



End of Year Report
Inaugural Year
2008



LaunchMemphis is a dynamic organization that is developing an entrepreneurial community consisting of investors, entrepreneurs, and local organizations through innovative professional, social and educational experiences in Memphis, TN.

Founders:

Chris Allen, Mercury Technology Labs
Dave Barger, LunaWeb
Harry Brown, Attorney at Law
Marc Diaz, Mercury Technology Labs
Spencer Dillard, Spencer Dillard Consulting
Anna Ivey, Morgan Keegan

Eric Mathews, Mercury Technology Labs
Douglas Scarboro, Leadership Academy
Gwin Scott, EmergeMemphis
Sridhar Sunkara, Center City Commission
Lori Turner, The RedRoverCompany



About LaunchMemphis

Memphis is home to brilliant entrepreneurial talent. Unfortunately, many venture capitalists in our area invest in startups outside our region, which means those winning ideas never make it to market. Why?

We believe there are three primary causes:

- 1) Few programs exist in Memphis to support entrepreneurs in preparing ideas for launch.
- 2) Memphis is without a strong network for connecting entrepreneurs with interested investors.
- 3) There is a lack of networks available to entrepreneurs to collaborate with others in coming up with ideas and keeping up-to-date with the latest trends and technologies.

These realities have resulted in the creation of LaunchMemphis - designed to bring focus to entrepreneurial activities in Memphis and to deliver new technology startups to the Memphis economy.

LaunchMemphis isn't your typical organization. It's a grassroots operation founded by 12 local leaders donating their time to stimulating the Memphis economy. LaunchMemphis is a dynamic and flexible organization that is bringing new energy to the entrepreneurial community and enabling participants like you to influence its activities.

All of this has come to be only as a result of the hard work, support, and contributions of the many who have stepped up to lend a hand or sponsor events. We cannot make any of this happen without active and broad community support. We hope that everyone in the Memphis area interested in growing or participating in a new technology based business will join us. Together we will build an entrepreneurial community that is uniquely and proudly Memphis. Thank you for helping us to launch Memphis.

LaunchMemphis Inaugural Season

LaunchMemphis Kick-off: Tech Fuel Technology and Startup Networking Event



Date: May 8th, 2008

Sponsors: N/A

Number of Attendees: 150

Summary: Designed for technologists, entrepreneurs, media (bloggers), and other business professionals to meet, and share ideas in a fun and open atmosphere. The event was open to the public.

Outcomes:

- Connectivity between entrepreneurs, industry participants, support infrastructure
- Community awareness around entrepreneurship
- Entrepreneurs awakened to risk environment and growing ecosystem for startups.

Anecdotal:

- One entrepreneur said, "Thank you for setting things up . . . Memphis needs this so very badly. I was truly inspired after getting to once again talk to other individuals in different tech areas, many of which have startups of their own (or soon will have)."
- A technologist in a major corporation said, "Thanks again for your hard work with LaunchMemphis. From what I saw last night, I think we have a ton of talented people in this city and could really do something special."

LaunchLunch (Speaker Dr. Kevin Boggs on Technology Transfer Spin-Off Companies)

Date: May 13th, 2008,

Sponsors: Innova

Number of Attendees: 50

Summary: Director of Technology Transfer at the University of Memphis, Dr. Kevin Boggs, spoke about the history and the future of Tech Transfer between academia and the private sector.

Outcomes:

- Community education regarding tech transfer.
- Definitive audience interest, as exhibited by attendees taking notes and asking questions.
- Connected audience members with others drawn to a speaker by similar interests, while providing the benefits of an educational forum on a critical topic.
- Further infrastructure involvement with local entities crucial to the fomentation of an entrepreneurial community in Memphis, (Bioworks, University of Memphis).

Startup Weekend Participant Gathering in conjunction with FedEx Institute

Date: May 22nd, 2008

Location: FedEx Institute of Technology

Sponsors: FedEx Institute of Technology, Boscós Brewing Company

Number of Attendees: 60

Summary: For those who registered for Startup Weekend in Memphis, this event provided an opportunity for the participants to network and get familiar with the knowledge, skills, and backgrounds of each other. This event directly addressed weaknesses that prior Startup Weekend cities cited.

Outcomes:

- New business ideas floated and vetted.
- Increased connectivity.
- Exposure of FedEx Institute to technology entrepreneurs.
- Startup Weekend participants met each other and formed relationships, via a group exercise, prior to the actual weekend.

