



NASHVILLE  
ENTREPRENEUR  
CENTER

2022  
Annual Report

# *Keep the Pulse*



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# WHO WE ARE

## Our CEO & Board Chair

For Nashville, 2022 was the year of “the secret is out.” I had the privilege to speak with the BBC to discuss why so many across the U.S. have relocated and why many more are considering. Nashville has always been a city built by entrepreneurs, so much so that today four of every 1,000 Nashville residents are CEOs. It’s our sense of community and willingness to work together, no matter the stage of the entrepreneurial lifecycle. So many of the people who helped build the city are truly giving of their time and money and that’s what sets us apart.

In November, the EC proudly welcomed back (for the third time!) serial entrepreneur and best-selling author Steve Case who features Nashville in his *Rise of the Rest* book and joined us to discuss the importance of our initiative in creating real renewal and momentum in our entrepreneurial ecosystem. We see this post pandemic landscape as a pivotal opportunity for continued economic development as more businesses and founders relocate to our city. It was a great honor to host Case and his Rise of the Rest team, who’s current venture helps to build opportunity, and support talent in cities across Middle America.

What makes Nashville so unique is that we are a city full of diverse talent and more importantly we have a rare culture of collaboration and support that enables significant growth. The EC is proud to play a role in that growth by connecting the dots, whether that be providing the resources for entrepreneurs to grow and scale, or connecting entrepreneurs with the right mentors. It’s no secret our strength comes from our people. We recommit to keeping the pulse on our entrepreneurial ecosystem by continuing to be the place that brings bright minds together to create a positive future. It’s important for all of us to work together as we look forward.

I am thrilled to share that in **2022**, the EC served more than **2,500 entrepreneurs** and walked alongside **126 program participants**. This year alone, we saw an unprecedented boom with seven exits in seven months and several founders earning nine figures at close.

Our impact is only possible through the generous support of our board of directors, individual donors in our McWhorter Circle Giving Society, corporate partners and the hundreds of mentors and advisors that surround our entrepreneurs.



And lastly, we are extremely excited to share the news of our continued expansion with the launch of our second statewide program, Project FinTech. We thank you and welcome the opportunity to work with you for years to come.

Sincerely,

A handwritten signature in black ink, appearing to read "Jane H. Allen". The signature is fluid and cursive, written over a white background.

Jane H. Allen, CEO



# NUMBERS SINCE INCEPTION

14,000+

ENTREPRENEURS SERVED

3000+

JOBS CREATED

100+

SUCCESSFUL EXITS

1000

PROGRAM PARTICIPANTS

\$325M+

CAPITAL RAISED

\$484M+

TOTAL REVENUE

The Nashville Entrepreneur Center has a special place in my heart. I was honored to lead the team that established the EC during my tenure at the Nashville Area Chamber of Commerce, almost 15 years ago. Serving as the board Chair for the Entrepreneur Center, partnering with our impressive board of directors, many of whom also played a role in the EC's genesis, is a full circle moment for me.

As a board, we spent quality time in 2022 taking a fresh look at the factors that make Nashville such a wildly attractive location for startups. They include:

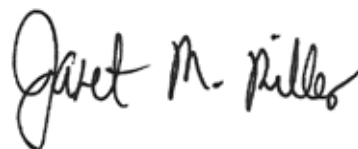
- 1) Our supportive and collaborative ecosystem
- 2) The diversity of our entrepreneurial community
- 3) Thriving industries, led by healthcare and now fintech
- 4) A much-expanded pool of capital sources
- 5) An incredibly strong talent pool
- 6) Government leaders that believe in the power of public-private partnerships

In 2023, we're looking at what has changed in the Nashville ecosystem since the EC was founded as a nonprofit, specifically one that does not take equity in startups. We believe this is one of the many things that sets us apart. We also genuinely want to provide as many opportunities as possible for founders by leveling the playing field so that everyone, no matter the gender, race, age or sex, has more access to capital including grants, venture capital and angel investment.

One of our city's greatest assets is our entrepreneurial ecosystem. Working together with organizations across the state, we are expanding our reach beyond our local borders.

I am so proud of the EC's amazing progress in 2022 and I am honored to serve the founders and members within our Nashville community.

