



# MCKINNEY WERX POWERED BY THE DEC

## PARTNERSHIP FOR SUCCESS

MARK COTTAM & TREY BOWLES

October 17, 2017

## WHERE WE ARE...

- Consolidated operation in approximately 2700 sf at The Cotton Mill
- 9 resident companies with 24 employees
- Monthly revenue of approximately \$2900
- Monthly expenses of approximately \$5200, excluding staff

# WHAT WE'VE CONCLUDED...

- Location and Space Configuration are Critical
- Programs, Education & Mentorship are Critical
- Access to Capital is Critical
- The Right Management Team is Critical

# WHERE WE'RE GOING...

- Partnership with The DEC to operate The WERX
- Entrepreneur Center properly built out in the Cotton Mill, Serving McKinney and Collin County
- Execution of the Department of Commerce RIS Grant to create and operate the Makerspace
- Fully funded program through 12/31/2019 with renewal options



# THE DEC

## DALLAS ENTREPRENEUR CENTER

@thedectx

[www.thedec.co](http://www.thedec.co)

@treybowles

# CREATING A CENTRALIZED LOCATION IN DOWNTOWN DALLAS

---



In June 2013, the Dallas Entrepreneur Center opened a **centralized location** in downtown Dallas providing aspiring and growing startups education, training, mentorship, promotion, incubation and access to capital.

Now serving 5 locations:



ADDISON  
**TREEHOUSE**  
POWERED BY THE DEC



stoke





# Our Mission

- Promoting entrepreneurship & innovation in Dallas and North Texas regardless of industry to help build vibrant North Texas economy.
- Help entrepreneurs start, build, and grow their businesses while simultaneously working collaboratively with the North Texas startup community to help make Dallas a recognized leader in entrepreneurship in the country







# Traditional Coworking Model

---

## Traditional Coworking Provides Space

They rent space by the foot and try to sell it by the seat.

Focused on optimizing number in the space, not on building the companies, or helping the entrepreneurs grow.

This is a Real Estate Play, not an Economic Development Play.





# The DEC Model

---



COWORKING+

“Coworking space + Incubator + Accelerator + Capital  
= Entrepreneur Centers”

The DEC and its network provides collaborative space

The DEC provides *customer relationships* and *revenue*

The DEC provides *access to capital* and *investors*

The DEC provides programming and events to help  
entrepreneurs go from idea to launch

The DEC provides Education, Mentorship and Community



ADDISON  
**TREEHOUSE**  
POWERED BY THE DEC



stoke



# What does the DEC Do?

---



## 1. Education

- Project EDU
- Talks by Subject Matter Experts
- Designed to take an entrepreneur from idea to launch

