



# MECHANICS OF INNOVATION WITH MASSCHALLENGE

---

Siobhan Dullea & Rebekah Burns

**01** Introductions

**02** About MassChallenge

**03** Mechanics of Innovation

**04** MC Activities in the US

**05** Partner Spotlight

# 01

## INTRODUCTIONS





## Vision

A stronger future through collaborative innovation.

## Mission

Our mission is to equip bold entrepreneurs to disrupt the status quo and to create meaningful change.





# 02

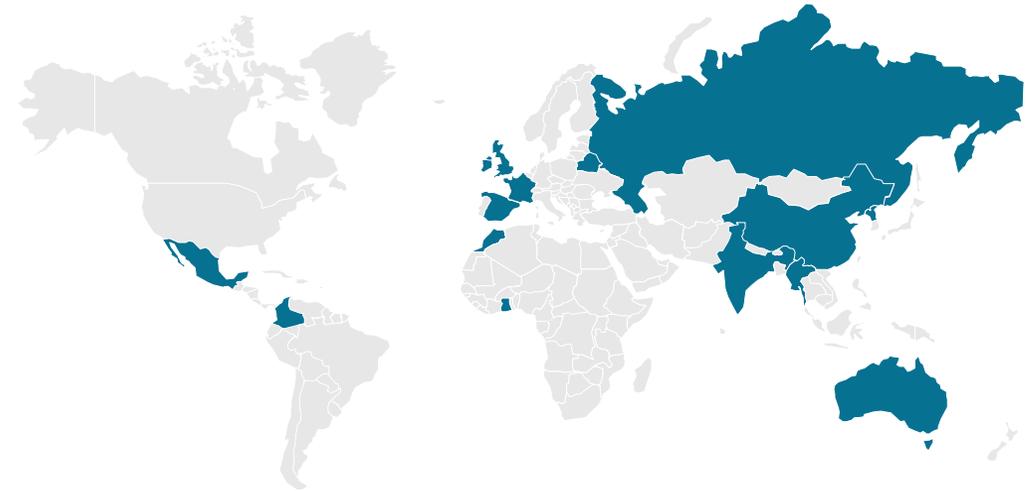
## ABOUT MASSCHALLENGE

Founded in 2009, MassChallenge connects startups with the resources, partnerships, and communities that help them launch, grow, and scale their businesses.



## 9 Accelerator Programs

- 📍 Boston
- 📍 FinTech (in Boston)
- 📍 HealthTech (in Boston)
- 📍 Israel
- 📍 Mexico
- 📍 Rhode Island
- 📍 Switzerland
- 📍 Texas (Austin and Houston)



## 16 Bridge to MC Programs

- 📍 Australia
- 📍 China
- 📍 Colombia
- 📍 France
- 📍 Ghana
- 📍 India
- 📍 Korea
- 📍 Mexico
- 📍 Morocco
- 📍 Poland
- 📍 Republic of Ireland
- 📍 Russia
- 📍 Spain
- 📍 Taiwan
- 📍 Thailand
- 📍 United Kingdom

EARLY STAGE ACCELERATOR	VERTICAL ACCELERATORS	BRIDGE TO MASSCHALLENGE
MassChallenge Boston, Rhode Island, Austin, Houston, Jerusalem, Lausanne & Mexico City	MassChallenge FinTech & HealthTech	Program in 14 countries to date
Early-Stage: <\$1M Funding	Later-Stage: <\$10M Funding	Early-Stage: <\$1M Funding
All Industries	Vertical Specific	Partner-driven
4-Month Program	6-Month Program	2 Weeks Subset of Accelerator
Massive Access: Sourcing, strategic industry insights, innovation strategy testing and validation	Challenges: Focused, Startup-Corporate Collaborations & Project Management	Network & Promotion: Startup training and ecosystem leader engagement
\$1.5M in Awards	\$250K in Awards	Prizes / Travel / Expenses

