



EMERGING PRAIRIE

2018 ANNUAL REPORT

connect and *celebrate* entrepreneurs



What a fun year!

Our team and community joined forces to put together our most dynamic year yet. Throughout the year, we saw record growth in several areas including community partners, event attendance and presenters at our events. We witnessed the largest 1 Million Cups in the nation's history at this year's Living Legends Day featuring the Scheel and Solberg families and gathered a record crowd of over 2,200 for TEDxFargo. Our community heard from students, a Nobel Peace Prize winner, entrepreneurs, gold medalists and others. We were all able to watch momentum build as companies grew before our eyes, new ventures and voices emerged and more folks were introduced to our community.

We look forward to 2019 with an abundance mindset. Our team has committed to three focus areas that we believe will allow us to deepen our impact, increase participation, and push our region to play big in the world. First, we'll focus on the foundation and internal parts of our organization, working with our board of directors to strengthen our processes and invest in our brand. Our second area of focus will be on reducing barriers for participation, broadening perspectives and growing in our efforts toward radical inclusivity. The third focus is introducing the world to the Grand Farm Initiative, an initiative that combines our region's rich history in agriculture with the third wave of technology-based innovation that has the potential to make a massive impact.

As we look back, we see growth and commitment from the ecosystem. As we look ahead, we see challenges that can be solved, conditions that can be improved, and a team of folks positioned with the right combination of motivation and talent to do transformational work.

It is an honor to serve you, to join you on our journey, and encourage all to support the innovators, the misfits, the creatives and all those who desire to make our world a better place. We have taken the challenge of our Governor, who at his State of the State challenged each of us to dare boldly with an intent to improve the lives of others. Thank you for being part of our community.

Greg Tehven
Executive Director & Co-founder

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About Emerging Prairie

Emerging Prairie is an organization that focuses on connecting and celebrating the entrepreneurial ecosystem through innovative programming and events that move the needle and ignite economic growth for the state of North Dakota. With our values, mission, and vision as a guiding force, we strive to support the founders, creators, and community builders across the state to be curious and relentless in their pursuits.

Mission

To connect and celebrate the entrepreneurial ecosystem.

Vision

The relentless pursuit to improve the human condition both locally and beyond.

ORGAINZATION PRINCIPLES

- 1. Accelerate Entrepreneurs** We host events that give entrepreneurs a platform to share their passion about their business or idea. We continue to strengthen programs that provide opportunities for entrepreneurs to learn and connect.
- 2. Educate Our Region:** By bringing ideas to region and challenging the status quo, we can move our community forward. Through events, programming, and using our influence to convene leaders, we are able to move ideas to action and impact.
- 3. Infuse the Arts:** We create opportunities for the arts/artists to be incorporated into all of our events and programs. We believe artists are the vital culture creators in a community; culture is a key factor in building a community.
- 4. Build on Our Bright Spots:** We are cheerleaders and champions of the people who are doing great things in our community. Working from the idea of “a rising tide lifts all boats,” we celebrate those positively impacting our community.
- 5. Practice Radical Inclusivity:** As the fabric of our community becomes richer, we need to create an environment to welcome people from a variety of backgrounds, faiths, lifestyles, etc. We firmly believe we can do this through our actions, which is why it has become a priority for our organization.

Meet the Team

Lindsay Breuler // *Director of Portfolio Management*

Brian Carroll // *Director of Operations*

Stephanie Cossette // *Event Coordinator*

Jordan Jost // *Prairie Den Administrator and Administrative Assistant*

Emma McIntyre // *Project Coordinator*

Danella Myers // *Communications Manager*

Darby Njos // *Digital Marketing Coordinator*

Malachi Petersen // *Government & Community Relations Coordinator*

Greg Tehven // *Executive Director & Co-founder*

Jeanna Yaggie // *Program Coordinator*

Our Board

Kirk Anton of Heat Transfer Warehouse // *Board Member*

Allison Barmann of The Bush Foundation // *Board Member & Treasurer*

Tim Brookins of Microsoft // *Board Member*

Patrick Chaffee of Bell Bank // *Board Chair*

Jake Joraanstad of Myriad Mobile // *Board Member & Secretary*

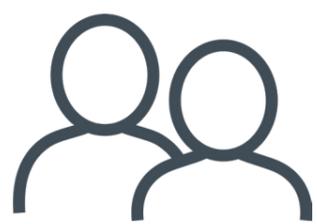
Jane Schuh of North Dakota State University // *Board Member*

