



cintrifūse

POWERING OUR INNOVATION ECONOMY



At Cintrifuse, everything we do is oriented toward driving talent, investment, and innovation into our region in order to make Greater Cincinnati a prominent startup ecosystem in the midwest and a top innovation hub in the country.

Cintrifuse empowers entrepreneurs by providing access to early-stage funding, designing purposeful programs, fostering key connections, providing high-quality resources, and sharing compelling narratives to establish a thriving startup economy across the region.

What distinguishes Cintrifuse is our unique role as a connector, bridging the support organizations across our ecosystem and leading initiatives that foster innovation throughout the entire region. Sitting at the heart of a vital national supply chain corridor and home to leading Fortune 500 companies, top universities and the nation's #1 children's hospital, we're innovating with more speed, focus and creativity than ever before. Our strategy involves harnessing the collective strengths of these organizations to create radical step change in the economic vitality of our area and empower our region's 320+ startups.

2023 was a challenging year for capital raised across the nation, and Greater Cincinnati followed this trend with only \$244.5M of 2022's \$680M raised locally. Our flourishing ecosystem partnerships and initiatives were a bright spot amidst these challenges, driving greater visibility and impact for our region's startups, further boosted by Cintrifuse Capital's announced commitment to a new, more locally-focused fund that will maximize value through regional impact and financial return.

As we enter into a new year, we are moving aggressively to provide the capital that encourages more founders to take the leap into entrepreneurship, creating a bridge to later-stage funding, and fostering a connected and collaborative ecosystem. Through these strategic priorities, we expect to see a significant improvement in outcomes across the region.

Thank you for your continued support and championship of our city and the innovators that call it home.

Left: Jake Whitman, Founder of Really Good Boxed Wine, after winning Cincy's Got Startups pitch competition at StartupCincy Week with Cintrifuse team.

FORGING NEW VENTURES

Local startups in the Midwest tend to have significantly fewer funding options than their coastal counterparts and are held to a higher standard. These startups need to show more data and customer traction all while taking in less capital than companies with a similar profile based in Silicon Valley, New York, or Boston. These capital constraints limit the ability of our local companies to scale to true venture-scale outcomes. Although more private capital has recently entered the region, these funds tend to focus on deployment in the later stages of startup development where there is more data to validate an idea's viability.

Amidst this challenging investment environment, Cintrifuse's registered investment advisor, Cintrifuse Fund Management, LLC (dba Cintrifuse Capital) has \$175 million of Regulatory Assets Under Management, which it is leveraging to take bold steps to empower local startups in Southwest Ohio. The introduction of Fund III showcases a more locally-focused fund that will maximize value through regional impact and financial return.



\$175MM RAUM —
Cintrifuse Capital

181 Startup / Corporate Connections

150 Startup / VC Connections

Top: Soundtrace, a comprehensive digital hearing conservation solution, team from left, Ryan Kast, CTO; Jeff Wilson, founder and CEO; and Matt Reinhold, COO

Bottom left: Katie Trauth Taylor, CEO & foudner of Narratize, an AI-powered storytelling platform

Bottom right: Aaron Chow, CEO and co-founder of Voxel, an additive manufacturing startup


Right: JB Kropp, Managing Director of Cintrifuse Capital, addresses a crowd at the Cintrifuse Annual Meeting




It's very clear that we need to support our ecosystem locally. That's what we're going to be working towards. At the end of the day, we need to create more companies locally.

J.B. KROPP Managing Director, Cintrifuse Capital

Cintrifuse Capital is driven by a strategy that goes beyond traditional investment models and has four primary focus areas:

 **Fund of Funds**

Cintrifuse Capital commits to ongoing investments in top national venture funds and skilled fund managers deploying capital in the region. This commitment ensures access to a diverse pool of resources, fostering innovation and growth.

 **Direct Investment**

Invest in local start-ups that are best positioned to drive venture-scale returns by offering capital & partnerships focused on mutual success.

 **Venture Creation**

Engage in activities that lead to more venture-scale companies launching in the region, discovering and nurturing the next wave of startups.