## 2. Mentorship

- Subject Matter Expertise
- Learned Experience
- Remove Obstacles

## 3. Community

- Coworking
- Organic Collisions
- Customer Intros
- Access to Investors



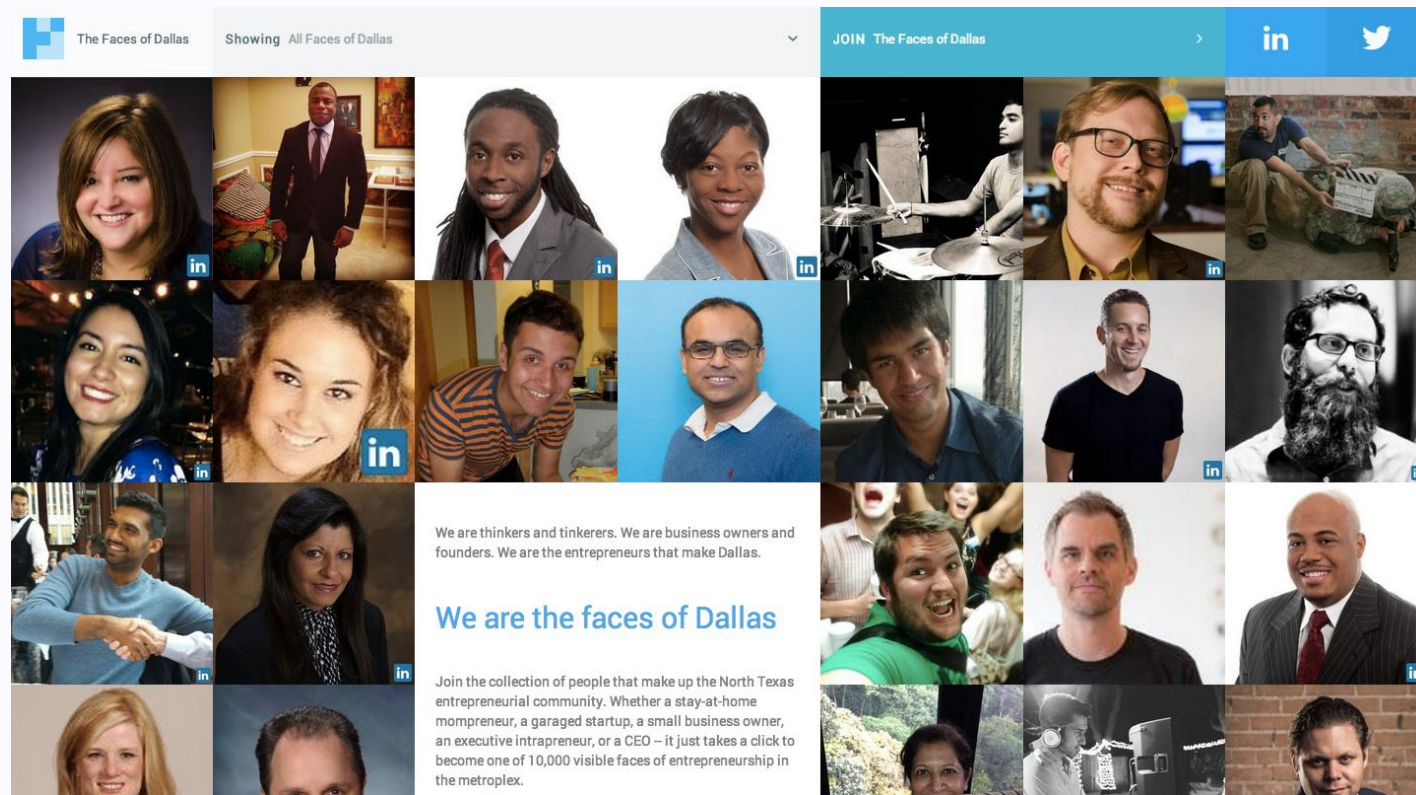
# Programs

---





# DEC Ambassador Program





# What Have We Accomplished?

---

60,000

## VISITORS

Event attendees, tours, members, guests, and walk-ins.

4,500

## OFFICE HOURS

200+ mentors have volunteered their time in our Whiteboard Sessions program.

750+

## EVENTS

Education classes, local and national programs and partner events.



stoke



# What Is the Impact of The DEC?



## Companies that have worked in the DEC Network:



960 Jobs  
410 FTE  
550 PTE

467 New Hires  
in 2016



Averages:  
FTE: \$60k  
PTE: \$40k



\$115.7MM in raised Capital  
\$90MM in Revenue Generated



ADDISON  
**TREEHOUSE**  
POWERED BY THE DEC



stoke





# What The DEC Does for McKinney



- Help launch, manage, and grow an entrepreneur center based on our proven COWORKING+ model
- Create and host events, education, and programs that serve entrepreneurs
- Marketing for driving memberships and partnerships to the location
- Provide the environment and amenities conducive for startups
- Access to our playbook, training, and consultation on how to build and grow an entrepreneur center







## What The DEC Does for The WERX

- WECAN Playbook (Worldwide Entrepreneur Center Affiliate Network)
- Includes ongoing support, updates, maintenance
- Monthly calls with entire WECAN network.
- \$60,000 per year of support through programming, administrative support, management, events, educational training, mentorship development, media promotion and marketing/social media support



# What The DEC Does for WERX Resident Companies



## DEC Benefits for Members

This includes all of the perks and benefits of being a DEC member and includes things like:

- Opportunity to apply for free flights on American Airlines
- Up to \$60,000 per employee of free Microsoft technology
- 90% discount on a Hub Spot Membership
- Discounts at Dell
- Discounts on cloud computing and hosting
- \$120k the first year through SoftLayer
- \$5-\$10k per month of free credits through Amazon (AWS)
- The list of benefits is continually growing. As the benefits grow, DEC Affiliates will receive access to all of these benefits for their community as well.



# What McKinney provides The DEC

---



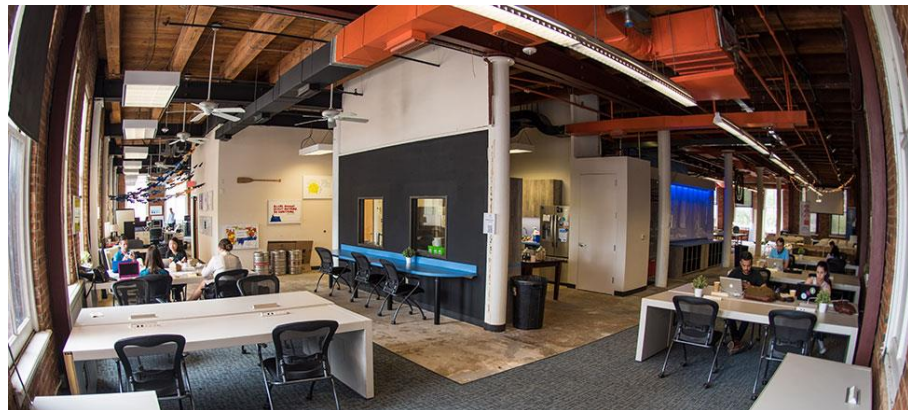
- A space, at no cost, to operate The WERX
- The build out cost and monthly utility costs
- Funding for two full time employees that will report to The DEC and be managed by our team (\$90,000 per year)
- Marketing support across city departments