Greg Tehven of Emerging Prairie // *Board Member*



In 2018,

Emerging Prairie continued to strengthen its events and programs, form new partnerships and help build a community where entrepreneurs, creators, risk takers can thrive. The Emerging Prairie team also saw significant growth over the past year with the addition of new roles and teammates.



6 new roles
added to EP team



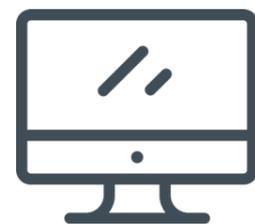
114 events and
programs hosted



9,105 total
attendees



\$572,683 total
money raised



86,649 website
visits



73 articles published on
emergingprairie.com



3,661 newsletter
subscribers



10,855 social media
followers

Financials

Emerging Prairie is proud of another year of strong support from our amazing donors who enable us to serve our community.

2018 Total Revenue



Income

■ Events + Programs	57%
■ Grants	27%
■ Annual Partnerships	13%
■ Individual Donations	03%



Expense

■ Operations	42%
■ Events + Programs	33%
■ TEDxFargo	18%
■ Prairie Den	07%

\$249,622
was spent on local products
and services in 2018.

Meet Anthony.

Anthony believes in the mission of Emerging Prairie.

If you've attended a conference or event hosted by Emerging Prairie, chances are you've seen, or even met, Anthony Molzahn. He's eager to make connections and get to know people. He's passionate about entrepreneurship and the startup community.

Anthony is the co-founder and CEO of Project Phoenix, a business data management platform. Since he began his business venture in May of 2017, he has presented at Drone Focus Conference and 1 Million Cups Fargo, served as a facilitator for the Intern Experience Program and has been involved with many of Emerging Prairie's other events and programs.

Anthony moved to Fargo about 10 years ago and has immersed himself in the area's startup community. He understands the importance of making connections and finding the networking catalyzers, which is why he is so supportive of Emerging Prairie's mission.

“Because of Emerging Prairie, they gave us a home on day one. They are the bridge to virtually every interaction, if you want them to be. All you have to do is ask.”
- Anthony Molzahn, Co-founder & CEO of Project Phoenix



Programs & Meetups

Our programs and meetups aim to activate and engage the community by creating opportunities for connection and learning. These gatherings often serve as an introduction and entry point to the entrepreneurial ecosystem.



1 Million Cups Fargo

1 Million Cups is a free, national program designed to educate, engage and connect entrepreneurs.

Drone Focus Monthly

A monthly meetup focused on convening professionals, enthusiasts and leaders in North Dakota's unmanned systems industry.

Entrepreneur EcoSummit

Networking and education for ecosystem builders to learn about building and supporting a community that encourages entrepreneurship.

Founders Programming

Facilitated learning groups and social gatherings held for entrepreneurs to gather, learn and connect.

Founders Drinks

An opportunity for founders and entrepreneurs to come together for connection in a casual and laid-back setting.

Founders Retreat

A retreat that encourages founders to invest in themselves, create a support network, and have time away.

Learning Groups

The League, Emerging Founders and Rainmakers are facilitated learning groups that focus on finding solutions for challenges experienced by entrepreneurs and support personnel of founders.

Intern Experience

A personal and professional development program designed to connect interns to each other and the community while building skills to apply during their internships.



A deeper look into our programs.

Entrepreneur EcoSummit

This year, in partnership with the North Dakota Department of Commerce, Emerging Prairie hosted multiple Entrepreneur EcoSummit across the state of North Dakota in an effort to strengthen the entrepreneurial ecosystem statewide.