Sincerely,



**Janet Miller, Board Chair**





# Our 2023 Board of Directors

**Janet Miller**, Colliers International, Board Chair

**Beth Chase**, Ankura (Retired), Board Chair Emeritus

**John Ingram**, Ingram Content Group, Board Chair Emeritus

**Jane Allen**, Nashville Entrepreneur Center, CEO

**Bobby Frist**, Healthstream, Vice Board Chair

**Kevin Crumbo**, Pine Haven Family Office, Finance Chair

**Linda Rebrovick**, Impact Corporate Consulting, Governance Chair

**Jeff Drummonds**, LBMC, Secretary

**Sharon Reynolds**, DevMar Products, LLC, Development Chair

**Bill Brown**, Genomind

**Michael Burcham**, Shore Capital, Vanderbilt Center For Entrepreneurship

**Mark Deutschmann**, Village Real Estate, NEXT Awards Co-Chair

**Brian Fox**, Confirmation.com

**Mignon Francois**, The Cupcake Collection

**Max Goldberg**, Strategic Hospitality

**Jessa Kelley**, HCA Healthcare

**Stacey Garrett Koju**, Spencer Fane LLP

**Andy Moats**, Pinnacle Financial Partners

**Rod McDaniel**, S3 Recycling Solutions

**Dr. Turner Nashe**, Global Tel\*Link

**David A. Owens**, Vanderbilt Owen Graduate School Of Management

**Courtney Ross**, Amazon

**Steve Schnur**, Electronic Arts (EA)

**Saurabh Sinha**, Emids, Member At Large

**Clint Smith**, Emma (Retired), Member At Large

**Jorge Titingier**, Titingier Consulting

**Kelli Turner**, Start-Up Investor

**Damon Whiteside**, ACM

**John Zarling**, 615 Leverage + Strategy

## Ex-Officio:

**Elise Cambournac**, Nashville Technology Council

**Shani Dowell**, Possip

**Nicole Farmer**, Google For Startups

**Philip Gaskin**, Ewing Marion Kauffman Foundation

**Ralph J. Schulz**, Nashville Area Chamber Of Commerce

**Richard Moscardelli**, EO Nashville



# UNPARALLELED SUPPORT

## 2022 McWhorter Circle Members



The McWhorter Circle annual giving society, was established in honor of Clayton Whorter, the EC's founding chair. The financial gifts of McWhorter Circle Members help provide entrepreneurs with the critical resources they need to launch and grow their businesses. Our members embrace Clayton's example of helping the next generation of entrepreneurs grow and thrive, and they lift up the principles he shared with hundreds of founders:

***Be Prepared  
Find a Mentor & Be a Mentor  
Act Like an Owner  
Give Back***

### PLATINUM MEMBERS:

Jane and Greg Allen  
Erin and Allen Baler  
Niki and David Baxter  
Judith Bright  
Lucius Burch  
Dr. Michael Burcham  
Angela Humphreys and Joe Cashia  
Beth and Randy Chase  
Brittany and Joseph Cole  
Joy and Dan Crockett  
Katie and Kevin Crumbo  
Dana and David Curtis  
Sherry and Mark Deutschmann  
Gina and Jeff Drummonds  
Melissa and Bobby Frist  
Joe Galante  
Dee Anna and Hubie Smith  
Stephanie and John Ingram  
Collette Mahmood  
Antonia and Rod McDaniel  
Darren Metz  
Janet and David Miller  
Elise Mitchell  
Phylanice and Dr. Turner Nashe

Jill and Brent Pearson  
Linda and Art Rebrovick  
Dorothy and Joe Scarlett  
Lisa and Mike Shmerling  
Saurabh Sinha  
Leah and Jim Sohr  
Frances and Jimmy Spradley  
Karin Hensley and Jacob Stern  
Kathy and Jon Yarbrough

### GOLD MEMBERS:

Nancy Allen, John Burch and Matt King/FCA Venture Partners  
Sarah and Bo Bartholomew  
Angela and Jerry Bostelman  
Mary and Bill Brennan  
Cathy and Martin Brown  
Karen and Howard Burris  
Katherine and Mike Cannata  
Trudy and Bill Carpenter  
Betsy and Ryan Chapman  
Kimberly Pace-Furse and David Furse  
Meg and Stephen Epstein  
Susan and Jason Epstein  
Christie and Landon Gibbs

Debbie Gordon  
Carlana and Aubrey Harwell  
Chris Hefley  
Malinda and Joe Ivey  
Kate Malone Jackson  
Jennifer and Andy Faught  
Ann Johnson  
Denice and Milton Johnson  
Jessa and Jay Kelley  
Rebecca and David Klements  
Meredith and Jimmy Leach  
Katherine and Jim McElroy  
Leigh Anne and Stuart McWhorter  
Mary and Jason Moore  
Richard Moscardelli  
Anissa Nelson-Carlisle  
Katrina Welty and Nick Ogden

Pam and Phil Pfeffer  
Tom Raney/JE Dunn Construction  
Laurie and Jim Seabury  
Wesley Shutt  
Holly and Clint Smith  
Abby and J.B. Spaulding  
Nancy Stabell  
Nanci and Eric Thraikill  
Stephanie Tinsley  
Jorge Titinger  
Judy and Steve Turner  
Kelli Turner  
Mary Glenn and Dave Vreeland  
Ann and Jack Waddey  
John West/Deloitte  
Noel Williams  
Ed Woodside



**Linda Rebrovick**  
McWhorter Circle Co-Chair



**Bobby Frist**  
McWhorter Circle Co-Chair





# JASON MOORE

## The First EC Founder Completes the Entrepreneur's Lifecycle

Jason Moore is a full circle moment. He was the very first entrepreneur that worked with the EC. Clayton was chair, Michael Burcham was CEO, and the organization was on Broadway. Jason and his company Stratasan is one of seven exits in 2022, but what makes Jason special is that he's doing exactly what the EC set out to do - paying it forward to help the next generation of founders as a member of The McWhorter Circle.

**What is one of the first stories that you think of when you hear the EC?** There's not a better memory than the very first day I walked in to pitch with Michael Burcham. The night before he said, you know, you can come in tomorrow and pitch. I was not prepared for that but stayed up all night building the deck. I thought the pitch was going fantastic and at the end of it, Michael looked at me and said, 'Jason, I like you, I think you're onto something' followed with, 'and that's the worst pitch I've ever heard. But if we're gonna be good

at what the Entrepreneur Center is supposed to do, then you're the type of entrepreneur we should be able to help.' The tagline then, when the EC first started, was Create Your Investible Story.

**So that kind of goes into the genesis of Stratasan. How did that idea first come about?** I had zero experience in healthcare. I'm not a data analyst or a data scientist, and I've never written a line of code. What I did have was 10 years of operating a SaaS model company combined with the talent in Nashville around healthcare and data analytics. Everything is healthcare here. I started networking and compiling a list of people that were open to advising and mentoring me. It was one of the advisors that knew this was a problem, so the genesis was from that advisory committee.