Startup Weekend Memphis: Build Community and a Company in a Weekend



Date: May 30-June 1

Location: EmergeMemphis and Mercury Launchpad

Sponsors: Memphis Regional Chamber, Center City Commission, Sun Microsystems, JumpBox, Cadre5, Flying Circle, Baker, Donelson, Bearman, Caldwell, & Berkowitz, PC, Naked Lion Brewing Company, Starbucks Coffee(???), Domino’s Pizza, Neely’s Bar-B-Que

Number of Attendees: 100

Summary: Startup Weekend, LLC selected Memphis as one of its cities to hold their event. LaunchMemphis recruited a highly motivated group of nearly 100 technologists and entrepreneurs to build a community and company in a weekend. Attendees were responsible for bringing the

desire and passion to the project with the goal of walking out of the room with a brand new business, in a short 54 hours.

Outcomes:

- Great community building event with enthusiastic participation throughout the weekend.
- More than 30 different ideas were pitched, and many are moving forward.
- The weekend resulted in 12 ideas that would continue as potential startup companies
- "Spynnrr," a Facebook application that facilitates meetings among alternative sports enthusiasts (ultimate Frisbee, kickball, etc) was the winning idea that emerged from Startup Weekend Memphis.

LaunchMemphis Early Stage Investment Forum

Date: June 9th, 2008

Location: FedEx Institute of Technology

Sponsors: Innova, Mercury Technology Labs, FedEx Institute of Technology

34 applicants, 20 accepted.

Number of Seed Companies: 14

Number of Venture Companies: 6

Number of Investors: 25, including all major local institutional investors, and several angel investors.

Summary: Raising capital for a startup is without question one of the most challenging aspects of growing a business. The event was designed to alleviate some this pain through a venture forum where new and emerging businesses were brought together with early stage venture capital firms and angel investors.

Outcomes:

- The inaugural event was met with an enthusiastic participation from both investors and entrepreneurs.
- Investors who committed included Innova Memphis, Addison Capital Partners, SSM Ventures, Pittco Management, among



many others.

- Good feedback from investors and entrepreneurs alike, with most wanting to make this a regular event.
- Due to the success of the first Early Stage Investment Forum, LaunchMemphis is currently considering another such event for as early as Winter 2008.
- Several investors asked to be put into direct contact with entrepreneurs.
- Using the formula $(N^2 - N) / 2$, there was a potential for 1,225 connections to be made. Since many of the investors already knew each other, the actual number is probably closer to 750.

Anecdotal:

An investor stated this after participating in the Investment Forum: *"I thought that entrepreneurs that you qualified were very interesting and demonstrate the real potential lurking here in the Mid South. I hope that this will become a regular event."*

Entrepreneurs and Investors both felt that the "speed dating" method was most effective.

Boot Camp: Intensive Session to Take Business Ideas into Business Plans

Date: June 14th, 2008

Location: Mercury Launchpad

Sponsors: Mercury Technology Labs

Number of Attendees: 20

Summary: An intensive "boot camp" session was offered for startup teams and individuals looking to gather the knowledge and skills that will help take business ideas and articulate them into business plans. This one day session covered many important start-up issues and provided the prospective entrepreneurs with detailed feedback on their ideas and plans

Outcomes:

- Tapped into a new group of entrepreneurs, raised the profile of LaunchMemphis, EmergeMemphis, and other related entities.
- Participants were very active and took copious notes, asked many questions.
- Opportunity for networking connectivity.
- Due to the degree of interest, LaunchMemphis is planning another BootCamp in the near future.

Anecdotal:

- *"You should charge more for this event"*
- *Great job!!! Thanks for this fantastic opportunity; it came at a time when I really needed some direction and advice on how to proceed."*
- *"\$25 was a 'steal' for the quality of the information"*

Sarah Lacy: User Generated Book Tour

Date: September 18, 2008

Location: EmergeMemphis

Sponsors: Impact Memphis, Redbull

Number of Attendees: 150

Summary: High-profile blogger, reporter, and author Sarah Lacy stopped in Memphis as part of her "User-Generated Book Tour" (UGBT) in support of her latest book, Once You're Lucky, Twice You're Good: The Rebirth of Silicon Valley and the Rise of Web 2.0. A native Memphian, Sarah toured the FedEx Institute, EmergeMemphis, and BioWorks, in order to see the entrepreneurial community that is growing in her hometown. After a brief talk about her experiences as a columnist for BusinessWeek and a Q&A session, the author signed copies of her book and met with local entrepreneurs and other attendees. As one attendee said, "it's almost a religious experience, having someone of her caliber and reputation here. It's created a sort of synchronicity that's palpable. You can feel the excitement in the air and believe that big things are coming to Memphis."