 **Acceleration**

Cintrifuse Capital is set to propel portfolio companies through targeted programs covering essential areas like go-to-market strategy, sales pipeline management, and pitch deck refinement. Our approach includes activating a strong mentor-advisor network, offering valuable guidance on identifying value propositions, achieving product-market fit, and facilitating access to investors and potential beta/pilot customers. Leveraging our network of corporate partners, among the largest employers in Southwest Ohio, we provide invaluable feedback and open doors for entrepreneurs as customers, investors, or potential acquirers.

With Fund III, we are continuing to invest in national and regional venture capital funds – an effort that will continue to grow the pipeline of potential follow-on investors for our portfolio companies. We also have a significant allocation in Fund III set aside for direct investments into companies in the Southwest Ohio region. Additionally, Cintrifuse Capital has a strong track record of helping companies in Southwest Ohio raise follow-on capital – in fact it is the crux of our model. We build relationships with great VCs all over the country and attract them to the region to invest in our best companies. Since the introduction of Fund III, we have already seen our \$2.5M of capital deployed into 8 local start-ups attract \$11.5M of outside capital. We anticipate this amount to continue to increase steadily as our investments continue and our region's startups grow.

This fund will play an important role in Southwest Ohio, serving as a catalyst to get local entrepreneurs to take the leap into company-building and as a potential vehicle to attract high-potential entrepreneurs to build their startups in the region.

FRONT DOOR TO THE ECOSYSTEM

StartupCincy is a thriving ecosystem of startup accelerators, incubators, civic organizations, universities, and investors working toward a shared vision of making our region a leading startup hub and center for innovation. Cintrifuse plays a crucial role as the lead catalyst for the Greater Cincinnati ecosystem, spearheading multiple initiatives fostering the growth and success of startups.

The Cincinnati startup scene is full of people who truly care about innovation and the city. When interacting with StartupCincy, if I'm not learning something valuable, I'm making a valuable connection.

STARTUPCINCY WEEK ATTENDEE



Connecting & catalyzing our community

We know the importance of person to person interaction when cultivating lasting relationships. That's why we are committed to fueling the Cincinnati startup ecosystem through high-quality programming and resources that enable entrepreneurs to upskill and make the critical connections needed to grow their businesses. Our events are designed to provide platforms for knowledge sharing and networking by intentionally pairing entrepreneurs with potential customers, corporations, venture capitalists, investors, mentors, and support organizations to create tangible impact.

StartupCincy Week: Our ecosystem's annual flagship event, brought together over a thousand entrepreneurs, investors, and startup catalysts from across the country to OTR for knowledge sharing, networking, and new collaborations. Led by the Cintrifuse team, the week-long event of 40 sessions reached over 130,000 people online through our social media channels, fostered hundreds of connections, and was a testament to the incredible ecosystem collaboration of key ecosystem partners.

NITRO!: The event brought together over 40 underserved minority and women-owned small businesses and tech experts to delve into impactful tech resources, equipping businesses with cutting-edge tools for growth and scalability. The day-long bootcamp featured workshops led by industry professionals such as Fifth Third Bank, BrandTrue, CustomGPT, Intuit QuickBooks, and Canva.

StartupCincy Speed Hustle: Partnering with ecosystem partners, the StartupCincy Speed Hustle brought together 51 Startups and 27 potential customers, and surfaced over 40 startups from across the community to visiting venture investors.

Together Digital: Women in Digital + Tech: We created a vital safe space for female founders in the traditionally male-dominated tech industry through our International Women's Day event, held in partnership with Together Digital.

Black Tech Week: Cintrifuse is proud of the collaborative effort and partnership with the Mayor, REDI, VisitCincy, Jobs Ohio and other regional ecosystem stakeholders in winning the competitive pitch to Lightship Foundation's national conference Black Tech Week. Relocated from Miami, FL to Cincinnati, OH in 2022, this important conference will be headquartered in our region for the next three years!

Rethink Recycling Hack-a-thon: The 2023 Rethink Hack-a-thon, centered on recycling, brought together 18 startups, 13 corporate partners, and the City of Cincinnati, fostering scalable business models and showcasing innovative solutions. Beyond the event, the ecosystem came together to support the 10 finalist startups through an incubation program, positioning Cincinnati as a hub for entrepreneurial activity, driving sustainable practices and economic growth.