**What's one book that you've read that's influenced you as an entrepreneur?**

You know, a book that I reference a lot, especially for entrepreneurs that are struggling to get started is E-Myth Mastery by Michael Gerber. The core of the book is to take the time to work on your business, not just in your business. You can read it on a flight from Nashville to Chicago.



**From the beginning, was your initial idea to sell?** When you start a company, there's always going to be an end. We weren't building to sell, or to exit, or to IPO. We wanted to build a good company that we wanted to work at, and other people wanted to work for. We had a theory that if we focused on that, a good outcome is more likely. I think we did just that.

**Could you talk about your co-founder?** Our co-founder Brian Daley stayed through the whole time. We had a 12 year partnership that was unbelievable. People see that he's the CTO, so they assume that he's good at technology, which is very much true but his overall business acumen as we grew up together in this business grew and grew and grew!

**How did you meet your team? Through networking, friends?** Jason Haley, our first hire, is a good example here. He is cousins with the first COO of the Entrepreneur Center, so it was actually an introduction from an EC connect. The Entrepreneur Center's fingerprints are all over Stratasan.

## “The Entrepreneur Center's fingerprints are all over Stratasan.”

of a friend who happened to be high up at LifePoint Health. Her name is Melissa Waddey. I really wanted to learn from her and what we could build that would be useful for someone in her position, and in her world. She mentored really well and long story short, we ended up signing a multi-year contract with LifePoint Health six months after.

**What was one of the biggest challenges while scaling?** I think it's really important to continuously check as a founder, 'Am I the right leader of this company today?' There were times I was uncertain of that. I went through a rigorous self-check about six years in, but I had a good group of people around me that gave me constructive feedback.



**What made you decide to sell when you did?** We'd grown to a point and brought on new investors in 2019 with a full recipe and growth round. Three years later, we tripled in revenue, so that was attractive. It was really a 'lets see what the market thinks about us'. Our strategic buyer who eventually acquired us, came in cold. Their vision was so lockstep into what my and our senior leadership team's vision was of Stratasan. With them as a partner, it appeared that we would be able to do something, instead of in three to five years, let's say 18 months to two years.

**When did you know you had something going - that something valuable was being built?** We had a ton of lucky bounces over the years. Our first was shortly after funding. Mid 2011, we had met a friend

**What's something you've done to make sure your team was excited about this transition?** When you are going through the process, it's hard to be fully transparent. That was difficult because we built a wide open and transparent culture. As we were dating through the process, it was really about asking, 'Is this a place our people are going to be able to grow?' Every step of the way, we felt stronger and stronger about that based on the acquiring company's leadership team and how we were going to work together.

**What is something that you are learning right now?** The former COO of Stratasan and I have started a consultancy, DNA Partners, to help growth stage companies get to "scale stage". So not helping startups, not trying to find product market fit or your first go-to-market strategy, but let's say, two to three million in recurring revenue, and trying to get to that 20, 30, 50, million in revenue so you can get the scalable platform. Right now I'm learning how to try to apply 20 plus years as an entrepreneur, packaging it up to be helpful to others.



# EQUIP THE ENTREPRENEURS

## The Difference Our Programs Make

We give entrepreneurs the tools and resources they need to succeed wherever they are on their entrepreneurial journey, whether that's education, a community of fellow founders, or introductions to partners, investors and customers.

### **An Intentional, Inclusive Approach to Supporting Entrepreneurship**

Entrepreneurship should be accessible to everyone, and we are intentional about our work to ensure every entrepreneur – regardless of race, gender, income or background – has the opportunity to realize their dream.

Our suite of programs and offerings serve entrepreneurs across all phases of the entrepreneurial lifecycle, from idea to exit.



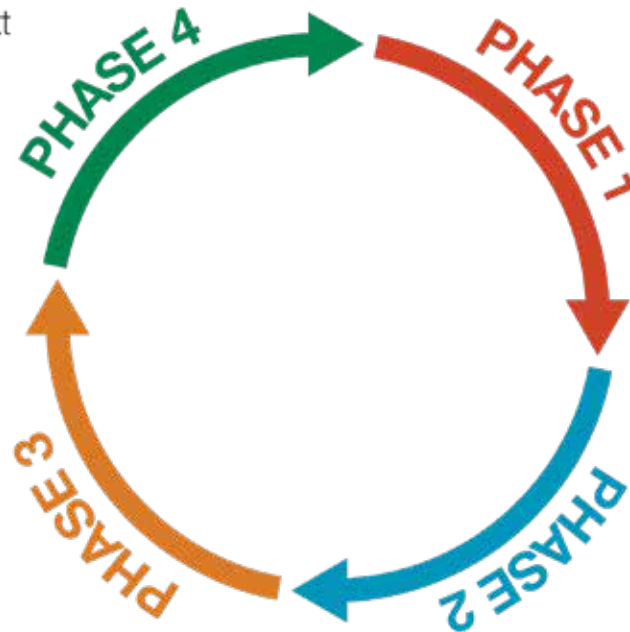
# The Entrepreneur's Lifecycle

4

## PHASE 4: Circle Back

Seed, cultivate and lead the next generation of entrepreneurs. Contribute to the ecosystem.

- Circle Back Podcast
- Speaker Series



1

## PHASE 1: Innovate

Develop, investigate and plan the launch of a business concept. Aggregate the necessary resources for launch.