Geoff Livingston Discussion

Date: September 22, 2008

Location: Quetzal's Cafe

Number of Attendees: 25

Summary: Geoff Livingston, author of Now is Gone and his PR blog, "The Buzz Bin," met for a discussion at Quetzal cafe in downtown Memphis. Attendees included everyone from seasoned Social Media veterans, to several fresh faces looking to see what the web has to offer their business. Despite the excitement surrounding Geoff's attendance, the evening took on a very relaxed tone as the crowd mixed through the room networking, finding familiar faces, and engaging the featured guest in conversations about the state of the blogosphere and the benefits of Social Media for business. As the evening culminated, Geoff became the centerpiece of a group discussion, moderated by LunaWeb's Dave Barger, where an eager group shared their ideas and questions about Social



Media, while the Washington D.C. based PR and blogging guru addressed each topic, drawing from his own experience for examples and anecdotes.

BarCamp Memphis

Date:

Location: EmergeMemphis

Sponsors: Open Road Technologies, Small Business Chamber, MPACT Memphis, Red Bull, LunaWeb, and Rendezvous BBQ.

Number of Attendees: 100

Summary: BarCamp is an international network of user generated conferences — open, participatory workshop-events, whose content is provided by participants. The theme of Memphis' inaugural BarCamp was "flux your paradigm". The day-long conference focused on entrepreneurship, web-technology, and social media. The event combined planned presentations with ad hoc discussions by attendees.



Outcomes:

- Increased education and connectivity.
- Well-attended with enthusiastic support
- Entrepreneurship resources discussed
- Continued growth; new attendees

LaunchMemphis End of Year Media Report

Email Impressions

Summary: 1500 LaunchMemphis contacts, 11 total emails sent to entire list

April 24, 2008: “New Memphis program for current and aspiring entrepreneurs”

32% open rate, 41% clicked thru

Highest total click-thru: 33% clicked “founded by eight local leaders” hyperlinked to www.launchmemphis.com/about

April 29, 2008: “Meet Other Entrepreneurs and Pitch Your Ideas to Investors”

25% open rate, 18% clicked thru

Highest click thru: 23% clicked ‘LaunchMemphis’ hyperlinked to www.launchmemphis.com

May 6, 2008: “Three Dates You Won’t want to Miss” 24% open rate, 12% clicked thru

Highest click thru: 18% clicked ‘Innova/Bioworks LaunchLunch’ hyperlinked to

<http://www.launchmemphis.com/category/forumpanelspeaker/>

May 15, 2008: “Learn How Memphis Entrepreneurs are all a Flickr and a Twitter”

22% open rate, 26% clicked thru

Highest click thru: 50% clicked ‘click here’ hyperlinked to [Facebook page and Flickr page](#)

May 22, 2008: Signs of Future Success – Startup Weekend Slots are full, but still plenty of ways to connect

22% open rate, 19% click thru

Highest click thru: 20% clicked “Gwin Scott’s blog” and 17% clicked “LaunchMemphis Founders” hyperlinked to <http://www.launchmemphis.com/category/blog/>.

June 10, 2008: Boot Camp Email “Hurry! Only 15 more slots are open for Boot Camp this Weekend!”

18% open rate, 12% clicked thru

Highest click thru: 41% clicked “Boot Camp” hyperlinked to

<http://www.launchmemphis.com/schedule-of-events/>

September 3, 2008: LaunchMemphis Hosts Business Week Tech Columnist Sarah Lacy

25% open rate, 14% clicked thru

Highest click thru: 12% clicked “Facebook/event” hyperlinked to

<http://www.new.facebook.com/event.php?eid=20619538863>

September 10, 2008: Limited Seating - RSVP for These Entrepreneurial Events Today!

23% open rate, 8% clicked thru

Highest click thru: 17% clicked “entrepreneurial events” hyperlinked to

<http://e2ma.net/go/1302490674/1183423/43249552/goto:http://www.launchmemphis.com/schedule-of-events/>

AND 17% clicked Sarah Lacy hyperlinked to <http://www.sarahlacy.com>

September 23, 2008: Innovators' Luncheon - Thursday - RSVP Today to Meet These Industry Experts

27% open rate, 14% clicked thru

Highest click thru: 17% clicked “Jeff Webb, Chairman/CEO of Varsity Brands” hyperlinked to

http://www.cheercoachmagazine.com/articles_detail.php?category=Profiles&recordID=136

October 20, 2008: BarCamp Memphis - the UNconference Where YOU Determine the Content!

24% open rate, 15% clicked thru

Highest click thru: 47% clicked “Memphis BarCamp” hyperlinked to

<http://memphisbarcamp.eventbrite.com/>

November 3, 2008: What is BarCamp Memphis? Time for techies, entrepreneurs, and geeks to unite. 24% open rate, 15% clicked thru

Highest click thru: 41% clicked “Memphis BarCamp” hyperlinked to

<http://memphisbarcamp.eventbrite.com/>

Press Coverage 2008

Commercial Appeal

Weekday average impressions: 300k (circulation 150k x 2 readers per paper).

