups served

651
hosted events

FY19 data provided by Entrepreneur Center partners

Management & Operations Strategic Plan

STRATEGY: CAPITAL FORMATION

Expand capital resources and expedite their availability to TN businesses so that they can grow, be sustainable, create jobs, and build accessible economic prosperity for our state.

OBJECTIVE 1

Increase available LaunchTN capital

- Increase Innovation Capital Continuum (ICC) funds for LaunchTN to invest
- Increase state SBIR/STTR matching funds
- Facilitate growth of successful TN-based SBIR/STTR applications
- Create and lead a state task force for capital formation
- Incentivize public-private investment opportunities
- Advocate for a new federal program for investment into emerging businesses
- Establish LaunchTN as a state and federal policy influencer

OBJECTIVE 2

Increase non-LaunchTN capital by proactively engaging investors across Tennessee, the US, and internationally

- Facilitate planning for a TN tax credit to replace the expiring Hall Tax Credit
- Advocate for increased SBIR/STTR federal funds available
- Utilize mentor network to engage with potential investors
- Operationalize and promote a deal-flow database
- Create “must attend” convening and connection opportunities (e.g., 36|86 Fest)
- Institutionalize pipeline sharing and co-investment with established investors/funds
- Facilitate a system for smooth handoffs: LaunchTN to Network Partner, Network Partner to Network Partner
- Recruit and cultivate high-profile “unicorns” that bring attention to the state, beget opportunities for spin-offs, and attract talent

OBJECTIVE 3

Develop outbound marketing initiatives targeting investors

- Proactively seek high-profile speaking engagements and participate in targeted events where investors convene
- Create demand for LaunchTN programming and expertise at high-profile investor convenings
- “Invest Local” messaging (internal to TN investors)
- Share success stories

STRATEGY: MARKET BUILDING

Identify and recruit recognized leaders in relevant markets to drive a systemic solution for stakeholders to engage, connect, and achieve mutually beneficial results by working together.

OBJECTIVE 1

Build an accountable environment of systemic teamwork, collaboration, and communication with market and ecosystem builders

- Facilitate a smooth, proactive approach to handoffs, coordination, and engagement among stakeholder groups
- Develop and manage shared resources for market building
 - a. Resource mapping, gap analysis, and MIS/digital tools
 - b. Marketplace for licensable/acquirable technology
 - c. Engage national and international market builders for best-practice initiatives
 - d. Startup-focused talent development and recruitment
 1. Job Board
 2. Internship programs
- Become thought partners for Big Cos, Network Partners, education partners, and ecosystem builders on best practices, policies, and programming

OBJECTIVE 2

Optimize corporate/Big Co engagement with startups

- Relentlessly target a curated list of Big Cos and startups to develop a framework to leverage mentor network, Network Partners, and ecosystem builders that optimizes the participation of Big Cos.
- Create a high-touch customer service function to troubleshoot quickly for stakeholders
- Develop meaningful 36|86 Fest partnership and engagement opportunities

OBJECTIVE 3

Develop outbound marketing initiatives targeting market and ecosystem builders

- Shop/engage with Tennessee startups first (i.g., Mastered in TN)
- Proactively seek high-profile speaking engagements that highlight market building; access and proactively participate in targeted events where businesses convene
- Create demand for LaunchTN programming and expertise at high-profile Big Co and market-building convenings
- Prioritize Big Co targeting in our marketing plan, national/international messaging, and channels; share success stories

STRATEGY: SYSTEMIC RESOURCE DEPLOYMENT

Streamline the connection of our statewide Network Partners and other stakeholders to resources that enable a high-functioning ecosystem in Tennessee for entrepreneurship.

OBJECTIVE 1

Enhance and drive connectivity and convening

- Execute responsive, coordinated communication with our Network Partners and stakeholders, serving as a collaborative forum for ideas and ecosystem development
- Translate common needs into statewide resources that enhance ecosystem

- Position Network Partners as the front-door to startups; prioritize navigation to Network Partners and stakeholders for inbound opportunities in Tennessee
- Serve as an ambassador for Tennessee entrepreneurs

OBJECTIVE 2

Establish competitive policy influence

- Implement government relations and policy thought partnership at state and federal levels
- Be the vehicle to connect ecosystem policy needs to competitive policy initiatives
- Execute Week on the Hill and other awareness initiatives for policymakers

OBJECTIVE 3

Implement and optimize information systems

- Provide high-quality benchmarking, competitive analysis
- Enable customer support and access to information for Network Partners (industry, programming, capital, research, MIS, etc.)

OBJECTIVE 4

Develop and execute outbound marketing strategy

- Perform a comprehensive brand audit
 1. Strategy/platform/assets
 2. Goals/objectives
 3. Target audience(s) identified, gather perspective/feedback
 4. Competitive position/advantage
 5. Effective mix/channel analysis
 6. Brand strategy recommendations
- Develop and execute a marketing plan
 1. Identify best practices for each targeted audience and strategy
 2. 36|86 Fest and other connectivity and convening events
 3. Digital assets (social, newsletter, podcast, blog, website, event calendar, etc.) and collateral assets
 4. Proactive media relations initiatives that support strategy objectives
 5. Budget allocations and metrics for evaluation and continuous improvement

Our Values

We are trailblazers in the **innovation economy**.

We believe **audacious pursuit of entrepreneurship** drives sustainable business creation that transforms communities.

We create **connectivity through collaboration** among our stakeholders to enable a high-functioning environment in which entrepreneurs can thrive.

Through **authentic leadership and partnership**, our words and actions demonstrate dedication and enthusiasm for our mission.

Team



Margaret Dolan
President & CEO



Brittany Burgess
Director of Partnerships



Jami Creel
Marketing Manager



Morgan Dent
Talent Program Manager



Khrys Hatch
Capital Formation Manager



Robert Jackson
Data & Grants Coordinator



Wendy Malloy
Director of Communications



Allie Mikels
Commercialization Program Manager



Susan Parham
Finance & Accounting Manager



Topher Price
Ecosystem Manager



Van Tucker
Chief Operating Officer



Ashlin Wildun
Partnerships Coordinator