## GLOBAL IMPACT

**2,458+**

STARTUPS ACCELERATED

**157K+**

JOBS CREATED

**\$3B+**

REVENUE GENERATED

**\$6.2B**

FUNDING RAISED

**42.5%**

HAVE AT LEAST ONE  
FEMALE FOUNDER

**84.1%**

ARE STILL ACTIVE

**5.1%**

HAVE BEEN ACQUIRED

**24%**

HAVE AT LEAST ONE  
BIPOC FOUNDER

MassChallenge adds strategic focus and direction to support strengthening areas of the innovation ecosystem. Current initiatives:



## BlueTech

The BlueTech track brings maritime leaders together with startups that have the tools, technologies, and services needed to leverage the power of - and deepen the use of - the ocean.



## Safety & Security

The Safety & Security track accelerates startups with defense and public safety applications, provides partners access to the next generation of defense-relevant technologies, and strengthens the defense innovation ecosystem.



## Mobility

In partnership with the Massachusetts Competitive Partnership and Cambridge Innovation Center, MassChallenge is building a mobility-focused track that will accelerate startups working on solutions that enable the movement of people and goods in smart, sustainable and resilient ways.



## Enterprise Technology

The enterprise technology track supports a select group of early-stage companies building the next generation of security, data management, and artificial intelligence service platforms.



## Space Technology

The Space Tech track connects industry leaders with startups ushering in the next era of space innovation by developing technologies across human health, performance, and recovery, materials science, analytics, advanced manufacturing, and robotics.

03

MECHANICS  
OF INNOVATION



# WHAT MAKES US DIFFERENT

MassChallenge harnesses the collective power of our global innovation community to grow and transform businesses and economies.

As a nonprofit, zero equity, MassChallenge is mission-driven and entirely focused on supporting startups and building effective innovation ecosystems, globally.

As a result, we work collaboratively with all stakeholders in the markets where we operate to build a strong, interconnected network of entrepreneurial support.