Sunday average impressions: 500k

Articles:

- Tuesday, May 6, 2008: "LaunchMemphis events will build up ties among entrepreneurs"
- Saturday, May 17, 2008: "Coffee Break" section – Looking for Entrepreneurs"
- Tuesday, June 3, 2008: Business section front page "One idea, 54 hours: Startup Weekenders build real company"



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- Wednesday, June 11, 2008: Business section front page "Entrepreneurs get 10 minutes to persuade investors"
 - Sunday, September 21, 2008: Sunday Business News "LaunchMemphis helps motivate local self-starters, investors" by James Dowd – article focused on Sara Lacy
 - Tuesday, October 28, 2008: "Coffee Break" section - Technology conference - Reservations are now being accepted for "[BarCamp Memphis](#)," a conference for entrepreneurs that the fast-paced world of business and Web technology.
 - Tuesday, November 4, 2008: "Coffee Break" section - Entrepreneur camp set - Reservations are now being accepted for "[BarCamp Memphis](#)," a conference for entrepreneurs that will focus on the fast-paced world of business and Web technology.

Total impressions: 2.3 million

Memphis Daily News

Weekday average impressions: 20k (circulation 10k x 2 readers per paper)

Articles:

- Thursday, March 6, 2008: "The possibilities are endless" – article focusing on Start-up Weekend
- Wednesday, June 4, 2008: "Startup Weekend to Reconvene in Aug."
- Wednesday, May, 21, 2008: Events section: "LaunchMemphis has extended "Early Stage Investment Forum" Deadline"
- Wednesday, August 6, 2008 "LaunchMemphis To Become Nonprofit Org."

Total impressions: 80,000

Memphis Business Journal

Average impressions: 16,728 (Total circulation: 8,364 x 2 readers per paper)

Articles:

- Friday, May 2, 2008: "LaunchMemphis seeks to match investors with local entrepreneurs"
- Thursday, May 22, 2008: "Memphis Startup Weekend a go for May 30"

Total impressions: 33,456

Total local print impressions for LaunchMemphis: 2,413,456

New Media Information

Facebook

Fans: 179

Videos: 7

Photo Albums: 7

- Facebook also utilized for event invitations
- Special Founders Group established for communication
- Facebook Ads created with 140,130 impressions

Total Pageviews on Facebook: 2272

YouTube

Videos: 13

Total Views: 913

Flickr

Photos: 1150

Sets: 11

Twitter

Followers: 204

Tweets: 213

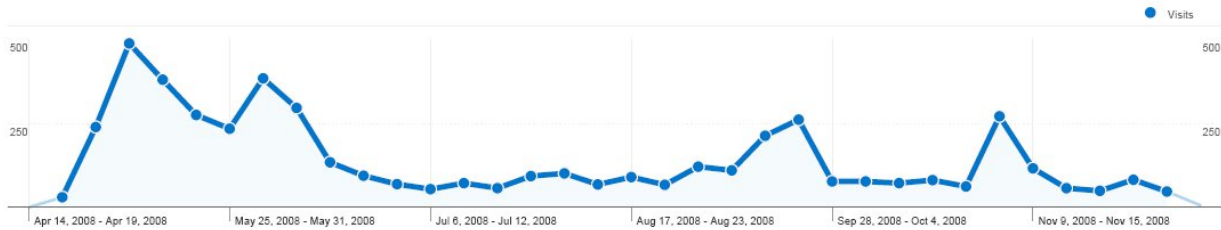
LinkedIn

Members: 55

Website Analytics

www.launchmemphis.com
Dashboard

Apr 14, 2008 - Dec 14, 2008
Comparing to: Site




Site Usage


 4,927 Visits

 56.63% Bounce Rate

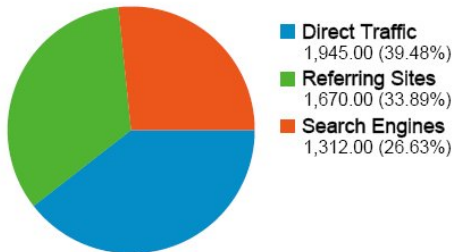
 11,574 Pageviews

 00:02:47 Avg. Time on Site

 2.35 Pages/Visit

 58.80% % New Visits

Traffic Sources Overview



Content Overview

Pages	Pageviews	% Pageviews
/	4,774	41.25%
/schedule-of-events/	1,033	8.93%
/investment-forum/	734	6.34%
/about/	705	6.09%
/category/founders/	675	5.83%

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
(direct) ((none))	1,945	39.48%	launch memphis	425	32.39%
google (organic)	1,187	24.09%	launchmemphis	182	13.87%
facebook.com (referral)	219	4.44%	launchmemphis.com	35	2.67%
commercialappeal.com	195	3.96%	barcamp memphis	32	2.44%
twitter.com (referral)	118	2.39%	boot camp ideas	28	2.13%