



EMERGING PRAIRIE
2019 ANNUAL REPORT

Table of Contents

About Emerging Prairie	3
A Year In Review	5
Conferences and Events	7
Aneela's Story	10
Programs	11
Kayla and Jen's Story	14
New Events in 2020	16
Grand Farm Initiative	17
Emerging Digital Academy	21
2019 Priorities Update	23
2020 Priorities	25
2020 Award Winners	26
Financials	27
Annual Partners	28
2020 Event Dates	29



This fall, I spent an afternoon helping my Uncle put together a six person, premade sauna in my backyard. For much of our time together, we focused on putting together the foundation through measuring, getting the right materials in place and making sure that all six points were aligned. Early on, I was frustrated, as we were not showing much progress. Yet, after all six points were aligned and we were ready to start building on top of the foundation, our speed and impact increased, quickly getting the sauna put together.

Emerging Prairie functioned very similarly in 2019, as we spent a tremendous amount of time laying the foundation for the organization to grow. We broke the organization into three divisions - The Ecosystem, Emerging Digital Academy, and The Grand Farm. We've got our teams in place, we've added organizational capacity and we've added three Board members to ensure first class governance. Our team is setting the stage for 2020 to be one of rapid growth and increased impact.

As we look back on 2019, our team smiles knowing we were able to host household names through our events: Adam and Caitlin Thielen, Brad Smith, Sister Thomas, US Secretary of Agriculture, Sonny Purdue, Gary Tharaldson, and Chairman of the FCC, Ajit Pai. We introduced and launched the Grand Farm to the world. We set records at our events, hosted nearly 90 statewide entrepreneurs in Bismarck for a day at the Capital and have found ourselves as thought leaders for the region.

2020 will be a year you won't want to miss. We'll make some big moves and continue to take risks. We'll start to execute on a vision that will ensure Fargo is at the center of the agriculture technology community. We'll increase efforts to improve governance and ensure our policies and strategies continue to align with the community. You'll see increased efforts to support social entrepreneurs and raise the profile of New Americans starting businesses. You'll watch our team make a bigger impact with less time as we invest in systems and functionality.

And above all, we'll move fast. Knowing we spent 2019 creating a strong foundation, we'll lead from strength and continue to connect and celebrate our entrepreneurial ecosystem. We'll add, execute, improve, and challenge possibility with the vision of improving the human condition. Both locally, and far beyond.

Cheers!

Greg Tehven
Executive Director & Co-Founder

Emerging Prairie

We are an organization that focuses on connecting and celebrating the entrepreneurial ecosystem through innovative initiatives, programming, and events that move the needle and ignite economic growth for our region. Some of our initiatives include operating a co-working space (The Prairie Den), launching the first code school in North Dakota (Emerging Digital Academy) and steering the momentum on the Grand Farm Initiative.

This year, our team will be working in three divisions to move the entrepreneurial ecosystem forward, faster.

1 The Ecosystem

We believe that incredible things happen when entrepreneurs connect, and it's our mission to facilitate those interactions. We do this through annual conferences, specialized events, innovative programming, and operating a co-working space. The entrepreneurial ecosystem encompasses more than startups - it includes large corporations, educational institutions, non-profits, students, and more.

2 Emerging Digital Academy

Emerging Digital Academy was created to address the growing demand for skilled software developers in our region. Our Full Stack Engineering course is a 20 week technical training program that teaches students programming skills and emulates an on-the-job training environment. The primary goal is to support high potential students so that they can begin their career in the technology industry.

3 Grand Farm Initiative

The Grand Farm Initiative aims to capitalize on the region's potential in the agriculture and technology industries. Grand Farm is designed to inspire collaboration among businesses, organizations and entrepreneurs to develop the future farm, which we believe will solve issues critical to family farms, worldwide-labor shortages and rising operational costs.

With our mission, vision and principles as a guiding force, we strive to support and encourage the founders, creators and community builders to be curious and relentless in their pursuits.

Our Mission

To connect and celebrate the entrepreneurial ecosystem.

Our Vision

The relentless pursuit to improve the human condition.

Our Principles

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.

Educate our Region. By bringing ideas to the 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.

Infuse the Arts. We create opportunities for the arts and 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 community.

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 who are making progress and positively impacting our community.

Practice Radical Inclusivity. As the fabric of our community becomes richer, we need to create an environment that welcomes people from a variety of backgrounds, faiths, lifestyles, etc. We firmly believe we can do this through our actions.

A Year In Review

Throughout 2019, Emerging Prairie continued to work towards creating and supporting a community for the doers, the starters, the risk takers, the innovators, the creators, the change makers, and the community builders. We placed our efforts to make a community that is more inclusive, more connected, and more informed.

Over the past year, we've focused on building a foundation for Emerging Prairie guided by our 2019 priorities. We've formed new partnerships, added new roles and teammates, and continued to share the stories of entrepreneurs.



At the center of Emerging Prairie is our events, conferences, and programs. We had an unprecedented year of growth and momentum. We hosted over 135 events in 2019 and over 11,000 community members walked through the doors of our venues.

The connections, the innovative ideas, the knowledge shared and the continuous impact of those who attend our events is unquantifiable, and to us; it's priceless.



With intense growth comes the inevitable growing pains. In 2019, we found ourselves understaffed and over-capacity. To solve this, we needed fresh faces and new ideas. We created 5 new roles for our team to add capacity and brought on 8 new teammates over the past year.

This brings our team count up to 14 full-time team members, which is a 55% increase in organization size.



In this day and age, digital communication is everyone's go to, and Emerging Prairie is no different. We had over 47,000 visits to our website and gained 1,212 new followers on social media. That brings our total social followers to just over 12,000, an 11% increase since 2018.