The four Entrepreneur EcoSummit were held in

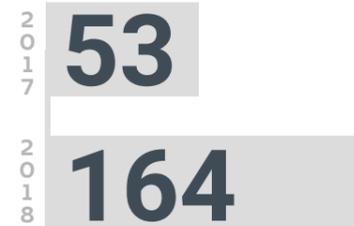


Watford City, ND

Minot, ND

Wahpeton, ND

Grand Forks, ND



Number of Attendees

1 Million Cups Fargo

The success of 1 Million Cups Fargo continued in 2018. Because of a partnership with Click Content Studios, six of the 1 Million Cups Fargo events were live streamed statewide to reach a broader audience. Another highlight of the year was hosting the largest-ever 1 Million Cups event in the nation.

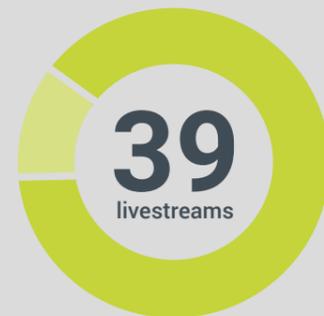
39 1 Million Cups Fargo Events

5,581 total attendees

46 total speakers

We hosted the largest 1 Million Cups event in the nation where

416 people attended



6,120 cups of coffee have been served

14 sponsors support this event

Streamed on Facebook 85%
Streamed Statewide 15%

Prairie Den

The Prairie Den is the co-working space that Emerging Prairie founded and has nurtured since 2015. It's home to entrepreneurs, creatives, nonprofits and others seeking a unique and inspiring work environment in downtown Fargo. The Prairie Den is also a great place to connect with others who have an entrepreneurial spirit and are looking to build relationships in the community.

A Home for the Bold

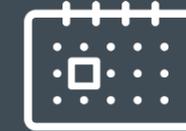
65 active Prairie Den members

4 organizations have dedicated office space in the Prairie Den

Emerging Prairie now calls the Prairie Den home as their permanent office space.



