

DSMUSA



Startups. Entrepreneurs. Investors.

ACCELERATE DSM

Jay Byers & Tiffany Tauscheck

May 17, 2017

Produced by
SQUARE ONE DSM



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**GREATER DES MOINES
PARTNERSHIP**

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PARTNERSHIP MISSION

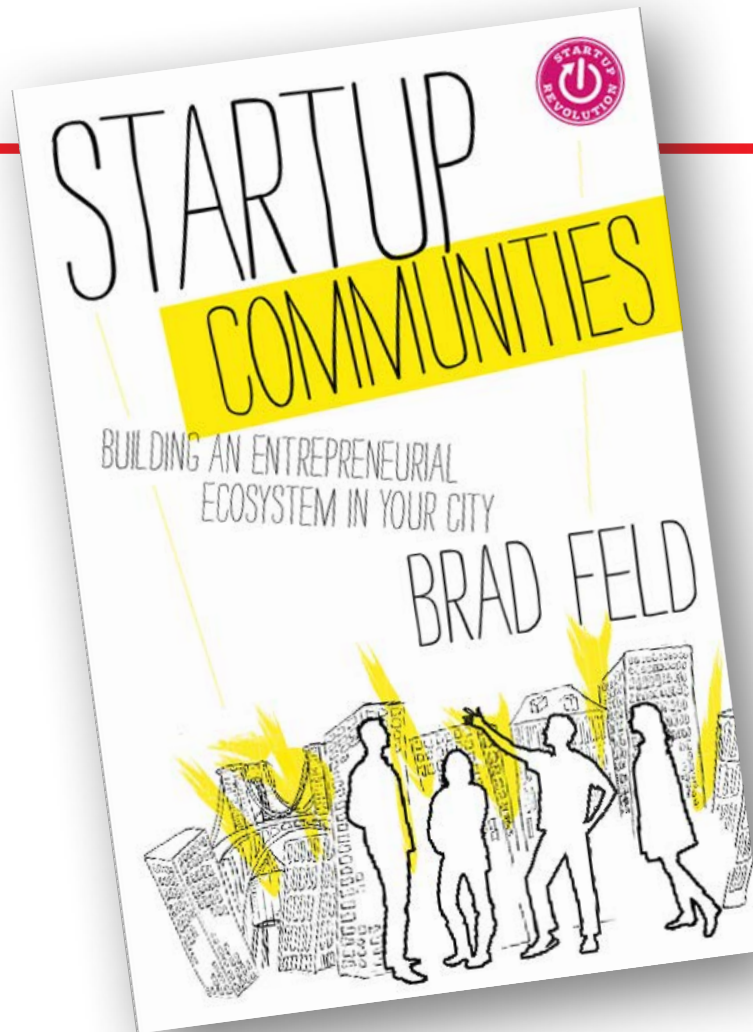


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INVESTMENT & COMMITMENT



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biz

Business Innovation Zone

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SQUARE ONE DSM

The initiative's goal has been to maintain a 10:1 ratio of capital raised by clients to expense invested in the initiative, 11.63:1 ratio achieved to date.

SQUARE ONE DSM

Square One DSM
results
(2008 – 2016):

Clients assisted:

538

Capital raised:

\$24M

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FUTURE GOALS

- Expand marketing and communications efforts
- Grow programming for small businesses and entrepreneurs
- Niche groups: Women, military and minorities





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GLOBAL INSURANCE ACCELERATOR

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GLOBAL INSURANCE SYMPOSIUM

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IOWA
AgriTech
ACCELERATOR

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cultivation

CORRIDOR

The science that feeds the world.

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THE WORLD FOOD PRIZE

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PLAINS ANGELS

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Plains Angels

Plains Angels results
(2012 – 2016):

Companies invested:

17

Member investments:

\$3.4M

Venture capital co-investments:

\$1.8M

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1 MILLION CUPS

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CENTRAL IOWA
source link

IA SOURCE LINK

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GLOBAL DSM

IA: 6,070 immigrant entrepreneurs.

Nationally, immigrants 28% more likely to be entrepreneurs than native-born citizens.



