



Entrepreneurship as Economic Gardening
Cultivating Growth from Within



TEXAS ECONOMIC DEVELOPMENT COUNCIL

gener8tor STORY

2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025

In 2012, gener8tor founders Troy Vosseller and Joe Kirgues were attorneys working on VC deals. They experienced first-hand a number of challenges in the VC market:

- 80% of the VC went to startups in CA, MA, and NY
- Traditional VC approaches overlooked founders who didn't fit the traditional profile
- Startups suffered from a lack of efficient early-stage capital and mentorship support

gener8tor formed as a new mechanism to capitalize on the talent and opportunity in places and with people that VCs had been overlooking.



Troy Vosseller

Co-Founder



Joe Kirgues

Co-Founder



OUR MISSION

**To be the best partner for
a community to invest in
its best and brightest**



THE gener8tor PROGRAMMING FUNNEL

g ALPHA

gALPHA is an ideation-stage venture creation program supporting entrepreneurially-minded participants to create startups from scratch.

g BETA

gBETA cultivates startups from communities & universities by supporting their growth and helping them gear up to raise their first round of venture funding.

gener8tor
ACCELERATOR

gener8tor Investment Accelerators are the culminating program for an early-stage startup. Participating startups receive funding and refine their value proposition before meeting the right mentors and potential customers & investors to advance their business and raise follow-on funding.

ALUMNI
SUPPORT

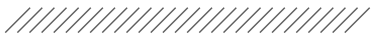
All startups that graduate from gener8tor programs are welcomed to the gener8tor Alumni Network, where dedicated staff supports their continued growth, alumni access exclusive in-person & virtual dealflow events to meet investors, and opportunities to mentor the next generation of entrepreneurs.

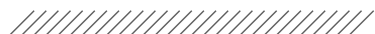


RECRUITMENT GETS HEADLINES.



CULTIVATION BUILDS LEGACIES.





INCENTIVES AREN'T A “LOCK-IN” FOREVER

2001 - Boeing HQ Relocation

- City of Chicago & State of Illinois
- \$60M in Incentives
- Over 20 Years

2017 - Illinois incentives had largely expired

2022 - Boeing announced that it would move its global headquarters from Chicago to Arlington County



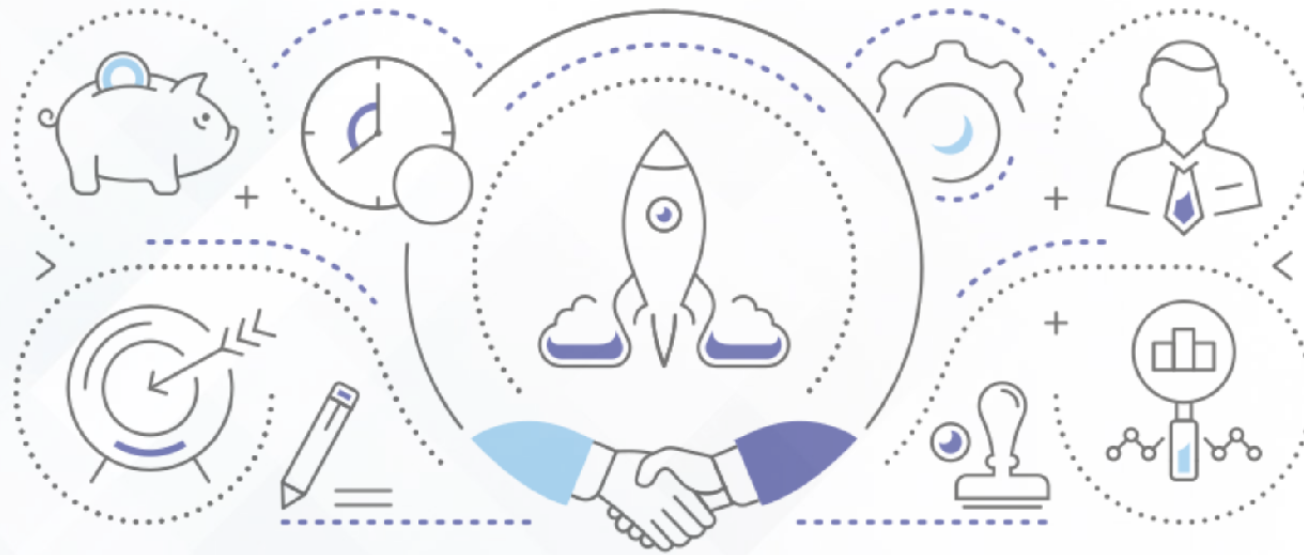
CULTIVATION BUILDS LEGACIES



The Medici family didn't just fund the Renaissance — they *were* the Renaissance. For more than three centuries, this single Florentine family shaped the course of Europe, using their wealth, influence, and unwavering passion for art to transform the world.