110+ hours of events & programming in 2023

112 startup founders showcased

2000 entrepreneurs, investors, and startup catalysts connected at events in 2023

40 speed hustle connections

57 founders upskilled through programs like NITRO! & AI Empower

Top: Cincy's Got Startups Showcase at StartupCincy Week

Bottom left: Subha Karthik, founder of EcoPal, a customized AI-powered ChatGBT module, at the Rethink Recycling Hack

Bottom right: Founders at NITRO! bootcamp

Empowering founders through personalized resources

Cintrifuse provides founders with the essential programs, resources and connections to succeed. This includes marketing services, access to competitive and industry data, accounting and legal consulting, talent and vital connections to potential funders and customers.

The StartupCincy Resource Compass: In collaboration with the City of Cincinnati, this provides entrepreneurs access to a comprehensive collection of vetted resources, ready to help them get started, grow and scale.

The StartupCincy Knowledge Hub:

A vibrant and dynamic knowledge-sharing platform for our ecosystem, housing a wealth of subject matter expertise contributed by our community members.

Next Generation Talent: Cintrifuse has created partnerships across our region's startup ecosystem and innovation district to provide over 24 unique entrepreneurial internship opportunities to students from 12 Colleges and Universities. Collectively, the Cintrifuse intern cohort contributed over 15,000 hours of work for startups during their experience, learning to apply their skills in everything from marketing and HR tech to advanced software development and AI.

FinTech Frontier: FinTech Frontier is a future-focused partnership between regional industry-leading financial services corporations including Fifth Third Bank, Western & Southern, JobsOhio, and FinTech-focused entrepreneurs who see how technologies from AI to blockchain to IoT can make financial services more personal, private and accessible. In 2023, activities include a third cohort of 14 university student interns, a \$160,000 FinTech Frontier Grant Program for local startups, and FinTech Founder Meetups.

Hub of Startup Support Services: In addition to existing support programs, we partnered with external vendors to provide custom support for members, as well as launching the Cintrifuse Data Desk, providing competitive intel and investor information. These programs aided members' search for new talent, assisted with fundraising strategy, and improved their digital visibility and branding.

OUR HUB OF SERVICES:

Marketing Support

- Pitch deck and one-pager design
- SEO audits & strategy
- Social media content gen & strategy
- Sales collateral design

Professional Services

- Consulting hours from Ernst & Young
- Legal support
- CFO and CHRO support
- Discounted vendor services
- Vendor grants for qualifying fintechs

Fundraising Support

- Investor lists & prospect identification
- Pitch practice and training
- Introductions to venture capital

Talent

- Technical hire sourcing support
- Startup ecosystem job board
- Intern marketplace for eligible members



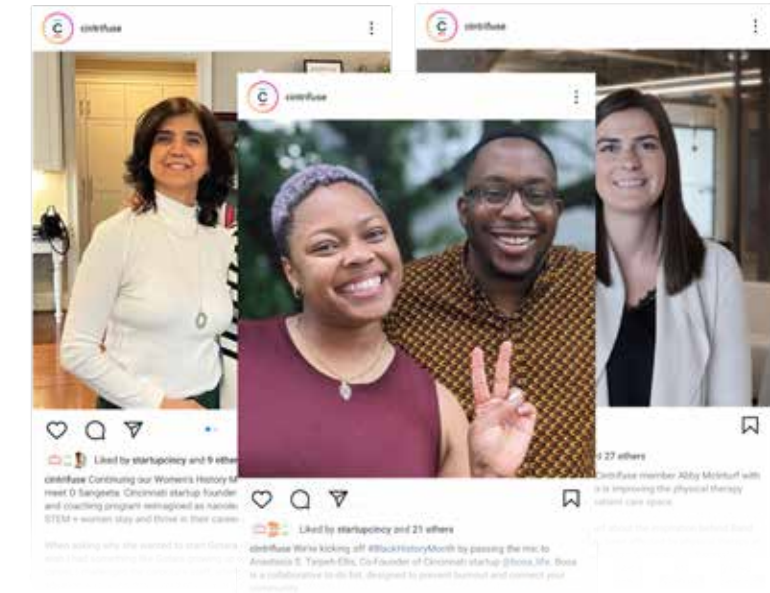
Andrew Savitz, Founder & CEO, Canned Spinach