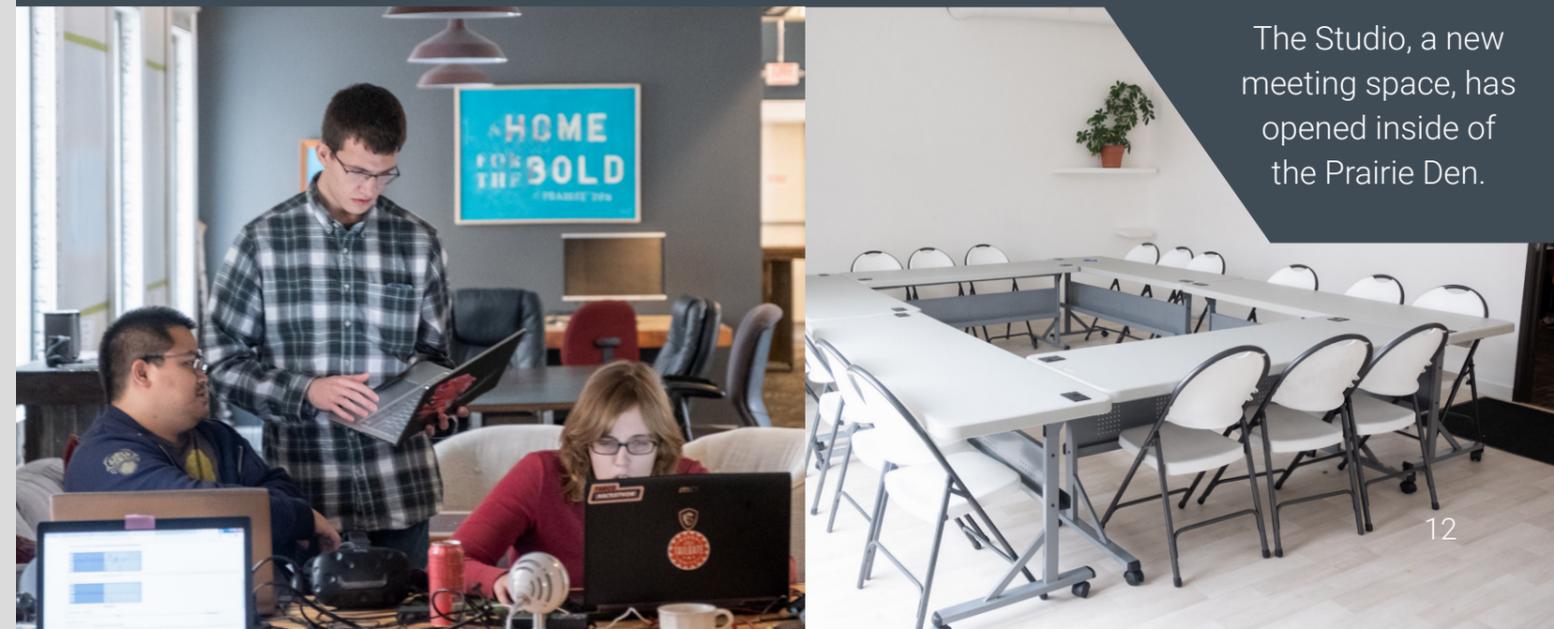
We gained 26 new Prairie Den members



532 events were held in the space



The Prairie Den was booked for 1,187 hours



The Studio, a new meeting space, has opened inside of the Prairie Den.

Events & Conferences

The conferences and events that Emerging Prairie helps organize connect people from around the region and the country to explore and celebrate innovations, bright spots and new ideas.

1 Million Thanks

An annual celebration that highlights the growth and success within the startup community and our region as a whole and recognizes some of the changemakers that are moving the community forward.

Cultivate

Convenes leaders, growers, and entrepreneurs in agriculture to explore tech innovations they've created, are currently building, or are searching for in their industry.

Drone Focus Conference

A gathering of professionals, enthusiasts, government officials and leaders in the unmanned systems industry.

Hackathon

A weekend-long event offered in partnership with AT&T for people across the technology spectrum to engage in collaborative projects, typically centered around building tools to better understand a data set.

Mayors Summit

A convening of entrepreneurs, community innovators and mayors from across the state of North Dakota to share ideas and learn about the developments in the region's entrepreneurial ecosystem.

Possibility Symposium on Social Business

Gathers community leaders, foundations and social entrepreneurs to explore how social entrepreneurship applies business models and strategies to solve unique social challenges in our community.

Prairie Capital Summit

A summit that connects investors, founders and ecosystem builders, giving each network a space to share, learn and promote strong business building in the region.

TEDxFargo

TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. Our event is called TEDxFargo, where x = independently organized TED event.

Drone Focus Conference

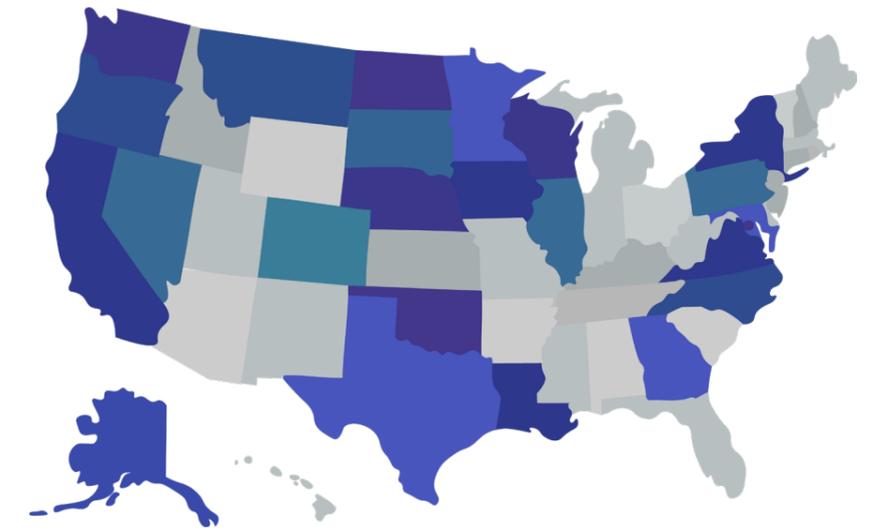
In 2018, Drone Focus Conference focused on building an autonomous nation. Throughout the event, the content highlighted innovations, concepts and policies that will shape the future of autonomous technology.