THE POWER OF ROOTED ENTREPRENEURS



Local Entrepreneur → Jobs → Economic Vitality & Wealth → Resilience



SMALL BUSINESS: THE ENGINE OF JOB CREATION



34.8 million small businesses in the U.S.



Employ about **45.9%** of American workers



Contribute roughly **43.5%** of U.S. GDP



Accounted for **52.8%** of total net job creation



Over the past 25 years, small businesses have created approximately **66%** of all new jobs

Source: Office of Advocacy, Bureau of Labor Statistics, USAFacts, U.S. Chamber of Commerce



gener8tor BY THE NUMBERS

2012

Founded

345

Accelerator
Cohorts

51

Communities

1,668

Startups

\$2.8B+

Follow-on Financing

12,673+

Jobs



gener8tor |

CASE STUDY

WISCONSIN

gener8tor was founded in Wisconsin in 2012 to support local entrepreneurs and give them the funding, mentorship and connections they need to succeed in their hometowns. In the 13 years since, gener8tor has deepened partner relationships with local corporate, economic development, non-profit and university leaders to forward this mission.



NORTHWESTERN MUTUAL
BLACK FOUNDER
ACCELERATOR
powered by gener8tor

US Venture
Powered by gener8tor

g BETA
MADISON

g BETA
BELoit

g BETA
MILWAUKEE

g BETA
KENOSHA

g BETA
APPLIED AI LAB

g BETA
URBAN LEAGUE

gener8tor x SHERMAN PHOENIX
ART

gener8tor
MADISON

gener8tor
MILWAUKEE



IMPACT TO-DATE

\$1.15B

Total Follow-On Financing

541

Total
Companies

\$2.126M

Average Follow-On Per
Company

6,760

Jobs
Created

gener8tor | TEDC

ONE STARTUP CAN CHANGE A CITY

- In 1984, a 19-year-old student named Michael Dell started upgrading computers from his dorm room at the University of Texas
- That one idea became Dell Technologies
 - 130,000+ employees globally; thousands in Central Texas
 - Over 2,000 tech companies grew in Austin since Dell's founding
 - Austin MSA GDP grew from \$17B (1990) → \$234B (2024)

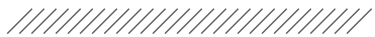


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TURNING POTENTIAL INTO PROSPERITY

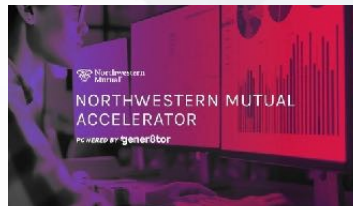
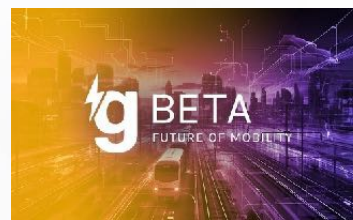
gener8tor
LOCATIONS