# The DEC in the News

---



DEC has  
\$130mm Annual  
Impact on  
Dallas



The Rebirth of  
The West End



DEC Expands to  
Southern Dallas



ADDISON  
**TREEHOUSE**  
POWERED BY THE DEC



stoke







# APPENDIX

# Stories from our Different Locations – South Dallas



The Dallas Entrepreneur Center is expanding into South Dallas in the Fair Park area as well as into Southern Dallas at Redbird Mall, UNTD and Paul Quinn College, reaching a new demographic of entrepreneurs as it opens four locations.



# Stories from our Different Locations – Addison

---



Founded by the Town of Addison and the Dallas Entrepreneur Center (aka The DEC), the TreeHouse is a resource centered co-working space focused on providing aspiring entrepreneurs with education, programing/events, and mentorship, all of which are vital for the growth and sustainability of businesses.



# Addison TreeHouse Success Stories



ADDISON  
**TREEHOUSE**  
POWERED BY THE DEC

Addison named by Nerd Wallet  
the #1 place in Texas to start a  
company



ADDISON  
**TREEHOUSE**  
POWERED BY THE DEC



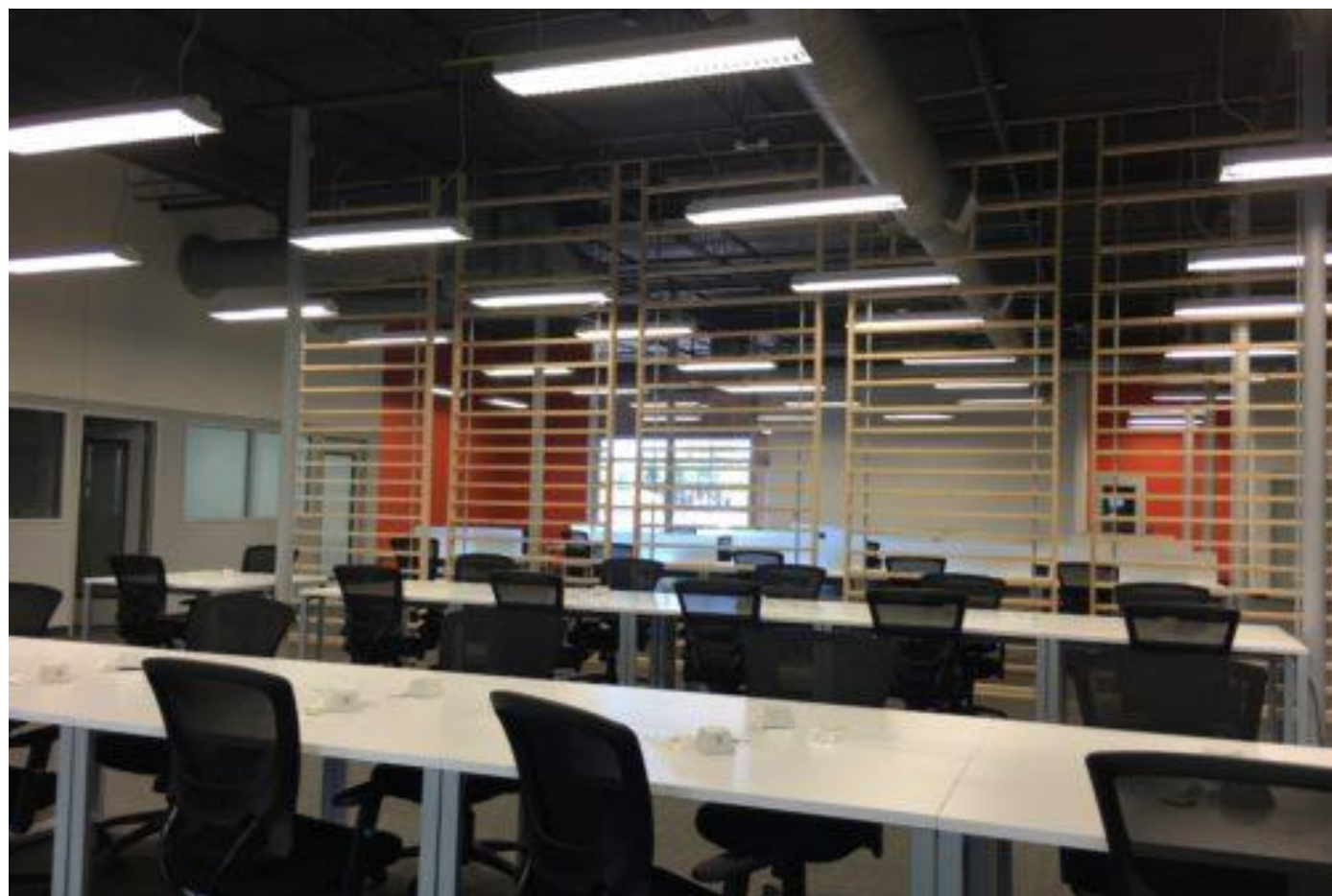
stoke





# Stories from our Different Locations - Denton

---



Denton's New Entrepreneur Center Serving as a Catalyst for Innovation District, Revitalization