- PreFlight
- Twende
- Scholarships
- Navigation
- Panel & Pitch

3

## PHASE 3: Stabilize or Exit

Stabilize business for longer term sustainability and predictable profit generation. Continue to run the business indefinitely or sell it.

- Telehealth Academy

2

## PHASE 2: Rapid Growth

Create, launch and grow a business quickly to achieve growth goals and create a sustainable business.

- InFlight
- Twende
- Project Healthcare
- Project Music & Entertainment

***The EC also serves all phases of entrepreneurship through Membership, NEXT Awards and Entrepreneurs' Hall of Fame.***



# Nashville Entrepreneur Center **PREFLIGHT**

PreFlight walks step-by-step with early stage founders, empowering them with the knowledge and support to bring their business to life.

With dedicated advisors, access to the full EC advisor network, resource library and coworking space, PreFlight helps lay the foundation for entrepreneurs, with the opportunity to participate in and pitch at the final showcase event.

**561 Founders Served to Date** From 2014-2022

## Program Partners



**Dr. Turner Nashe and Phylance Nashe, J.D.**

**Jacob Stern and Karin Hensley**

## Come in with an idea, walk out with a business plan.

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**In 2022, PreFlight helped  
37 founders:**

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RAISE **\$60K CAPITAL**

CREATE **8 JOBS**

GENERATE **\$250k REVENUE**



*PreFlight Featured Founder*

# JASMINE VALENTINE

## With Clarity

The PreFlight program surpassed my expectations by bringing together a community of peers who were all experiencing the challenges of exploring and testing new ideas. Through this EC program, we had access to accomplished and influential entrepreneurs who created and sold successful businesses. They generously shared their experience and expertise, and coached us through the crucial steps of evaluating a new idea.

As a result of the amazing support received from peers and mentors, I am excited to announce the launch of my company, With Clarity; a digital financial wellness platform created to bring financial clarity and wellness to the masses.

After spending the last 8 years of my career on Wall Street as a Derivatives Trader at a few of the world's most prestigious investment banks, I witnessed first-hand the disparity between Wall St. and Main St. Amidst record inflation, crypto bubbles, "expert" investment advice, and a fractured savings and investing marketplace, I knew it was time to take matters into my own hands and transform the status quo by introducing a revolutionary approach.

With Clarity is committed to telling you what Wall Street doesn't while focusing efforts on the often overlooked asset class: CASH. As a SaaS company, we combine technology with a personal touch. With Clarity is seeking advisors and expects to raise a pre-seed round in Q3 '23.



## Nashville Entrepreneur Center **INFLIGHT**

InFlight is a 9-month long accelerator program that equips founders with the knowledge, connections, and resources to achieve rapid growth with hands-on support and feedback from local business leaders who have “been there, done that.”

To date, cohort participants experience an average of 62% revenue growth and 83% full time employee growth throughout their time in the program.

**64 Founders Served to Date** From 2018-2022

**Entrepreneurs-in-Residence:** Beth Chase, Katherine McElroy

### Program Partners



## Growing pains? We'll transform that into a scalable business model.

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### In 2022, InFlight helped 9 founders:

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RAISE **\$500K CAPITAL**

CREATE **30 JOBS**

GENERATE **\$4.2M REVENUE**

*InFlight Featured Founder*

# IRA AKERS

## CUE Audio

InFlight has had a tremendous impact on the growth of CUE. This year we added to our list of D1 teams closing multiple professional contracts in the NFL, NHL, and NBA. Our app was used in the NCAA Final Four National Championship game, we made another acquisition (transport labs), and our team grew from 20 to 52 employees.

One of the standout moments for me in the InFlight cohort was the opportunity to connect with and learn from my peers. The diverse perspectives and experiences of other entrepreneurs were truly inspiring. InFlight's EIRs were also incredibly knowledgeable and generous with their time and expertise, and I learned so much from them over the course of the program. I look forward to staying connected!

With unparalleled access to resources, mentorship, and events, I feel very fortunate to be part of such a dynamic and collaborative community at the EC. The entrepreneurs, investors, and advisors have been a valuable source of insight and encouragement, while building my business.

I would like to thank my mentors, advisors, and team members such as Jeremy Raley and Jane Allen, for their continued support and guidance. I am truly grateful for the incredible people who have helped in my and CUE's journey.

As we look ahead to 2023, we are hopeful to see live events back in full force! We are excited to explore new opportunities and partnerships in this industry as we continue to learn and grow as a company. I look forward to giving back to the community and to helping other entrepreneurs on their own journeys.

# Nashville Entrepreneur Center TWENDÉ

Twende is a 9-month virtual statewide accelerator program providing Black and Latine entrepreneurs with curriculum, coaching, community to do business with corporate and government clients.

In 2022, the Twende Accelerator redesigned its programming to also begin building a supplier diversity pilot that connects stakeholders and procurement leaders with diverse entrepreneurs across Tennessee. Twende helps founders accelerate growth by securing opportunities with the world's largest buyers: government and corporate entities.