PARTNERSHIP FOR A
NEW AMERICAN
ECONOMY

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GRAVITATE

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THE UNIVERSITY OF IOWA

VENTURE SCHOOL

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EMERGE@SIMPSON



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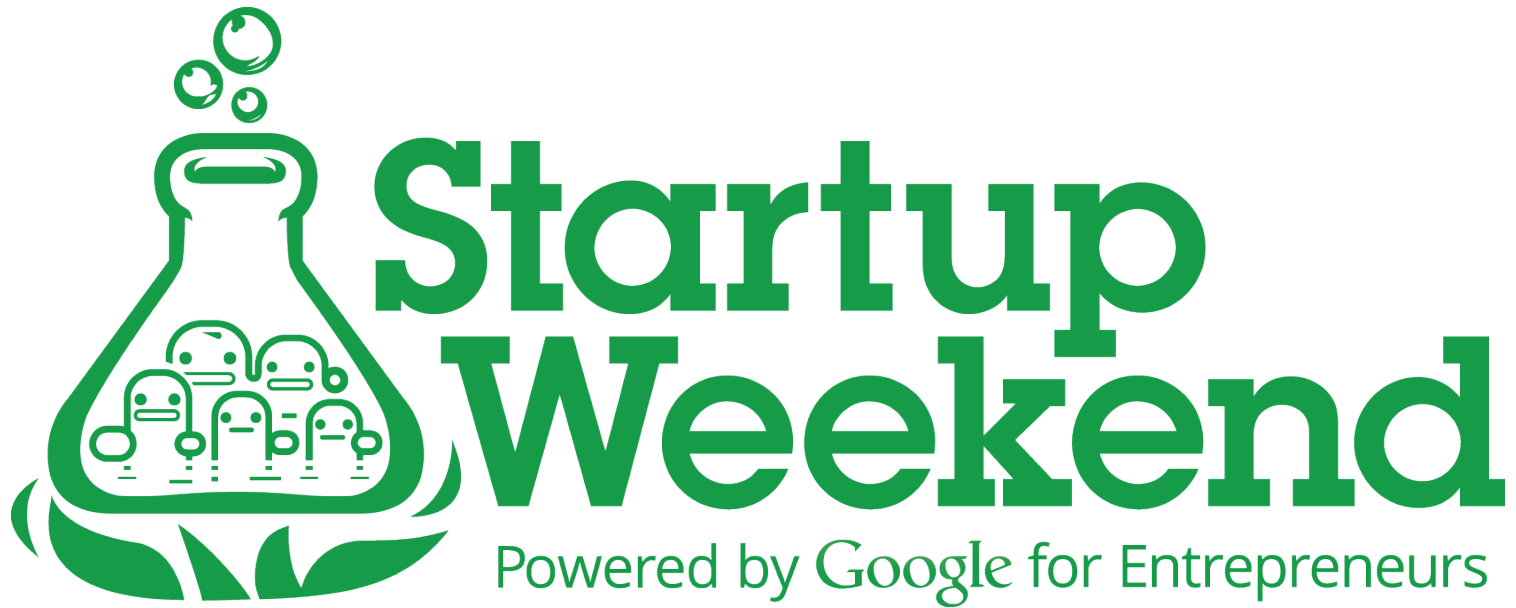
TECHNOLOGY ASSOCIATION OF IOWA

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The logo consists of a circular icon made of three segments: a red segment on the top-left, a blue segment on the top-right, and a green segment on the bottom. To the right of this icon is the word "CodeDay" in a blue, sans-serif font.

CodeDay

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The logo features a stylized 'dm' in a red circle. To its right, the text "GREATER DES MOINES PARTNERSHIP" is written in a small, sans-serif font.

GREATER DES MOINES
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dsm{}Hack

build. learn. give

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Create
Build
Tinker
MAKE@SCI
Hack
Animate
Code.

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GIVING YOUTH THE CODE TO SUCCEED

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dm startup drinks



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Next Level

V E N T U R E S

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IOWA INNOVATION CORPORATION



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“TOP FIVE EMERGING STARTUP CITIES”

- *Investopedia*, 2015

#9 “BEST STARTUP CITY IN AMERICA”

- *Popular Mechanics*, 2015

#2 “America’s Top 5 UNDER-THE RADAR TECH HUBS”

- *The SpareFoot Blog*, 2014

#8 “BEST AMERICAN CITY TO WORK IN TECH”

- *SmartAsset*, 2016

#2 “BEST CITIES TO START A BUSINESS”