ADDISON  
**TREEHOUSE**  
POWERED BY THE DEC





# Stories from our Different Locations – San Antonio

---



The San Antonio Entrepreneur Center (The EC) is a coworking space and 501c3 non-profit created to help entrepreneurs start, build, and grow companies through education, mentorship, and community.



ADDISON  
**TREEHOUSE**  
POWERED BY THE DEC



stoke



# Project EDU

---



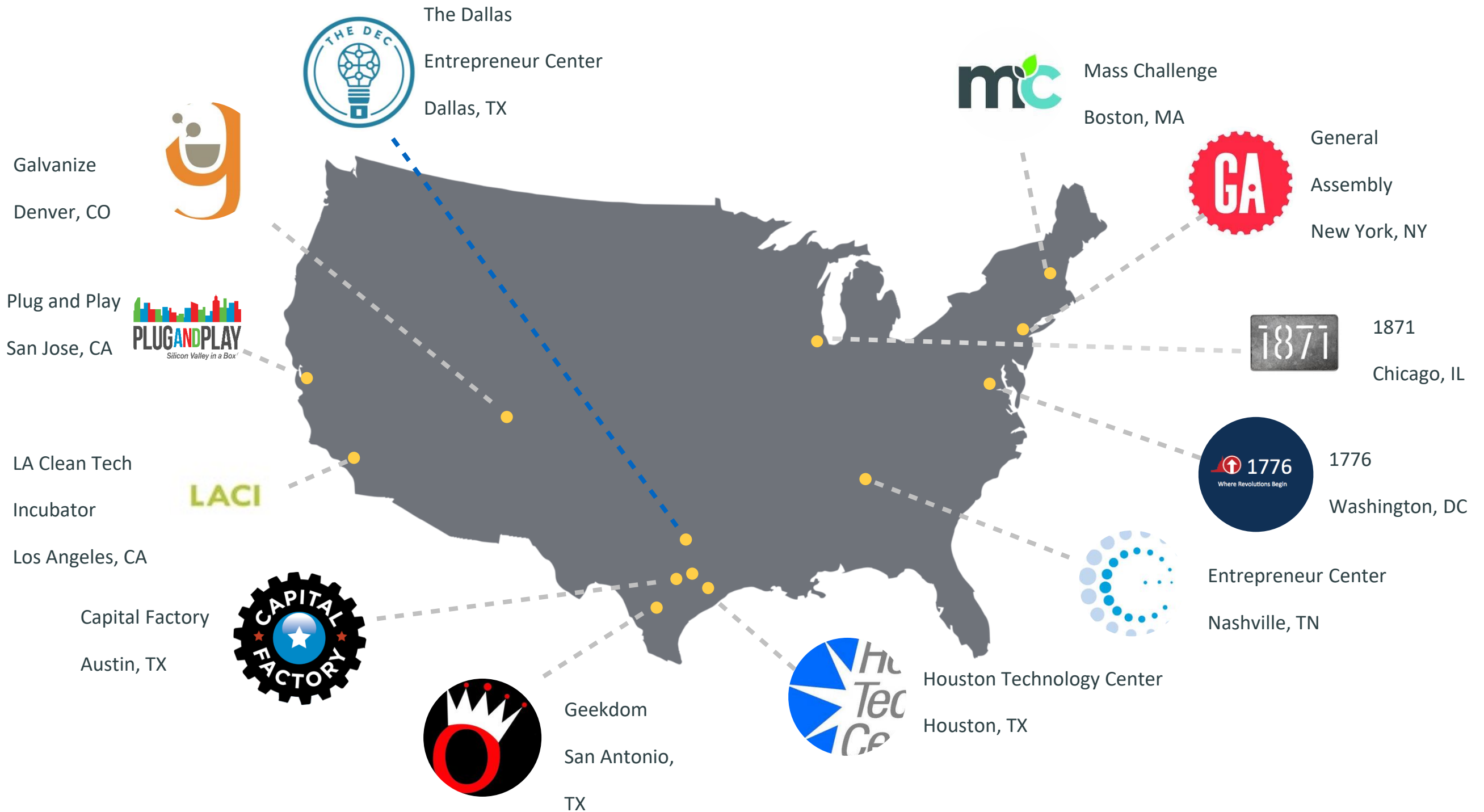
# DALLAS INNOVATION DISTRICT (DID)

