



A Place for Startups and Entrepreneurs **McKINNEY**



Unique by nature.™



Our Mission

Build, grow and support small business in McKinney and foster entrepreneurialism in the community.



- Collaborative Office Environment
- Shared Office Resources
- Educational Programing
- Mentor Network
- Investor Network
- Networking & Events
- Small Business Community

WERX Report : 2015

Resons for Differences in Revenue Projection

➤ Rental Revenue

- ***Space difference***
 - Did not secure originally planned space
 - Conservatively built-out low budget offices (less appealing)
 - Total office spaces at end of 2015 (3 small, 1 med)
- ***Capacity not reached***
 - Expanded in May – (Grand Re-Opening April 30th)
 - Conservative Advertising Budget(mainly Social Media)
 - Reserved offices and dedicated desk for Technology Startups (turned away applicants)

➤ Corporate Sponsorships

- Received 501c3 Tax Exempt status end of Aug. (Corporate funds :already allocated for 2016)
- Difficult for Non-Profit in the 1st year of Operations

➤ Fundraising

- One Event was planned and executed in NOV 2015. (400 attendees)

➤ Grants

- Very Few available for Organization in the 1st Yr of Operations
- Applied for 2 grants



Strategic Plan to Increasing Rent Revenue in 2016

The Werx Foundation's main goal as we enter year two, is to increase rent revenue by increasing the number of residents in 2016 and going forward. In the first year the focus was on developing a solid foundation, increasing value proposition for residents and creating solid educational programming, while maintaining a steady increase of monthly residents by increased exposure and partnerships. A 'Reaching Full Capacity' Initiative includes the following efforts:

- Increased advertising efforts, and marketing collateral.
- Regular Free Open Seat Co-working weeks/days.
- Addition of Open Seat 'Extended' Plan(includes weekend access)
- More Community Wide large Events which promote Werx.
- Add strategic partnerships and alliances.
- Partnership to Incorporate 'ICE Accelerator Program'
- College and University partnerships.
- More WERX Promotion by way of Networking by speaking engagements
- Additional office buildout
- Quarterly Resident Surveys

The WERX 2016 Plan Fundraising & Grants

Business Plan Shift towards more Fundraising Events and Grant Applications & away from Corporate Sponsors(outside of events)

GRANTS:

2016: Grants that have been Submitted

- 3 Walmart Grants for \$2500 ea.
- MCDC Promotional Grant for \$11,000 for 4 Events
- McKinney Alliance Grant for \$8350 for Innovation Lab
- Bank of America Grant for \$50,000 for Educational Programming, infrastructure and support staff of Programs.

**20 more Grant Opportunities have been researched and identified for 2016.



WERX Events & Programs 2015/2016

- ☑ • SBA Local InnovateHer Competition – November, 2015
- ☑ • Hot Tech Chili Cook-Off Fundraiser – November, 2015
- **Corporate Family Feud Luncheon** – March 30, 2016
- **Innovate McKinney : Local Start Up Competition** – June, 2016
- **Young Entrepreneur Summer Camps** – Summer July/Aug 2016
- **Community Regional World Class Speaker Event** - Fall, 2016
- **2nd Annual Hot Tech Chili Cook-Off Fundraiser** – Oct, 2016
- **SBA Local InnovateHer Competition** – November, 2015
- **Dallas Start-Up Week** Activities planned for 4/12 - 4/16.

Additional Projects under consideration:

- 'Think Tank' project
- Innovation Lab creation(3D printing service)

Great Things are Happening
at The WERX in McKinney!



Thanks to the
Support of the
MEDC
And The City of
McKinney



THANK YOU!