

UpSurge Baltimore is building an engine to propel Baltimore into the top tier of US innovation cities. Their work centers on founders, tech-enabled and national-scale businesses, helping to launch, support, grow and celebrate high-impact startups. UpSurge is also developing strategies to attract new companies, talent and capital to Baltimore.

We don't envision Baltimore as just the next great tech city, but as the world's first Equitech City.

We believe that Equitech is a force multiplier on a tech economy - where diversity is a competitive advantage. It's the cultural framework for UpSurge, a lens to attract, align and support startups – not a filter to exclude them. Over time, not only will entrepreneurs and investors around the world look to Baltimore as a launching pad for transformational companies, but more Baltimoreans will see the knowledge economy as a pathway for their own upwardly mobile futures.

WE ALL WIN AS THE KNOWLEDGE ECONOMY GROWS.

Most global startup hubs have the presence of national and global corporations. Sometimes big corporations create an ecosystem conducive to startups; other times startups have attracted corporations to cities. Either way, it's a win-win because the presence and interactions between corporations and startups create fertile ground for transformational ideas and partnerships to be developed, leading to more urban progress and more innovative startups.

HOW CAN A LARGE COMPANY BENEFIT FROM AN ACCELERATING STARTUP ECOSYSTEM?

A thriving innovation economy will make Baltimore a better place to live, work, and grow.

- More pathways to quality jobs and family-sustaining wages for more Baltimoreans.
- Corporate development: More agile, innovative companies with whom to collaborate.
- A lens on the future: startups can offer large businesses an early read on shifting trends or customer preferences.
- More total companies and innovation economy workers in Baltimore.
- More potential local customers.
- Larger local talent pool.
- Bigger Baltimore tax base to support civic priorities.



HOW CAN A LARGE CORPORATION GET INVOLVED?

- Encourage your staff to participate in relevant UpSurge Teams.
- Provide expert employees to serve as mentors and Board Members of local startups.
- Lend functional leaders (HR, finance, accounting, operations, innovation teams) for office hours or roundtables.
- Shift your business to local companies through a Baltimore-First pledge (e.g., Consider Baltimore tech companies for service or product needs. UpSurge can be a clearinghouse for finding those startups.)
- Invest in local startups.
- Host events where local startup founders and executive teams can meet with the executives of your company to develop relationships and explore opportunities to partner (like UpSurge happy hours with rotating locations and hosts).
- Introduce UpSurge to vendors and customer companies that might relocate to or build a significant presence in Baltimore.
- Get involved with Techstars: serve as Techstars mentors; host roundtables and events for Techstars companies and attend “demo day.”
- Consider pilots with local companies. You’ll get a first look at promising new technologies, products and services, and the company will have an opportunity to refine its offering with a local partner.
- If you have an innovation, investment or corporate development arm, meet with Baltimore companies for possible investment.
- Invest in UpSurge.



LET'S CONNECT!

Reach out to the UpSurge staff with your big wins, ideas, opportunities and introductions. Visit upsurgebaltimore.com/connect to stay in touch or to join an UpSurge team. We look forward to building Baltimore with you.