- *The Street*, 2013

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RISE OF THE **REST**

WITH STEVE CASE

POWERED BY



revolution



**DES MOINES,
IA**

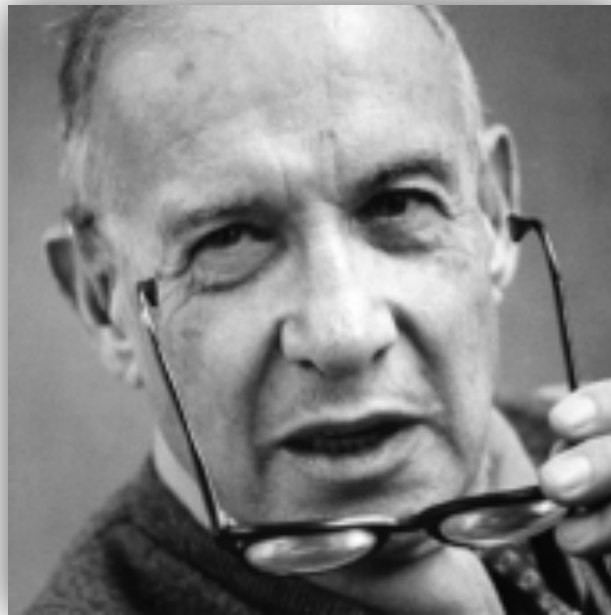
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“THE BEST WAY TO PREDICT THE
FUTURE IS TO CREATE IT.”



- *PETER DRUCKER*

REGIONAL IDENTIFIER



TRI
LIX

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REGIONAL IDENTIFIER

- Cultivates reaction of:
 - Building, growth, diversity and prosperity
 - Cool, modern, edgy

REGIONAL IDENTIFIER

- Key messages:
 - Welcoming
 - Affordable
 - Diverse
 - Vibrant
 - Accessible

DSMpartnership.com



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Partnership**

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growDSMUSA.com

The screenshot shows a web browser window with the URL <https://www.dsmpartnership.com/growing-business-here>. The page features a large header image of a modern glass skyscraper. Navigation links include 'About', 'News & Media', 'Calendars', 'Membership Directory', and a search icon. The 'DSM USA' logo is prominently displayed. A red navigation bar contains three links: 'LIVING HERE >', 'GROWING BUSINESS HERE >', and 'WORKING HERE >'. The 'GROWING BUSINESS HERE' section is active, showing a sidebar with 'Key Industries', 'Statistics', and 'Business Climate'. The main content area is titled 'GROWING BUSINESS HERE' and includes a paragraph about the Greater Des Moines Partnership's economic development team. A 'Translate' button is visible in the bottom right corner of the page content.

DES MOINES, IOWA **DSM USA** About News & Media Calendars Membership Directory

LIVING HERE > **GROWING BUSINESS HERE >** **WORKING HERE >**

GROWING BUSINESS HERE

Key Industries

Statistics

Business Climate

GROWING BUSINESS HERE A- A+

Considering relocating or expanding a business to Greater Des Moines (DSM)? The Greater Des Moines Partnership's economic development team can help. Des Moines boasts a world-class workforce and collaborative business partnerships and is emerging as one of the top business environments in the country. Through specialized industry research, partnerships with local, state and national entities, as well as comprehensive assistance in site selection, The Partnership

[Translate](#)

<https://www.dsmpartnership.com>

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[accelerateDSM.com](https://www.accelerateDSM.com)

liveDSMUSA.com

5pm - Project managem...

Living in Des Moines, Iowa

Secure | https://www.dsmpartnership.com/living-here

☆

DES MOINES, IOWA

DSM USA

AboutNews & MediaCalendarsMembership Directory

dm GREATER DES MOINES PARTNERSHIP

LIVING HERE >

GROWING BUSINESS HERE >

WORKING HERE >

LIVING HERE

Communities

Education

Housing

Things To Do

LIVING HERE

Greater Des Moines (DSM) is more than a city. It's a way of life with welcoming suburban communities and world-class education throughout the region. It's also the fastest growing metro

A- A+

Translate

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DES MOINES, IOWA



DSM USA

ACCESSIBLE. DRIVEN.
PROSPEROUS.

In other words, a perfect environment for businesses. We deliver those qualities and more, every day of the year, in Des Moines. No wonder we're among the top four cities for business and career (Forbes 2014).

growDSMUSA.com



#DSMUSA



DES MOINES, IOWA



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ACCESSIBLE. DRIVEN.
PROSPEROUS.

#1 Best City for the Middle Class
(Business Insider, 2016)

In other words, a perfect environment for businesses. We deliver those qualities and more, every day of the year, in Des Moines. No wonder we're the best city for the Middle Class.

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DES MOINES, IOWA

DSM USA

FRIENDLY. ENERGETIC.
ENJOYABLE.

In other words, a kinder and gentler quality of life.
We deliver it all, every day of the year, in Des Moines. No
wonder we're among the top ten cities in which
to live and work (Robert Half, 2016).

liveDSMUSA.com

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FRIENDLY. DEPENDABLE.
ENJOYABLE.

Top Ten Best City to Live and Work
(Robert Half's Career City Index, 2016)

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TELL DSM USA STORY

Loud. Bold. Broad.



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DSM USA AMBASSADORS



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