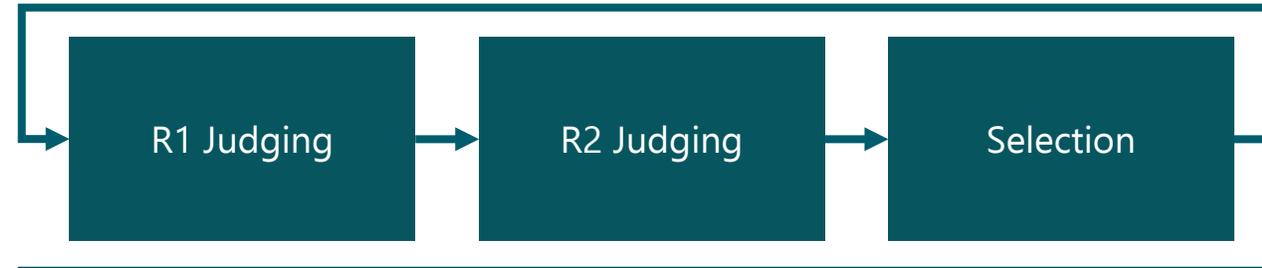
## SOURCING

Produces 3,000 startup applications



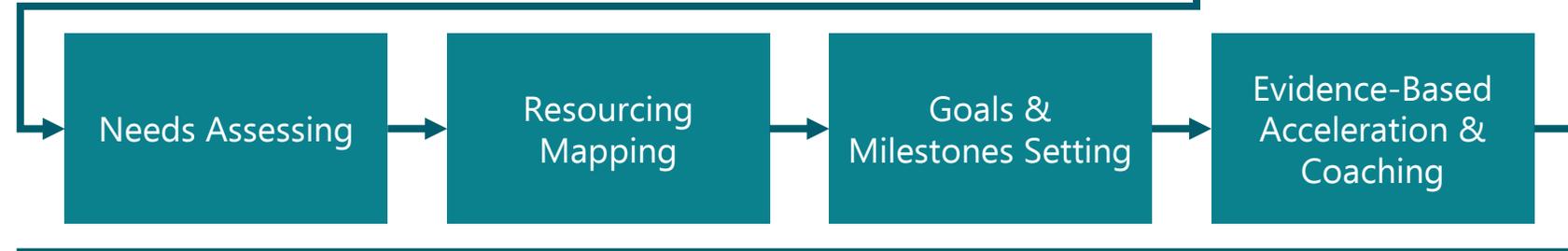
## VETTING

Produces approx. 300 finalists and 4 cohorts



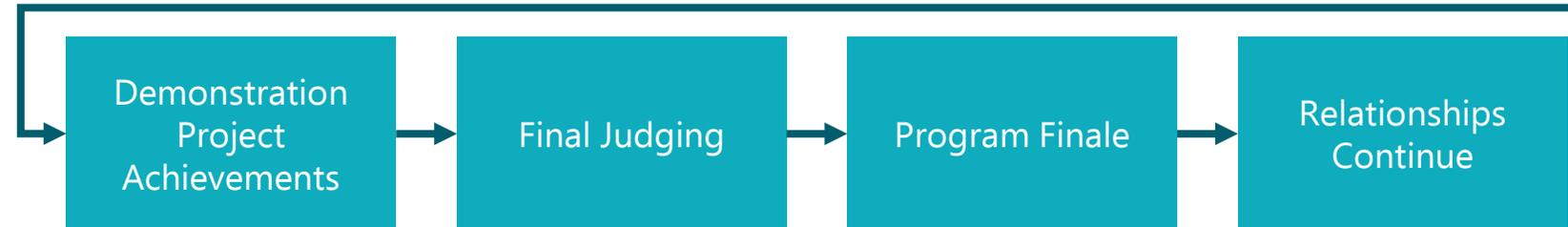
## ACCELERATION

Guided Startup / Partner engagements  
(enterprise + startup readiness)



## OUTCOMES

80% of relationships continue post program



# HOW OUR STARTUPS BENEFIT

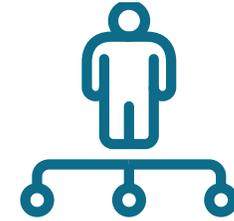
MassChallenge helps entrepreneurs build the next generation of transformational businesses. Some of the benefits of MassChallenge include:



**Connections to leading experts and mentors**



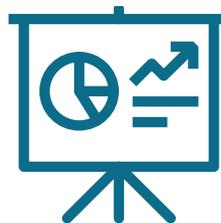
**Access to Innovation Ecosystems**



**VIP Networking**



**Zero Cost and for Zero Equity**



**Evidence-based and Tailored Curriculum**



**Scholarships and in-kind Deals from our Partners**

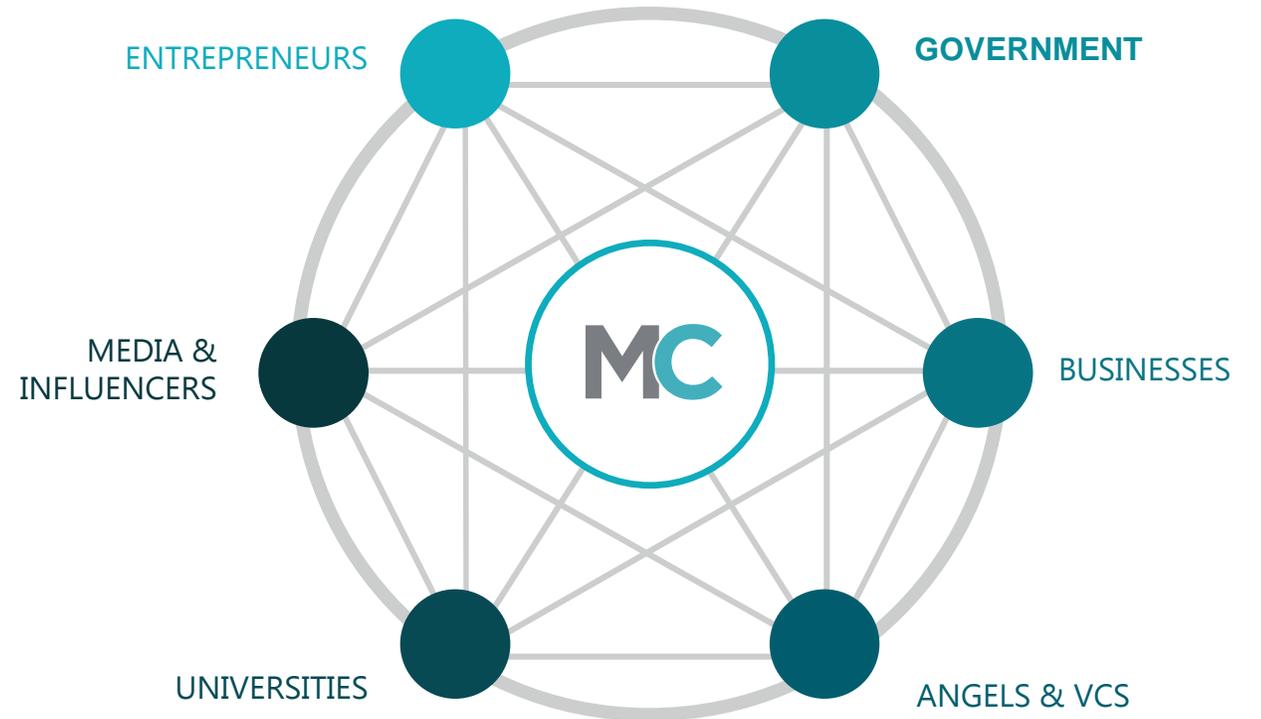


04

## MC ACTIVITIES IN THE US

MassChallenge harnesses the collective power of our global innovation community to grow and transform businesses and economies.

All ecosystem stakeholders – government, corporates, investors, universities, media, industry experts, and donors, and the broader community – come together through MassChallenge to help our entrepreneurs launch, grow, and scale their businesses.



We support startups and cities/states who are at various stages in their innovation ecosystem journeys.

Boston Early Stage Program	HealthTech Program	FinTech Program
<ul style="list-style-type: none"><li>• 11th program completed</li><li>• 1,335 startups accelerated</li></ul>	<ul style="list-style-type: none"><li>• 4<sup>th</sup> program completed</li><li>• 121 startups accelerated</li></ul>	<ul style="list-style-type: none"><li>• 2nd program completed</li><li>• 55 startups accelerated</li></ul>



Austin, TX	Houston, TX	Rhode Island
216 startups accelerated	82 startups accelerated	55 startups accelerated



Contributing net new jobs at a significantly faster rate than larger, established companies, high-impact and high-growth startups are crucial to the success of local economies.

CREATE JOBS	ATTRACT & RETAIN TALENT	INCREASE REGIONAL COMPETITIVENESS
<p>Startups and small businesses are the engine of the economy as they create most of the new jobs in America.</p>	<p>Talent is attracted to new opportunities to work and live in an interconnected region.</p>	<p>Establishing leadership positions in some industries increases the overall competitiveness of a region.</p>



City of Boston



05

**PARTNER  
SPOTLIGHT**



MassChallenge offers solutions by connecting partners to bold, new ideas.



## ACCESS

Access To High-Growth,  
High-Impact, High-Potential  
Startups Across Industries



## ENGAGEMENT

Partner Engagement Across  
the Ecosystem



## EXPERTISE

Renowned Capabilities  
& Footprint

# PREMIER PARTNERSHIPS

MassChallenge's world class innovation ecosystem includes not only leading startups, but also corporate, government, academic and industry organizations.