**85 Founders Served to Date** From 2020-2022

**Entrepreneurs-in-Residence:** Shani Dowell, Bill McCleskey

**Coaches**

Dr. Kemi Elufiede	Jarlecia Jones
Aireka Harvell	Daniel Oppong
Ashley Brooke James	Courtenay Rogers

**Program Partners**



**Dr. Turner Nashe and Phylanice Nashe, J.D.**

## Ready, set, do business with big business.

**In 2022, Twende helped  
50 founders:**

RAISE **\$173K CAPITAL**

CREATE **38 JOBS**

GENERATE **\$2.2M REVENUE**





*Twende Featured Founder*

# DANIELLE BUNTYON

## Jade Elevation

In 2021, after surviving the pandemic, I received a message on my Facebook account with a news article attached. In this article, Twende, a Nashville-based program, was evolving into a statewide initiative. As part of this program, black entrepreneurs in Tennessee are taught the key elements of running a business. In addition, they provided mentors and a very supportive group of people who looked like me and were working through the same problems. I was like - sign me up please!

Once I was accepted into the program, I was amazed at all the different business owners and the amount of support they provided. The Nashville EC opened their arms and welcomed me in and provided me the space in Nashville to come to work. The EC held several events that placed myself and other members of the cohort in rooms we would never have gotten to alone and that has pushed us to be very real about our business.

At the end of the Twende program, we were offered the opportunity to apply for a \$10,000 grant, known as the ReGenerate grant. I feel very blessed and honored to have been chosen as a recipient. My company has benefited greatly, and we were able to utilize the grant funds to contract social media managers, hire employees, and purchase equipment to expand the range of products we offer to our customers. This has enabled us to reach a wider customer base and increase our profits. We've also expanded our operations, which has allowed us to create more job opportunities, positively impacting our local economy. For everything that the Nashville EC and the Twende program have done for me, I would like to extend my gratitude.



# TWENDE SUMMIT

## An Annual Event for Tennessee's Black & Latine Founders to Connect and Grow Their Business

The 2022 Twende Summit attracted 200+ entrepreneurs, corporate & community leaders, investors, and sponsors across Tennessee and beyond for a day of learning and support.

### SESSIONS

- 1) How to Do Business with Big Business
- 2) Show Me the Money: A workshop to learn about funding opportunities to grow & scale
- 3) How to Turn Being Underestimated into Your Greatest Advantage
- 4) Mental Health and Stress Management for Entrepreneurs

### SPEAKERS

- **Lee Molette**, President/Co-Founder, Frank Stanton Developers, LLC, The Table LLC
- **Karen Collins**, Director of Supplier Diversity, City of Chattanooga
- **DeLisa Guerrier**, Co-Founder, Storyville Gardens Courtney Pogue, Director of Economic and Community Development, Metropolitan Nashville and Davidson County
- **Arlan Hamilton**, wFounder and Managing Partner, Backstage Capital



*Sponsored By*

**BAKER DONELSON**





# TWENDE PODCAST

Twende: Rethinking Entrepreneurship is all about engaging in open and honest conversations with incredible Black and Latine business experts, investors, and founders.

Twende is Kiswahili for “let’s go!” It’s our rally cry here at the EC and represents the vibrant passion to level the playing field for entrepreneurs of color.

***Twende Podcast made possible by The David and Rebecca Klements Family Foundation***



## SEASON 1

**Henry Hicks**, President & CEO of the National Museum of African American Music

**Monique Villa**, Investor at Muck Capital & Co-Founder of Build in SE

**Aaron P. Woods**, Founder of PodPal

**Jason Scott**, Founder of FactionSF & Head of Startup Developer Ecosystems at Google

**Kathryne Cooper**, Partner at JumpStart Nova

**Marcus Whitney**, Founder of JumpStart Nova

**Kelly Ifill**, Founder & CEO at Guava

**Brynn Plummer**, Vice President & Director Diversity, Equity & Inclusion at AllianceBernstein



## Nashville Entrepreneur Center **PROJECT HEALTHCARE**

Project Healthcare is a leading healthcare accelerator program with a national reach. This 9-month initiative supports the success of high-growth founders in the healthcare industry by providing unmatched access to industry giants, mentorship from top tier industry experts, tailored hands-on curriculum, and peer-to-peer learning.

At Project Healthcare, we're on a mission to grow the ecosystem of support for entrepreneurs and founders who are driving innovation in the healthcare industry. Like spokes on a wheel, this ecosystem is designed to work in concert, accelerating growth of companies in this program through curriculum, events, workshops, and intentional thought leadership activities.

**81 Founders Served to Date** From 2017-2022

### Program Partners



## Building the ecosystem of support to transform healthcare.

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### In 2022, Project Healthcare helped 16 founders:

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RAISE **\$2.6M CAPITAL**

CREATE **58 JOBS**

GENERATE **\$1M REVENUE**



**PAM HOLT**  
*US General  
Manager*

*Project Healthcare Featured Founders*

# DAVID LAZERSON & GUY TISH *Co-Founders*

## Briya

An Israeli founded start up participating in Project Healthcare may seem like an unusual match. The story highlights what many of us know about the Nashvillian ethos, experts in Nashville are more than willing to make the next introduction to help founders find success, and that is exactly how Briya landed in Nashville.

Briya co-founders, David Lazerson and Guy Tish, along with their U.S. General Manager, Pam Holt, knew Briya's success and key market would be in the U.S. Holt, who served as a strategic advisor to the co-founders during the conceptualization and build process before launch, tapped into the wisdom of Eric Thrailkill, which led to participation in Project Healthcare and Briya's decision to base its U.S. Headquarters in Nashville.

Since coming out of stealth in mid-2022, Briya has found success in multiple markets. Briya's decentralized network allows hospitals, clinics, and health systems to seamlessly and safely exchange data with researchers and life sciences. This generates much needed revenue for the hospitals and health systems and promotes the discovery of lifesaving treatments by connecting data across the world. Briya's first network connections were in Jerusalem and connected healthcare providers across the city with data from the diverse population of 1 million people. This data network allows valuable insights and research that has never been possible.

