2019 was a year of incredible growth for the Conductor. We increased our team, adding a Director of Operations, Rural Director, and two Maker Educators. We have bolstered our activities in the Makerspace and deepened our commitment to support STEAM education. We have expanded our programmatic footprint to include 11 counties in central Arkansas. We have cultivated partnerships across the region, strengthening collaboration in the ecosystem. But most importantly, we have reached 6,895 entrepreneurs, innovators, & makers. Thank you for your support of the Conductor and entrepreneurship in our state. We are proud to share this report with you as we celebrate the end of a fantastic year and look forward to an incredible 2020.

#FullSteamAR

SUPPORTERS
Conductor is a public-private partnership between Startup Junkie Consulting and the University of Central Arkansas. We empower entrepreneurs, makers, and innovators. We are dedicated to building a diverse, inclusive entrepreneurial ecosystem in Central Arkansas.

**WHO WE ARE**

**OUR STORY**

**November 2016** - Startup Junkie Consulting DBA Conductor launches with the University of Central Arkansas as the founding partner

**March 2017** - Pledge from Conway Corporation to launch the Arnold Innovation Center, startup space to be operated by the Conductor

**September 2017** - Launch of UCA's Makerspace, Powered by the Conductor

**March 2018** - Establishment of the Conductor 10X Growth Accelerator program, in partnership with the State of Arkansas, Metova, and the Arkansas Economic Development Commission

**January 2019** - Conductor is awarded a regional innovation cluster contract through the Small Business Administration to expand offerings to 11 counties in Central Arkansas
6,895 participants reached through events & services, including 1,011 K-12 students.

95.9% of attendees reported they learned something new at Conductor activities.

84.7+ Net Promoter Score.

58.2% growth in attendees over 2018.

81.1% of attendees reported meeting someone new at Conductor activities.
more than 36% of clients reported adding new positions to their business

51K+ clients accessed an average of in public & private capital

34 new woman-owned business clients

11 patents

clients applied for

clients reported an average of 10.8% growth in revenue

22 new minority-owned business clients
Outbound Programming & Events

35 EVENTS IMPACTING
797 youth participants &
1,570 adult participants

Eric, Rob, & Isaac Brand Camp

33 5th - 7th graders impacted
in week long program to inspire innovation through the lens of promotions and branding of a real company

10X Accelerator Program

18 companies impacted
through 14 week accelerator program

Health Entrepreneurship Boot Camp

HEALTH SCIENCES ENTREPRENEURSHIP BOOT CAMP
23 college students impacted during week long program to inspire innovation & entrepreneurship in the health care field
2019 Highlights

Services were expanded across 11 counties in central Arkansas including workshops, events, and office hours.

Expanded Services

Partnered on 4 pitch competitions, including one with the UCA Homecoming Committee during homecoming week for the UCA community.

Collaborated with Congressman French Hill’s office to host the Venture Ecosystem Summit in Conway.

Began the first faculty innovation fellowship at UCA to conclude in Spring 2020.
Collaborated with makers and innovators on 11+ patents and inventions.

Formed a minority entrepreneurship advisory committee to discuss the barriers to minority entrepreneurs and how to engage current and aspiring minority entrepreneurs.

Expanded offerings to impact more youth makers.

Hosted 9+ events during Global Entrepreneurship Week to celebrate with communities across the globe.

Participated in Techtober and the Techtober proclamation signing by Governor Asa Hutchinson.

Expanded our team:
- Grace Rains
- Tiffany Henry
- Sharon Cone
- Anita Reynolds

We're celebrating GLOBAL ENTREPRENEURSHIP WEEK
November 18th - 22nd
UCA MAKERSPACE

3D Printing  Laser Engraving  CNC Machining

1,788 appointments to utilize equipment in the UCA Makerspace

Project highlight - Custom stamps made by an art student in the UCA Makerspace

OTHER OFFERINGS:

- Classes/Workshops
- Maker Mentor Network
- Prototyping
- Group Trainings/Field Trips
“Incredible program that has undoubtedly jump started my company”
- Female Entrepreneur, Financial Services Company

“A lot of my success as an entrepreneur is only possible with the Conductor’s guidance, encouragement and empowerment.”
- Male Minority Entrepreneur, Retail Product

“I love how open and approachable the Conductor is. I’ve been there for several ideas. Every time they were helpful and I felt like they believed in what I was doing. They were excited with me.”
- Male Entrepreneur, Entertainment Company

“The Conductor is absolutely amazing!”
- Female Entrepreneur, Author

“Very savvy, straightforward and enlightening.”
- Male Entrepreneur, Retail Product

“The 10X Accelerator Program was not only a GAME CHANGER for our business, but a HUGE benefit to our marriage as a couple who works together. It gave us frameworks to have business conversations and make decisions that eliminated our personal feelings/opinions.”
- Female Entrepreneur, Agriculture/Farming Company

“The Conductor provides what the community needs most—resources.”
- Male Minority Entrepreneur, Education Company

“Fantastic program and leadership!”
- Male Entrepreneur, Financial Services Company

“Very helpful in our business finding market fit, becoming more profitable and growing our sales more than 5X in 2019.”
- Male Entrepreneur, Food Service & Hospitality Company

“Conductor FEEDBACK”
Empowering entrepreneurs, makers, and innovators

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