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INDUSTRY CLUSTER



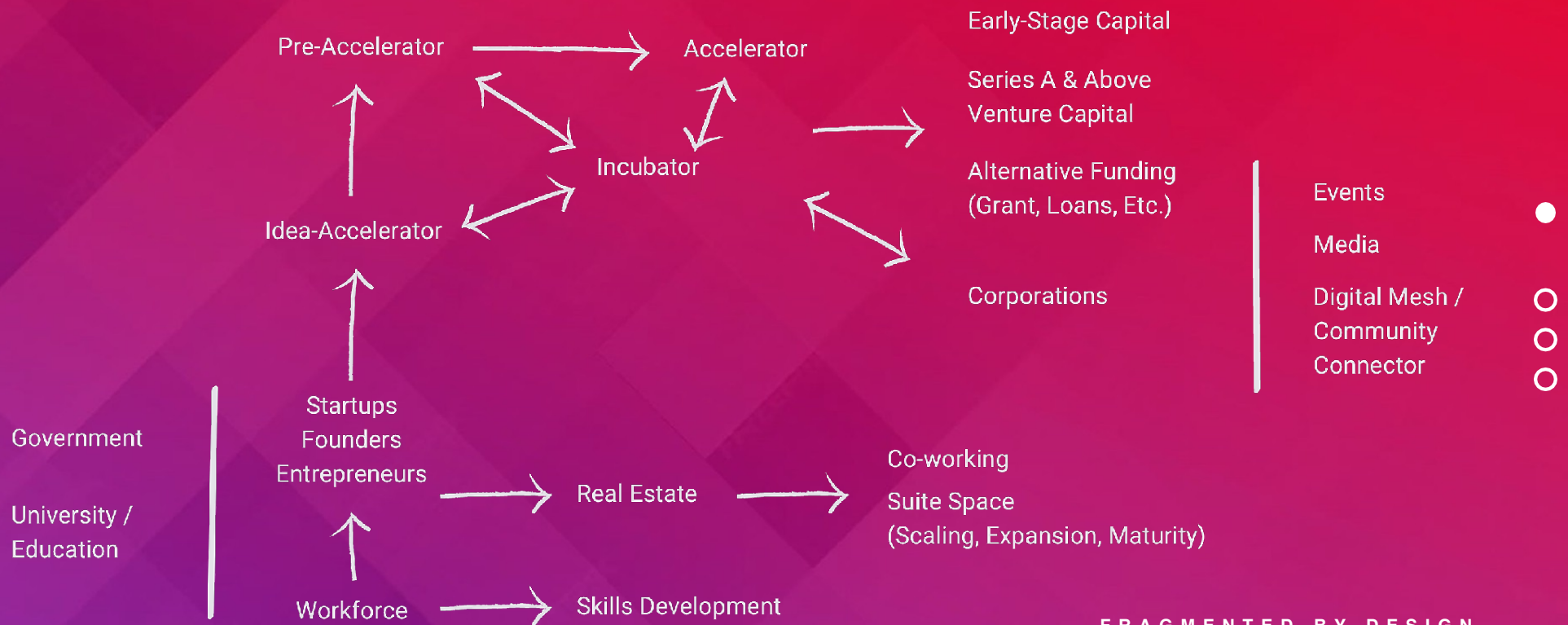
SCALING GLOBALLY WITHOUT LEAVING HOME



gener8tor



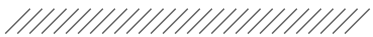
ECOSYSTEM INFRASTRUCTURE



FRAGMENTED BY DESIGN

A PLAYBOOK FOR ECOSYSTEM BUILDERS

- Consultant, Engagement, Vision, Plan, Path Forward
- Startup Support Programs
- Integrate Entrepreneurship in Universities (*if available)
- Corporate Engagement Opportunities
- Enable startups to test and validate through local industry partners
- Encourage Early-Stage Investment
- Reward Ecosystem Building in Policy
- Incentivize collaboration, local ownership, and job creation — not just recruitment wins.



MEASURING IMPACT THAT LASTS

Job Creation	→	# of net new jobs
Wealth Retention	→	% of capital retained locally
Business Formation	→	# of new startups or SMEs
Capital Attraction	→	\$ of venture, angel, or grant funding raised
Talent Development	→	# of graduates placed in innovation jobs
Real Estate Activation	→	Sq. ft. of coworking, or lab space filled
Tax Base Growth	→	Local sales, property, and business tax revenue growth
Brand Visibility	→	# of national press mentions, events, or partnerships
Corporate Collaboration	→	# of pilots, partnerships, or supply chain linkages
Ecosystem Connectivity	→	# of programs, mentors, and investors engaged



CASE STUDY

ALABAMA

gener8tor began operations in Alabama in 2020 to support local startups and spread the mission of locals investing in locals. In the 5 years since, gener8tor has deepened partner relationships with local corporate, economic development and university leaders to forward this mission.



IMPACT TO-DATE

\$84.5M

Total Follow-On Financing

181

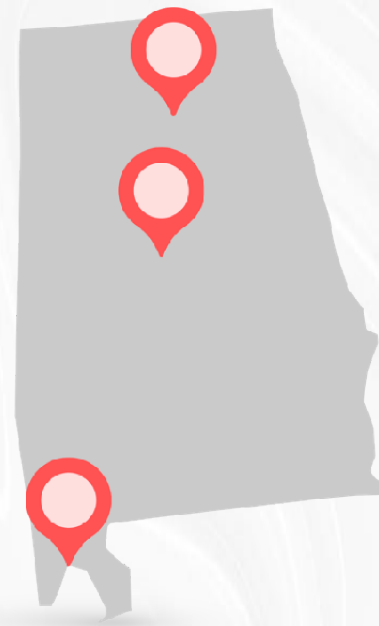
Total Companies

\$1:\$50

Dollars spent on programming vs. funding raised by startups

700+

Jobs Created



COMPANIES



INNOVATION
PORTAL

CASE STUDY

TEXAS

gener8tor expanded operations to Texas in 2019, launching its first program in Houston to support the state's growing entrepreneurial ecosystem. Since then, gener8tor has deepened relationships with corporate, university, nonprofit, and economic development partners across Texas to advance our mission of *locals investing in locals*. Over the years, gener8tor has operated a Cybersecurity Investment Accelerator in San Antonio, launched Skills Accelerator programs in both Houston and San Antonio, and most recently opened a Pre-Seed Accelerator in Round Rock—our newest program supporting early-stage founders in Central Texas.



“We’re not waiting for opportunity to arrive in Texas — we’re growing it.”

IMPACT TO-DATE

\$160

Total Follow-On Financing

94

Total Companies

580

Jobs Created



THANK YOU

 robert@gener8tor.com

 www.gener8tor.com