Briya is currently establishing its data network in the U.S. and looks for continued network growth and expansion in 2023. Per Lazerson, "We are excited to do this important work from Nashville and look forward to growing with the community."



# TELEHEALTH ACADEMY

Building from a successful launch of the first Telehealth Academy in 2021, we hosted the 2nd Telehealth Academy in September 2022 bringing together over 430 industry leaders.

**Our focus was to look at these Telehealth factors beyond the public health emergency:**

- Addressing the intersection of mental and behavioral health with physical health
- Delivering on the promise of personalized care, regardless of location
- Ensuring provider access to data (from multiple healthcare sites and data captured remotely)
- Increasing access points and delivering on the promise of reducing health disparities among certain populations

## Partners



## 12 Sponsors

Including:



47 EXPERTS/SPEAKERS

6 HEALTH SYSTEMS

3 ACADEMIC INSTITUTIONS

6 ASSOCIATIONS

9 TECH COMPANIES

3 ADVOCACY/POLICY



# HEALTH VALUATION LAB

The EC's Project Healthcare has newly partnered with faculty from Vanderbilt University School of Medicine's Department of Health Policy and the Vanderbilt Owen Graduate School of Management to offer **Health Valuation Lab**: an independent study course designed for selected EC Project Healthcare companies, faculty, students and industry experts.

Participating students divided into teams and paired with a Project Healthcare company to provide valuation services in 8 areas: Technology, Market Size/Potential, Competition, Intellectual Property, Regulatory Landscape, Technical Components, User Evaluation & Financials and Reimbursement Opportunities/Challenges.

## Partners



## Sponsor



## Nashville Entrepreneur Center **PROJECT MUSIC & ENTERTAINMENT**

Through Project Music & Entertainment (PME), founders gain access to our extensive network of entertainment connections and leverage them to foster innovation, nurture growth, and drive the future of the entertainment industry.

Project Music & Entertainment was originally created in 2015 to be an Accelerator Program. In 2022, we paused the nationwide, year-long, early-stage cohort model to address a direct need within the local community.

After completing a needs assessment with local founders, we created a monthly meeting for peer connections, facilitated discussion, and/or industry speakers to accelerate learning and growth. This new networking-focused program model proved to be valuable for the founders.

**81 Founders Served to Date** From 2015-2022

### Program Partners



## Evolving to founder's needs in Music City.

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**In 2022, Project Music & Entertainment helped 14 founders:**

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RAISE **\$32M FUNDING**

GENERATE **\$3M RECURRING REVENUE**



*Music & Entertainment Featured Founder*

# MARCUS BLACKWELL

## Make Music Count

I started Make Music Count as a passion project to help students learn math while also enjoying music. In 2013, it began as an afterschool program but has become a math curriculum based app for students in grades 3 through 11.

My greatest appreciation from the EC Program was that it helped me realize and start investigating the value that my math app brings to the music industry and media spaces. Since then we've partnered with Cartoon Network to showcase theme songs of movies in our app as math lessons and that has opened up opportunities to do the same with other media companies.

With the support of Big Boi from Outkast, NBA athlete Shaquille O'Neal featured Make Music Count on TNT's The Game Plan, a show dedicated to highlighting inspirational stories from entrepreneurs.

In 2023 I'm looking forward to scaling the impact of our app by partnering with more school districts to use our app as a supplementary resource for math classes, music classes, and after school enrichment programs. Then lastly securing more partnerships with media companies so we always have the latest musical content to engage the students who use our app to improve in mathematics.



# STABILIZE OR EXIT

## PHASE 3

In just seven months, the EC has seen seven successful exits by founders who utilized our company's programs and offerings during their entrepreneurial journey.

This substantial number of exits reflects the growth and increasing maturity of Nashville's entrepreneurial community. From 2010 to 2020, we saw approximately one exit every other year. Now, we're seeing the overall exit numbers culminate to an unprecedented boom with exits occurring at 14x growth.

The momentum with founders across various industries and sectors is incredibly exciting, and the series of recent exits validates the approach, programs and expertise the EC offers.



### **Taylor Chapman**

**BALLPARC**

Founded in 2012, Ballparc was acquired by FLASH, the global leader in cloud parking in June of 2022.



### **Austin Dirks**

**GREENLIGHT MEDICAL**

Founded in 2016 and went through Project Healthcare, Greenlight was acquired by Houston-based Symplr, a leader in enterprise health-care operations backed by Clearlake Capital Group.



### **Simon Popman**

**FANFIX**

Founded in 2021 and went through Project Music & Entertainment, FanFix was acquired by SuperOrdinary, a global growth partner and marketplace expert connecting brands, creators and consumers.



### **Ed Brew**

**LABELRADAR**

Founded in 2018 and went through Project Music & Entertainment, LabelRadar was acquired by online music retailer, BeatPort.



### **Dr Tal Rapke**

**SCALAMED**

Founded in 2017 and went through Project Healthcare in 2022, ScalaMed was acquired by healthcare giant, Cardinal Health.



### **Dan George**

**PIPER KEY ANALYTICS**

Founded in 2018 and went through EC Programming, Piper Key Analytics was acquired in April 2022 by Nashville-based JumpCrew, a B2B acquisition company.

See Jason Moore, the "Featured Exit" on page 8.

