

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.



## **STARTUPS AND THEIR FOUNDERS ARE AT THE HEART OF EVERY UPSURGE ACTIVITY.**



Startups are the backbone of the world's thriving cities. As they scale, they deliver the kind of quality jobs that provide a pathway to prosperity, wealth creation, stable families and neighborhoods. Baltimore's startups are uniquely sensitive to the dynamics of growing and innovating in an often-underestimated, culturally and racially diverse, post-industrial city.

Together, we can build a new kind of startup city that is a great place for you and your company to grow, and for your employees to flourish personally and professionally.



## HOW WILL UPSURGE WORK ON BEHALF OF FOUNDERS AND STARTUPS?

(These collaborations will be rolled out over the next 12 months)

- Make introductions to large companies, organizations and institutions as potential partners and customers.
- Provide founder and/or team coaching on a range of topics, including leadership, culture-building, fundraising, marketing and branding, inclusive practices, learning to pitch investors: how, when, who, etc.
- Make connections with talent and talent resources.
- Facilitate peer networks and gatherings, like Founder Coffee Club and salons.
- Provide access to both industry and operational mentors.
- Provide just-in-time input to support you with opportunities and challenges.
- Host Spark Gatherings: Quarterly sessions for aspiring entrepreneurs.
- Offer Amp Curriculum: Curated curriculum for founders and executives.
- Make professional introductions to lawyers, accountants, human resources and operational experts.
- Provide access to a pipeline of entry-level talent from local universities.
- Potential direct investment if selected for Techstars Accelerator or through future anticipated investment pools.

## HOW CAN STARTUPS AND THEIR FOUNDERS CONTRIBUTE TO THE GROWTH OF THE ECOSYSTEM AND HELP ESTABLISH BALTIMORE AS THE FIRST EQUITECH CITY?

- Join an UpSurge Team to help shape our strategic priorities.
- Share wins, opportunities and educational information, and seek support in local peer networks, like the Baltimore Tech Slack Channel, Baltimore Tracks, and UpSurge networks.
- Participate in our Inclusive Entrepreneurship Series to listen, learn, engage, question, develop priorities, and build relationships that lead to more equitable practices.
- Offer internships to high school and college students where feasible.
- Offer your superpowers to others to support their growth.



### LET'S CONNECT!

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