---

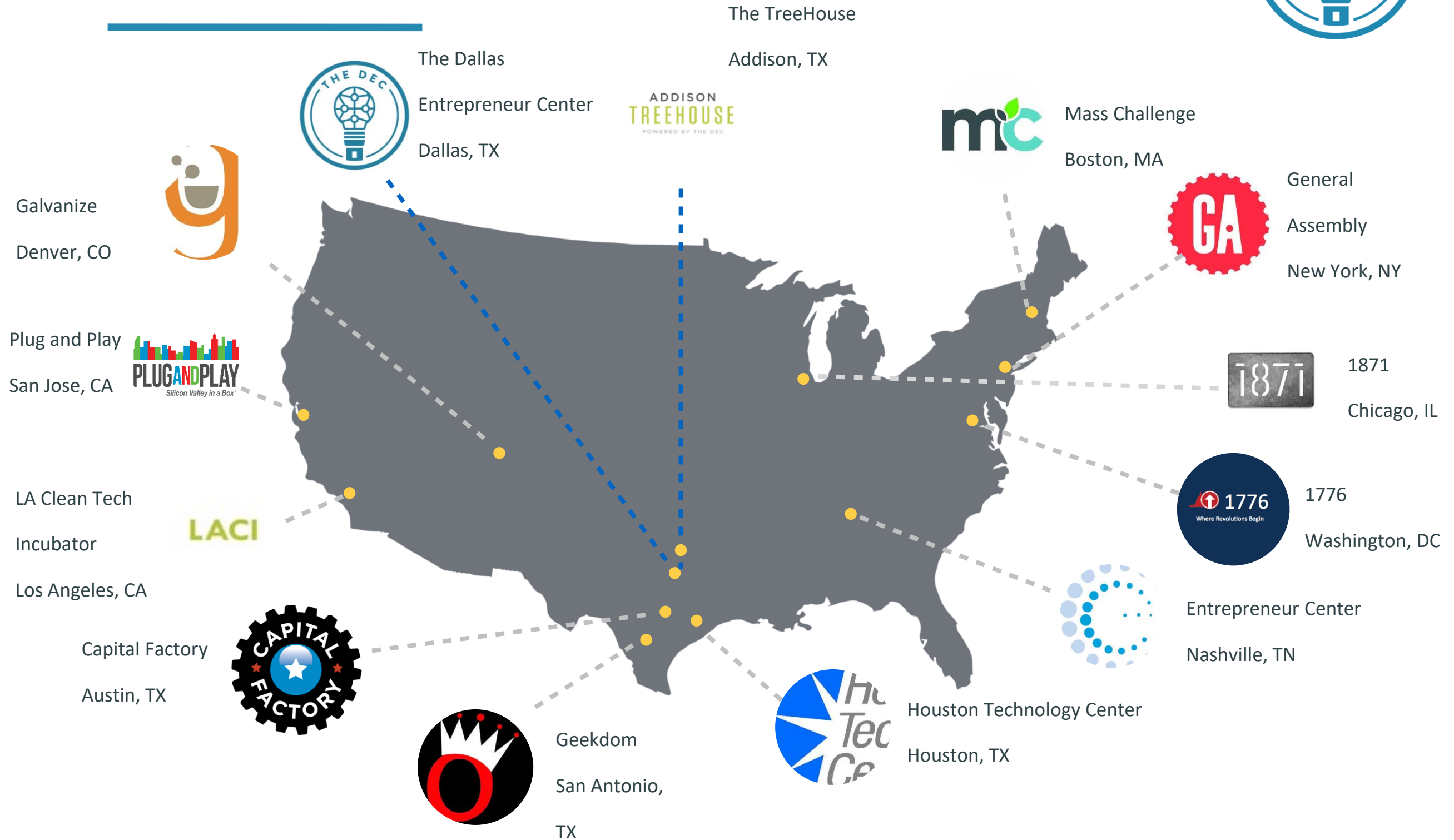




# DEC HQ

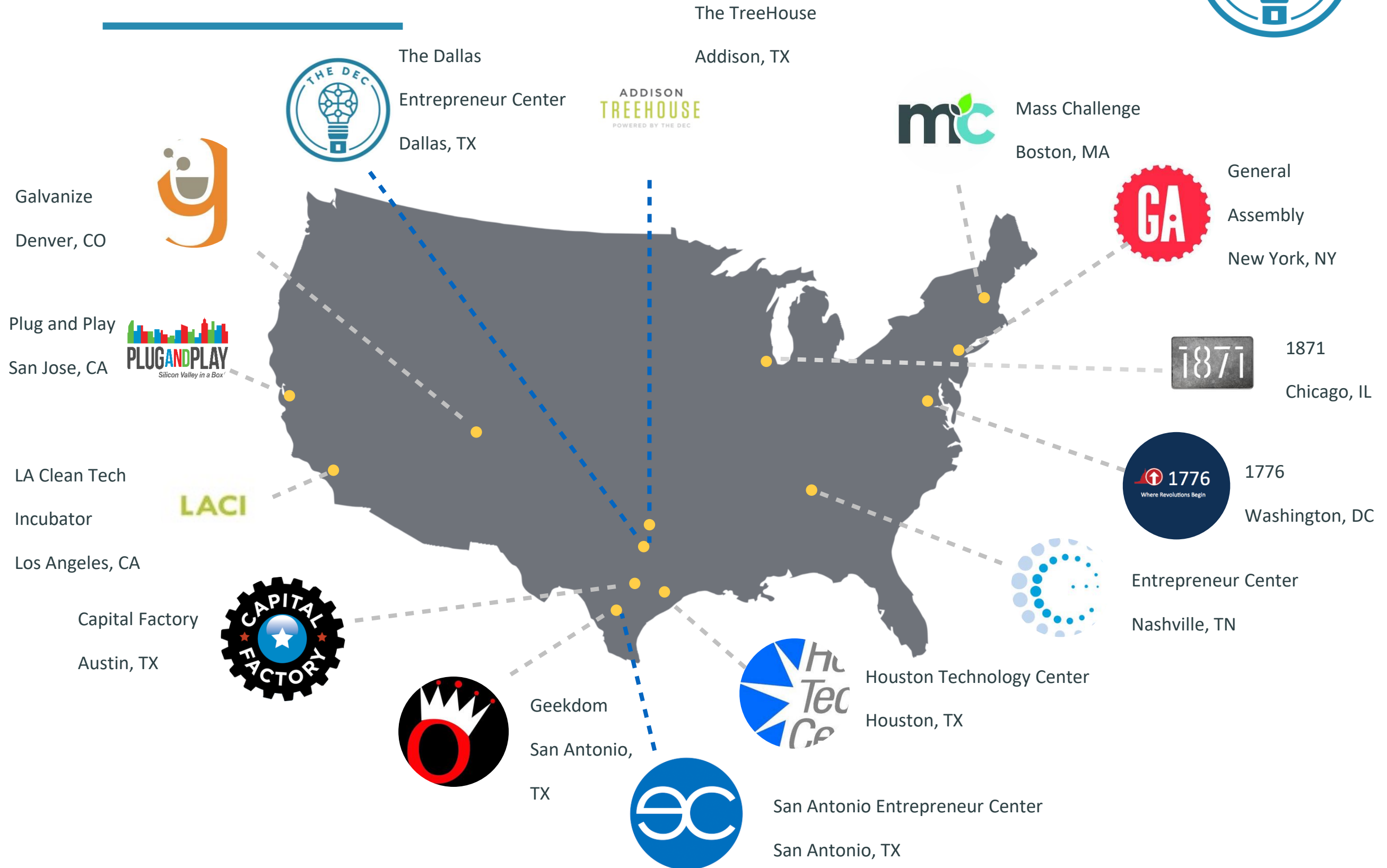