571 total attendees

68 event speakers

58 event sponsors

3 countries represented



25 states had a presence at Drone Focus 2018

Cultivate

For the second annual Cultivate conference, the focus was on refining content and expanding auxiliary events. The conference showed moderate growth in attendance in 2018, and awareness about the event continues to increase around the region.



290 Attendees



22 Speakers



20 Sponsors

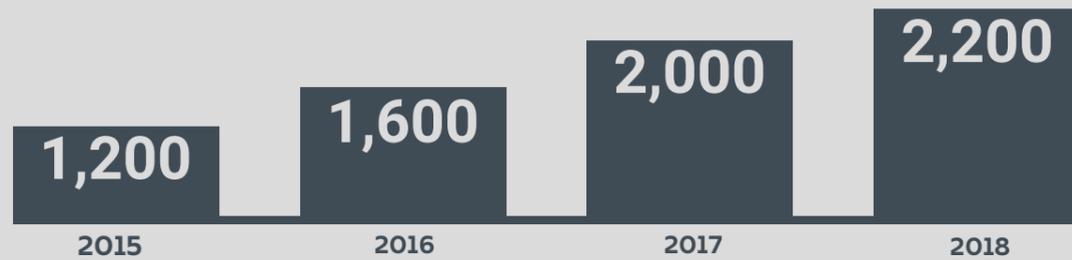
TEDxFargo

The ninth TEDxFargo event was the largest yet with 2,200 attendees. A variety of topics and ideas were presented including compassion fatigue, gender equality and doing things the hard way. This year, past speakers served as co-emcees for the event which created some incredible moments like when the young girl's hockey team introduced the Lamoureux sisters.

“ What we’ve come to realize is that wonderful microcosm on the Fargo campus is a reflection of a wonderful community. It’s just been a privilege for us to be a part of the magnificent growth of Fargo over the last almost 20 years and hopefully continue to contribute to it in new ways. ”
 - Brad Smith, President of Microsoft

2,225  from **24**  and **2** 
 total attendees different states different countries

TEDxFargo attendance over the years



In 2018

24 speakers & performers

31 auxiliary events were hosted

190 people volunteered

23 TEDx videos were produced

 **5,602,839** total number of TEDxFargo video views since 2012



Impact

The Ted Effect. Over the years, Ted Dintersmith has impacted our community and beyond. See how he's impacted other startups through our events:

2015

July 2015: On one week's notice, Ted Dintersmith visits North Dakota for the first time and gives a talk at TEDxFargo - "Prepare Our Kids for Life Not Standardized Tests"

September 2015: Beginning of Ted's fifty-state tour advocating for education reform and innovation - one of the first stops is Fargo, ND

2016

June 2016: Ted returns to North Dakota and attends the ND Council of Educational Leaders

Fall of 2016: Ted visits North Dakota again and makes multiple stops across state including Grand Forks, Wahpeton, Devils Lake and Mayville for screenings of "Most Likely to Succeed," an award-winning documentary where Ted was the executive producer

2017

2017: Ted continues to have conversations with the North Dakota Department of Public Instruction, North Dakota United and other education officials which results in the launch of the podcast "The Cutted Ed: What North Dakota Schools Can Be"

2017: Ted starts writing the book *What School Could Be: Insights and Inspiration from Teachers Across America* and references some observation from his visits to North Dakota schools

2018

June 2018: Ted returns to North Dakota and presents at ND Governor's Innovative Education Summit where a group of ND teachers pitch the idea for TeacherSpark at the summit's pitch challenge

July 2018: Ted awards the TeacherSpark group funding to help develop the app that has the potential to create more collaboration and innovation among teachers

November 2018: The TeacherSpark app is presented at 1 Million Cups Fargo and the idea reaches many advocates and supporters of innovative education

Meet Ted.