# CIRCLE BACK

## PHASE 4

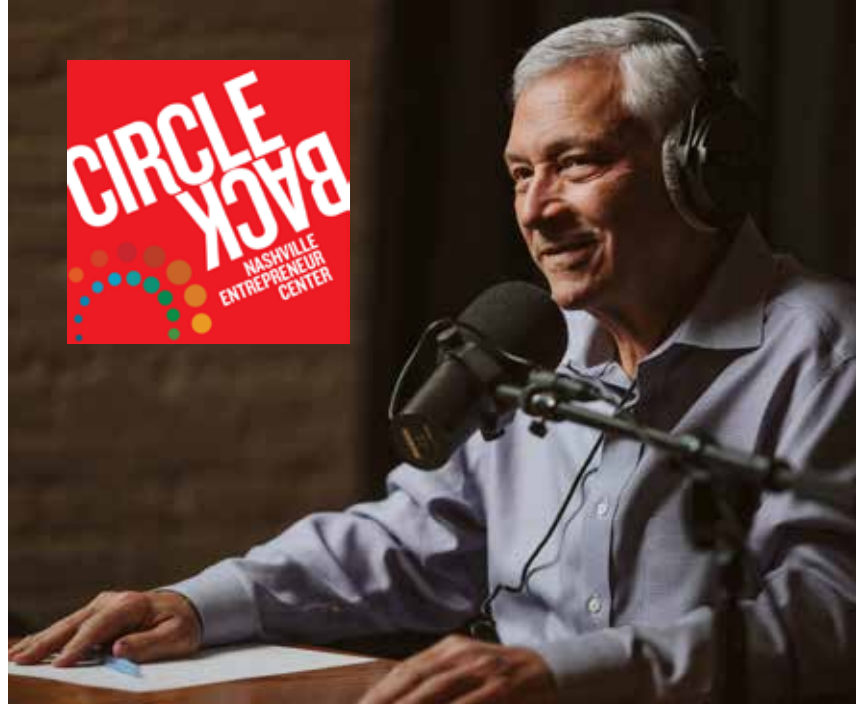
Circle Back is a narrative-style podcast for successful leaders to “circle back” and reflect on the key moments that defined their entrepreneurial journeys.

Circle Back is recorded and produced in the Chase Studio, the NEC’s on-site production space. This space allows community members the opportunity to craft world-class audio and visual content and share their own stories of growth, community, inspiration and perseverance.

*Circle Back made possible by The Beth and Randy Chase Family.*

“**One of the original missions of the EC was to share the story of the Nashville entrepreneur and what better way to do so than through the Circle Back Podcast.**”

**- Jane Allen, CEO**



## SEASON 2

**Brian Fox**, Founder of Confirmation.com

**Sherry Deutschmann**, Founder and CEO of LetterLogic

**Lucius Burch**, Co-Founder Massey Burch Investment

**John Ingram**, Chairman Ingram Content and Founder of Nashville Soccer Club

**Dr. Turner Nashe**, Founder of Inner Entertainment Delivery Systems and Co-Founder of ReCOVER Health

**Marty Renkis**, Founder of Trainersoft.com and SmartVue

**Larry Odom**, Third Generation Owner and CEO of Odom’s Tennessee Pride Sausage

**Rob McCabe & Terry Turner**, Co-Founders Pinnacle Bank

# MOBILIZE THE ECOSYSTEM



Being an entrepreneur can sometimes feel like fighting a lonely uphill battle. This is where the EC comes in. We offer different levels of membership for people looking to connect with community, resources, advisors, events, and an affordable downtown Nashville coworking space.



## Membership

### **Incubate**

Offers members 24/7 access with a personal desk & storage locker.

*Total 2022 Incubate Members: 79*

### **CoWork**

Access to coworking space during normal business hours.

*Total 2022 CoWork Members: 424*

### **Amplify**

Access to a network of 300+ experienced mentors and advisors.

*Total 2022 Amplify Members: 61*

### **Connect**

Virtual & in-person access to a like-minded community.

*Total 2022 Connect Members: 161*



# Alane Boyd

## Avaro

Co-Work member Alane Boyd, founder of Arvo, launched software from MVP to Beta in February 2022. Since launching, Avro has grown 450% in revenue and expanded internationally to Australia, Canada, Germany, and the U.K. Avro was selected as a top 5 finalist in the Startup Showdown by Panoramic Ventures at 3686 by LaunchTN, the Crowd Favorite at the Nashville EC Panel & Pitch: Tech Edition, and chosen as the Winner of Founders Live Nashville Pitch Competition.



***“After being a finalist in the EC’s Panel & Pitch: Tech Edition, I have been approached by an angel investor, created a partnership with the Roster Agency and made an excellent relationship with my now mentor Deanna Meador.”***



# Brian Fuente

## Aero Build, LLC

Amplify member Brian Fuente, founded Aero Build, LLC in 2021, and has since grown almost 21%. Aero Build designs and builds fully electric RV’s and mobile business trailers and officially launched Coast by Aero Build, the fully electric, luxury Recreational Vehicle in January 2023.

***“Through the EC, I met Francois Peltier who has become a dear friend, advisor, and mentor. He has connected me with some serious players in the VC world.”***



# NEXT Awards & Entrepreneurs' Hall of Fame



The 2022 NEXT Awards & Entrepreneurs' Hall of Fame celebrated Music City's unbridled entrepreneurial spirit on Monday, October 24, 2022, at the Schermerhorn Symphony Center.