# DEC EXPANSION STRATEGY

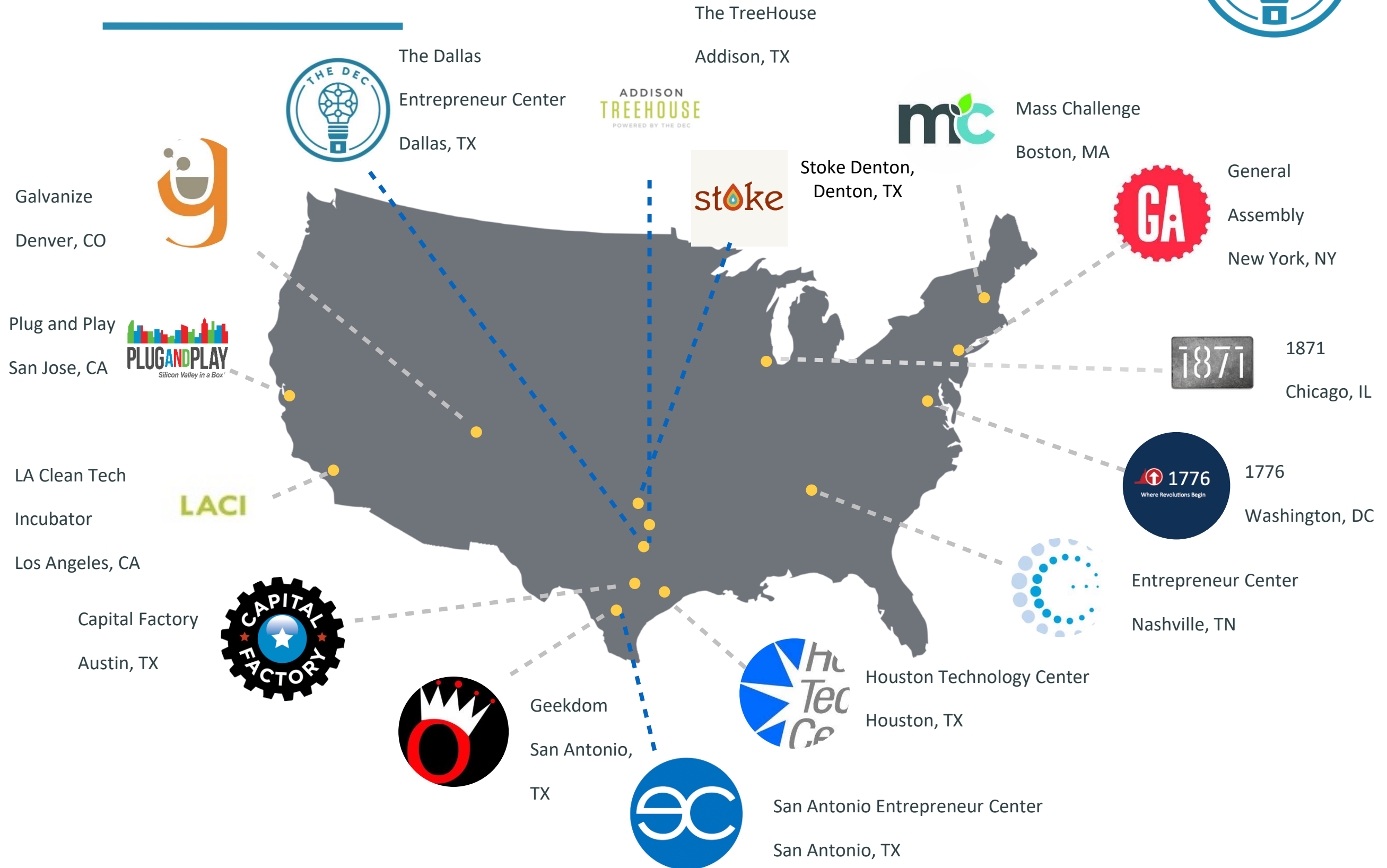




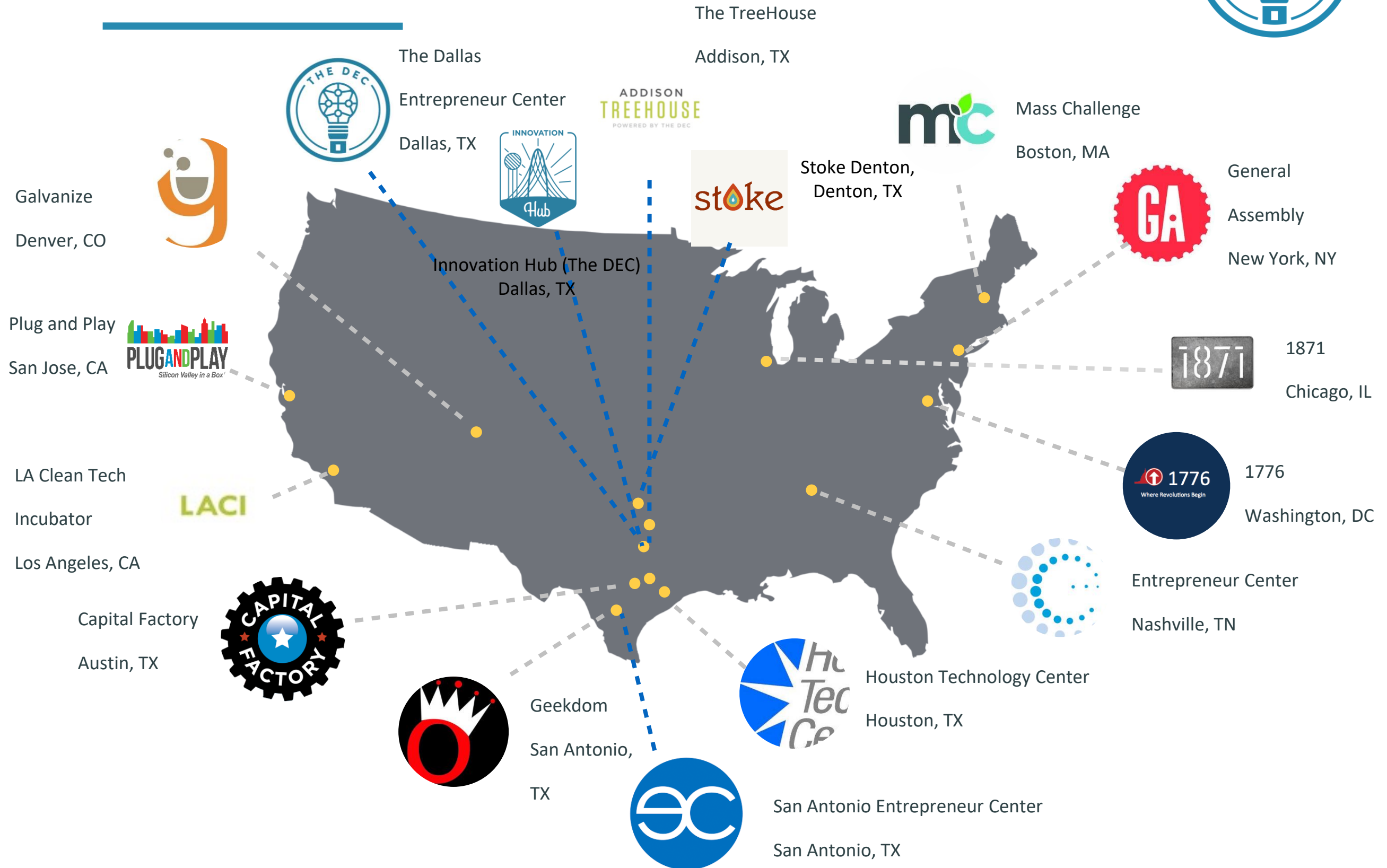