Ted Dintersmith is from Charlottesville, VA and earned a Ph.D. in Engineering from Stanford University. His contributions span film, books and philanthropy. He's funded and executive produced acclaimed education documentaries, including "Most Likely to Succeed."

With co-author Tony Wagner, he wrote *Most Likely To Succeed: Preparing Our Kids for the Innovation Era*. After visiting all fifty states, Ted wrote another book, *What School Could Be: Insights and Inspiration from Teachers Across America*. Ted has become one of America's leaders in innovation, entrepreneurship, and education.

Ideas into action.

In 2015, Ted Dintersmith visited North Dakota for the first time and gave a talk about education reform at TEDxFargo. Over the past few years, Ted has returned to North Dakota several times to share his message and has formed a special bond with many folks in North Dakota including teachers and education officials. The connections he's made in the state have led to partnerships and been a launchpad for new innovations in education.

Ted's story is one that truly exemplifies putting ideas into action, which is one of TEDxFargo's goals.

Looking Ahead

Emerging Prairie looks forward to another year of growth in 2019. In addition to maintaining and building on the success of the current events and programming, the organization will strive to find ways to make a stronger impact in the region.

2019 Strategic Priorities

Emerging Prairie has identified three organizational priorities to focus on in the coming year.

1. Organizational Stability and Development

As Emerging Prairie reaches its 7th year in operation, we will take 2019 to focus internally on building organizational stability and develop a strategy for the coming years.

2. Diversity, Equity and Inclusion (DEI)

In order to better serve our community now and into the future, Emerging Prairie is dedicated to exploring the depth and breadth of Diversity, Equity, and Inclusion within our organization, programs, community, and region. This priority has received dedicated funding from the Otto Bremer Foundation and the Bush Foundation.

3. Grand Farm Initiative

The Grand Farm Initiative is working toward the first fully autonomous farm in the region by 2025.

2019 Event and Conference Dates

Emerging Prairie has another full year planned for 2019. You can find more information about these and other events on our website, www.emergingprairie.com.

Entrepreneur Day at the State Capitol // January 20th-21st

1 Million Cups Fargo // January 23rd

1 Million Cups Fargo takes place every Wednesday except during the months of August and December

1 Million Thanks // January 31st

Prairie Capital Summit // March 6th

TEDxFargo Open Mic // March 21st & March 23rd

Entrepreneur EcoSummit (Sioux Falls) // April 10th

Drone Focus Conference // May 29th

Intern Experience Program // June 4th - July 30th

TEDxFargo // July 25th

Possibility Symposium on Social Business // September 18th

Living Legends Day at 1 Million Cups Fargo // September 25th

Founders Retreat // November 6th - 8th

1 Million Cups Fargo Speaker Reunion // November 27th

Note: these events are subject to change



Annual Awards

Part of Emerging Prairie's mission is to *celebrate* the entrepreneurial ecosystem. One of the ways this is done is by honoring people and organizations that have made an impact on the region's entrepreneurial ecosystem with awards. Below are the individuals that have been awarded for their contributions in 2018.

Dr. David Wells Belief Award

Awarded to an individual that believes in the potential of entrepreneurs and the difference they can make in our community.

➤ 2018 Winner is Roger Larson

Rookie of the Year Award

Awarded to an early stage entrepreneur that has made significant progress.

➤ 2018 Winner is Sadiyo Hassan

Startup of the Year Award

Awarded to an organization that has achieved significant growth and success in the past year.

➤ 2018 Winner is Aldevron

Social Impact Award

Awarded to an individual or organization that has demonstrated the ability to positively impact the community for social change.

➤ 2018 Winner is F5 Project

Team Player Award

Awarded to organization with an outstanding team whose culture has had a far-reaching impact in the community and beyond.

➤ 2018 Winner is Kilbourne Group

2018 Annual Partners



We've really appreciated our partnership with Emerging Prairie. It's a partnership that has a lot of embedded synergies in it that work toward the betterment of North Dakota.

- Eric Hardmeyer, President & CEO of The Bank of North Dakota



EMERGING PRAIRIE

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