Seventeen entrepreneurs and businesses were honored for their achievements at the event including Entrepreneur of the Year, Meg Epstein, founder of CA South, and Emerging Entrepreneur of 2022, Amy Green, owner and founder of the Nashville Collaborative Counseling Center.

These individuals and companies adapted, grew and created new opportunities for their teams and customers in the past year, helping to transform industries and improve lives both in Middle Tennessee and around the world.

NEXT Awards & Entrepreneurs' Hall of Fame 2022 inductees included:

- Amy Kurland, founder of Nashville's Bluebird Cafe
- André Prince, owner of Nashville's Prince's Hot Chicken
- Mike Shmerling, who founded or co-founded 11 businesses as well as Abe's Garden Community, a senior living nonprofit, in honor of his father
- Steve Turner, founder of MarketStreet Equities Company, who spearheaded the development of The Gulch.

*Presented By*  
**amazon**









# 2022 Supporting Partners

Partners who give to support our mission:



BAKER DONELSON



DELL Technologies  
DELL FOR STARTUPS



Google  
for  
Startups



# Partners

As a non-profit organization, the EC relies on the generous support from donors to give time, money and expertise to fuel the EC's Mission. We work with individual donors, the business and investor communities, foundations, and local, state and federal governments to provide the resources needed to help entrepreneurs turn their ideas into a reality.

Combining this support with the EC's experience in delivering world-class programming and connections to industry leaders, allows the EC to help entrepreneurs increase their likelihood of success.

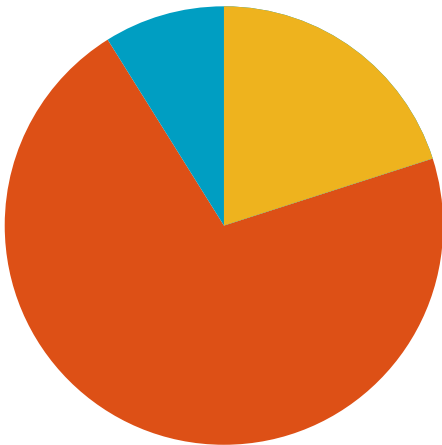
**Supporting Partners** provide philanthropic support which fuels the EC's mission to equip entrepreneurs and innovators with the critical resources to create, launch and grow businesses.

**Program Partners** are aligned with one or more of the EC's signature entrepreneurial education programs to provide program funding industry insights and business expertise to help entrepreneurs build their businesses.

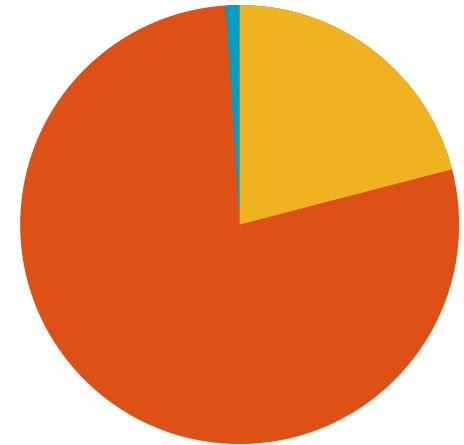
# Financials

Nashville Entrepreneur Center is a 510(c)(3) nonprofit. Our fiscal year is January 1 through December 31. These financials reflect pre-audited 2022 results and audited 2021 results.

2021 Revenue



2022 Revenue

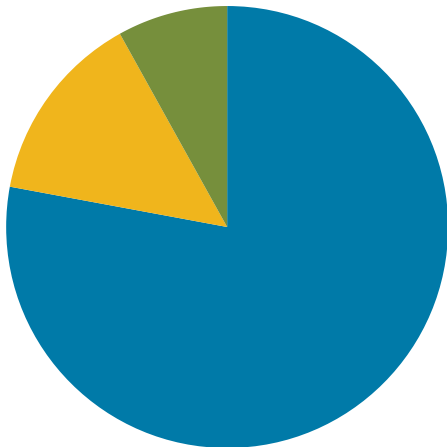


2021	REVENUE \$	2022
\$670,211	● Earned Revenue	\$710,085
\$2,157,664	● Contributed Revenue	\$2,760,493
<u>\$241,726</u>	● Other & Investment Income	<u>\$38,552</u>
<b><u>\$3,069,601</u></b>	<b>Total Revenue</b>	<b><u>\$3,509,130</u></b>

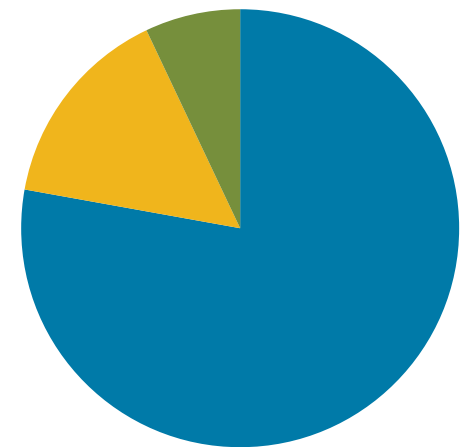
  

2021	EXPENSES	2022
\$2,442,649	● Programming	\$2,923,894
\$412,704	● Fundraising	\$378,445
<u>\$179,620</u>	● Administration	<u>\$179,264</u>
<b><u>\$3,034,973</u></b>	<b>Total Expenses</b>	<b><u>\$3,481,603</u></b>

2021 Expenses



2022 Expenses





NASHVILLE  
**ENTREPRENEUR  
CENTER**

Thank you to all who helped make the year a huge success.  
Stay connected and help us Keep the Pulse!

**ec.co**