# DEC EXPANSION STRATEGY



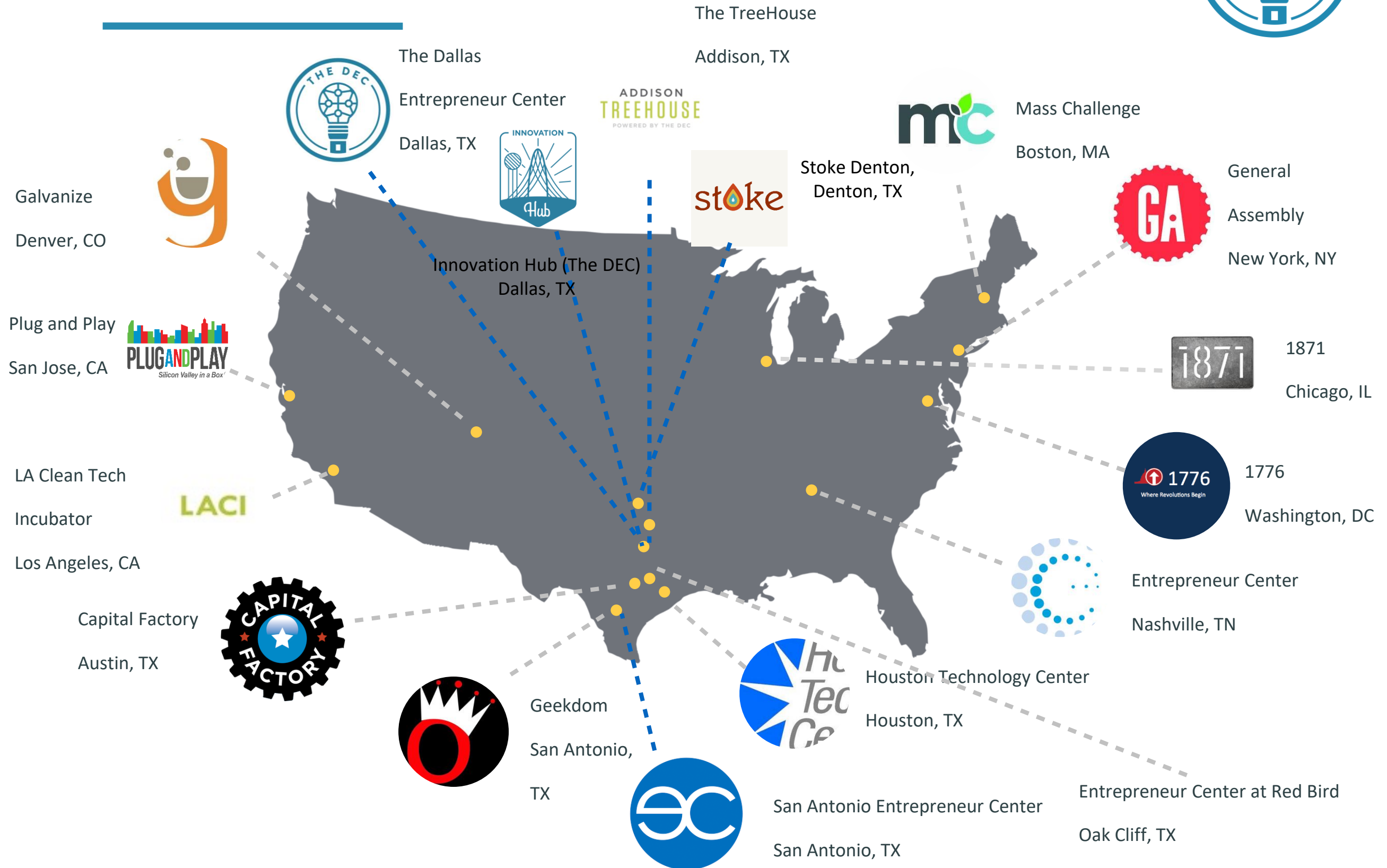
# DEC EXPANSION STRATEGY



# DEC EXPANSION STRATEGY



# DEC EXPANSION STRATEGY





# DEC EXPANSION STRATEGY