## GOVERNMENT, UNIVERSITIES, FOUNDATIONS\*



## CORPORATE PARTNERS\*





## US Air Force Lab | 2020 Program Overview

The Air Force Research Lab, PEO Digital, PEO C3I&N, CROWS, and the Griffiss Institute have partnered with MassChallenge to launch the US Air Force Lab with MassChallenge. The goal of this initiative is to support innovation at speed for defense industry by de-risking and growing startups that are addressing national security challenges. To do this, MassChallenge incubated an exclusive cohort of SBIR Phase I-awarded startups to help them transition to their Phase II awards at a higher rate by providing essential, customized resources and connections. Find out more [here](#).



## International Space Station National Lab (ISSNL)

Since 2013, the ISS National Lab has partnered with MassChallenge to award non-diluted funds to early-stage entrepreneurs. To further enhance this initiative, the ISS National Lab has also partnered with The Boeing Company since 2014 to award grants through a MassChallenge “Technology in Space Prize.” Annually, this prize is awarded to several promising companies to support projects to be conducted onboard the ISS National Lab. Together, Boeing and the ISS National Lab have allocated more than \$4 million in funding toward this prize since its inception.

# HOW OUR PARTNERS BENEFIT

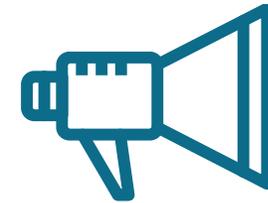
MassChallenge works with leaders across the innovation continuum to help build, grow, and evolve their innovation practices. We offer a range of solutions that are tailored to meet our partners' needs and goals. Benefits include:



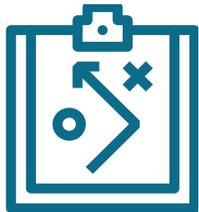
**Access to High-growth,  
High-impact Startups**



**Engagement across  
the Innovation Ecosystem**



**Branding PR and Marketing**



**Innovation Coaching  
and Mediation**



**Curated Competitions  
and Demo Days**



**Goals and Evidence-based  
Acceleration**



# THANK YOU

---

If you are interested in finding out more, please reach out to [Rebekah@masschallenge.org](mailto:Rebekah@masschallenge.org)



# APPENDIX

The National Labs can work alongside MassChallenge and our entrepreneurs in a Think Tank and Laboratory setting.

## THINK TANK

- Work non-competitively with the MassChallenge ecosystem to establish standards for industry specific challenges (Security & Defense, Mobility, Clean Energy, etc.)
- Attend special events exclusive to Industry specific including roundtables, workshops, networking events, and more
- Publish white papers and reports outlining successful best practices

## LABORATORY

- Get matched with innovative entrepreneurs and like-minded ecosystem partners to address industry challenges
- Work solo or alongside industry specific (Lab specific) companies within non-competitive challenge areas
- Apply or contribute learnings to Industry Leadership activities

Rebekah Burns is the VP of Growth at MassChallenge, charged with leading the Corporate Development team across all US markets. Rebekah comes to MassChallenge with a 16-year career leading multi-media sales and marketing teams for high growth & turnaround organizations. She has had the honor of working hand in hand with the world's top marketers and innovators while being an active industry association leader. In 2018, Rebekah was chosen as one of Boston's Top 20 Women in Tech.