Latoshia Ward, CSO, BID



Manny Addo, Founder & CEO, True Shea



Startup Amplification

Cintrifuse is focused on elevating local startup voices and positioning the region as a dynamic innovation hub through intentional storytelling. Our focused content brings the stories and insights of our region's experienced founders to aspiring entrepreneurs. In 2023, our 70+ startup stories and related content made over 453,000 impressions online, promoting our region as a true startup hub where founders grow and thrive.

15,000 hours of startup support provided by 24 interns

453,000 social impressions across all channels

95 resources designed to help startups at every stage

32 projects delivered through the Marketing Support Program

+86% increase in website traffic to startupcincy.com

9 community sourced content pieces published on the Knowledge Hub



OUR ECOSYSTEM HOME: UNION HALL

Union Hall is a where our community comes alive.

From startup features (like our 80 Acres vending machine!) and monthly community events to dedicated workspace where you can innovate alongside our region's top startups, investors, corporations and universities, Union Hall is Greater Cincinnati's startup hub. In 2023, we welcomed over 69,250 people through coworking memberships, event rentals, private office spaces, and a wide range of community events, reinforcing Union Hall's place as the vibrant hub to our startup and innovation ecosystem in Greater Cincinnati.

Top: StartupCincy Week happy hour

Bottom left: Union Hall reception

Bottom right: Co-workers at a community lunch



Innovation space network

In 2023, Cintrifuse activated a network of spaces with a shared mission to grow the innovation economy through the power of place. The Innovation Space Network brought together innovation hubs, universities, coworking spaces, flexible offices, shared kitchens, event venues, and more. Together, these spaces and the people that run them are routing entrepreneurs, building community, growing technical expertise, and gaining market leadership for the region when it comes to innovation.

As a part of this network, Cintrifuse launched the StartupCincy Ecosystem Passport, a new space sharing initiative in partnership with Alloy Growth Lab, 1819 Innovation Hub at the University of Cincinnati, and Miami University. This program allows entrepreneurs to explore all that the StartupCincy network has to offer, from coworking space to technical and mentoring based resources, without multiple memberships or fees. Throughout 2024, we expect this program to grow substantially, routing hundreds of entrepreneurs to the spaces that allow them to quickly and efficiently grow and access the resources that best serve them.

69,250+ people welcomed through Union Hall's doors

160 teams who work in our community

437 community members

295 public & private events held

4.8 ★ on Google Reviews



INNOVATORS THAT CALL US HOME

- | | |
|----------------------|--------------------------|
| 4Sight | Miami University |
| Abba Inc. | Entrepreneurship Program |
| Beltways | NameCoach |
| Black Achievers | Narval |
| Blue Ocean Solids | Native |
| Carbon Harvest | Nettie |
| CMA | Noshable |
| CourtAvenue | Oopda Inc |
| Credder Inc. | PanelVue |
| ECDI | Pieces |
| Endeavor | PlaneKrafty |
| FlowSpace | PlayPosit |
| Flywheel Social | Polar3D |
| Enterprise Hub | Possip |
| Formative | Product Refinery |
| Fresho | Puffworks |
| Gener8tor | Really Good Boxed Wine |
| Heartland Ventures | Refinery Ventures |
| Hearty | Spatial AI |
| InnoVationGirls LLC | SubterraAI |
| Jersey Watch | UC Center for |
| Katalyst Group | Entrepreneurship |
| Main Street Ventures | Unlearn |
| MetaRouter | Narratize |
| | WI Prosper |

A thriving startup community leads to a thriving Cincinnati well into the future. Thank you, Cintrifuse, for all you do to support these amazing startups.

SUE BAGGOT Founder, Power Within Consulting

cintrifuse

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