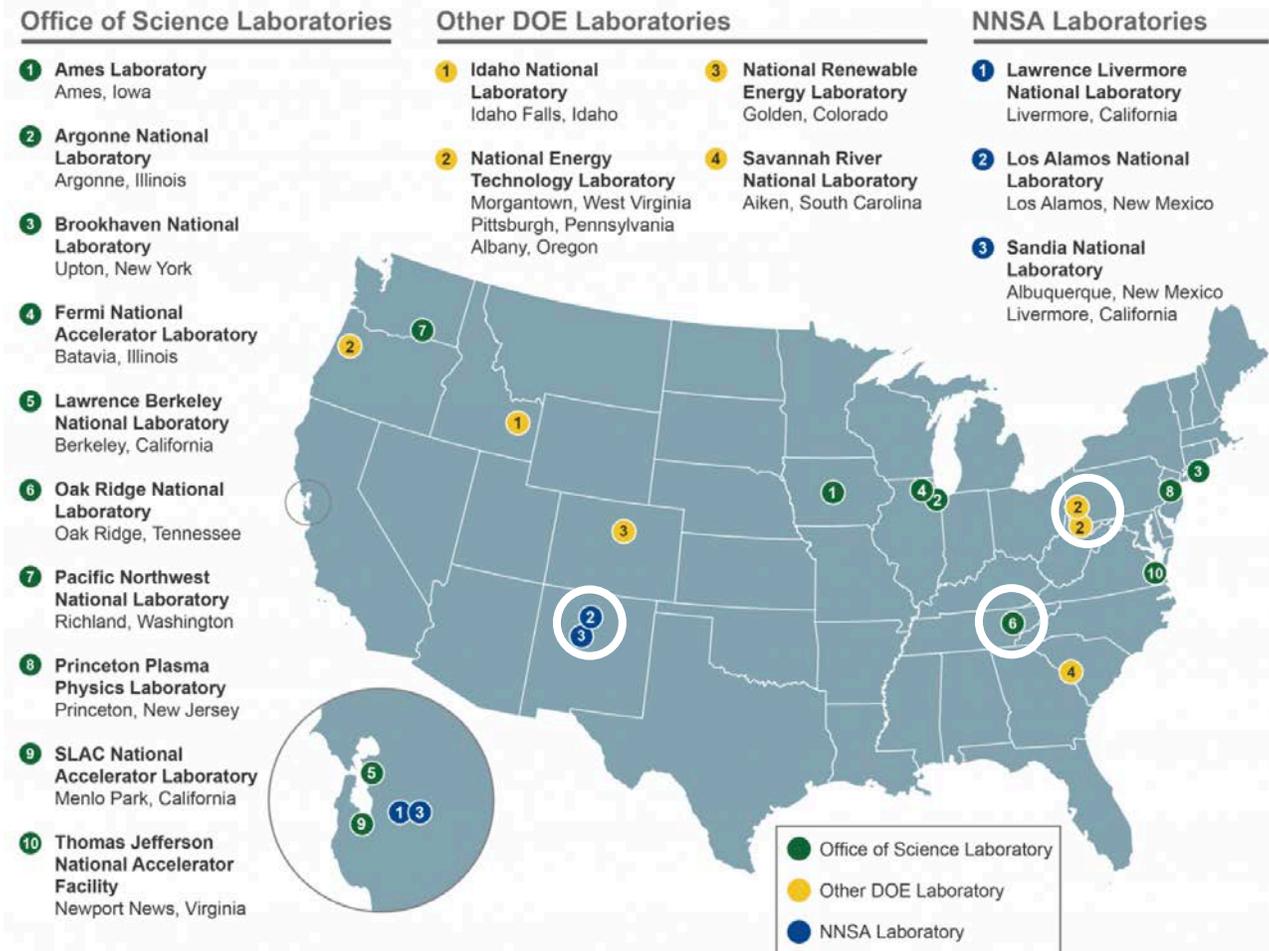


## Raytheon | 2020 Program Overview

MassChallenge has partnered with the Raytheon Missiles & Defense business unit to identify early-stage companies relevant to their current business priorities with a specific focus on teams that are also pursuing SIBR funding through the US DoD. MassChallenge also worked with Raytheon to activate the Boston startup ecosystem as a way to promote regional competitiveness. Raytheon is a Platinum partner of our Safety and Security Track.

# WHERE WE SEE ALIGNMENT

Locationally we see alignment as well. MassChallenge is excited to activate new ecosystems throughout the US.



MassChallenge is looking for ways to help innovators across the country. A few example cities that we are reaching out to with National Labs presence are:

- Tennessee / Oak Ridge National Lab
- Pittsburgh / PA
- Albuquerque / New Mexico