In the beginning, Emerging Prairie was focused on sharing entrepreneur's stories. Staying true to our core, we published 78 articles on our website, which covered dozens of topics across the entrepreneurial ecosystem.

We also sent 48 editions of our weekly newsletter to our Emerging Prairie Newsletter list, spreading community events and news to over 3,200 people weekly.

Our year by the numbers.

41%

is the number of increased memberships at the Prairie Den. This past year was a year of growth for the Den where we went from 65 active members in 2018 to 92 active members in 2019. The Den has become a hub for entrepreneurs, students, creatives and more. As well as a creative event space for over 75+ events.

11,579

is the total number of attendees that came to our events over this past year. As we prep for each event, we ask ourselves if Emerging Prairie is still producing relevant content. When 11,579 people walk through our venue doors throughout the year, it's a reassurance that we are on the right track of adding value to our community.

\$382,786

is the amount we spent on local goods and services this past year. That's a 53% increase from 2018. As an organization, we have to practice what we preach and support local entrepreneurs. From our neighborhood coffee vendor to local flower shops, we practice shopping local and keeping our money in the region.



Conferences and Events

The conferences and events that Emerging Prairie helps organize connect people from around the region and the country to explore and celebrate innovations and new ideas. We believe by showcasing our bright spots, we can continue to add potential to our community.

1 Million Thanks

An annual celebration that highlights the growth and success within the startup community and our region as a whole, while recognizing a handful of changemakers that are moving the community forward.

Drone Focus Conference

This conference brings together professionals, enthusiasts, government officials and leaders in the unmanned systems industry. We dive into what it takes to build the software, systems, and resources for an autonomous nation.

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.

Possibility Symposium on Social Business

A gathering of 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

This summit connects investors, founders and ecosystem builders to talk about risk capital and angel investing. It gives each network a space to share, learn and promote strong business building in the region.



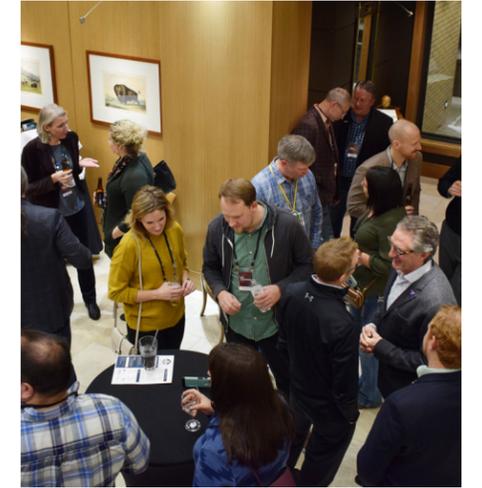
Cultivate Conference

This conference convenes leaders, growers, and entrepreneurs in agriculture to explore tech innovations they've created, are currently building, or are searching for in their industry. The event covers a wide array of the agtech industry including software applications, precision agriculture, drones, alternative farming methods, and more.

 **577** event attendees

 **61** speakers and panelists

 **22** event sponsors



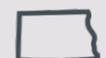
Entrepreneur Day at the State Capitol

Entrepreneur Day at the State Capitol took place in January with an evening social at the North Dakota Governor's Residence along with a day in session at the state capitol. This event was a step to continue to close the communication gap that sometimes exists between legislators and innovators.

 **82** event attendees

 **45** attendees have never visited the capitol before

 **74** attendees talked with their state legislators

 **19** North Dakota cities were represented



TEDxFargo

Each year, we have an all-day event filled with speakers, performances, adventures and smaller events around Fargo. These events showcase the best of innovation, research and discovery. We accelerate our community and social impact through the power of big ideas, transformative live events and empowered communities.

TEDxFargo 2019 was our tenth TEDxFargo event focused around the idea of “forward.” The emphasis was not just on the word “forward” but specifically the second half, ward. Ward can be defined as “the action or process of guarding.” Some of the ideas shared focused around mental health, the power of innovation, the usefulness of useless knowledge and more.

TEDxFargo 2019

2,027 event attendees

28 speakers and performers

40 event day sponsors

29 musicians and artists performed

155 event volunteers

36 auxiliary events hosted

25 TEDxFargo talks produced



Meet Aneela

If you attended TEDxFargo this summer, there is a chance you listened to, or have even met Aneela already. With almost 5,000 talk views in the first month of her TEDxTalk release, she is on a mission to spread love, strength, and awareness.

Aneela is the co-founder, designer and inspiration for Keen, a technology-driven bracelet engineered to help people take control of repetitive behaviors such as nail biting, skin picking and hair pulling. These repetitive behaviors affect 1 in 20 people and are known as Body Focused Repetitive Behaviors (BFRBs). Because she believes awareness is the cure for those who live with BFRBs, Aneela shared her own story with hair pulling on the TEDxFargo stage. She created awareness for those impacted by body focused repetitive behaviors to 2,000+ in our region.

“From the moment I stepped off the red dot and since the release of the video recording, the HabitAware team has received an outpouring of love, support and openness from strangers about their own battles with BFRBs,” shared Aneela.

While Aneela lives in Minneapolis, she has still made waves in the Fargo entrepreneurial ecosystem. She believes that the activism, community, and engagement happening in our region and at Emerging Prairie is “making waves”, which is why she is so supportive of Emerging Prairie’s work.



“

The opportunity to share my “idea worth spreading” has changed the trajectory for myself, my company and for my BFRB community.

- Aneela Idnani

Since 2012

we’ve produced
189 TEDxFargo talks

we’ve hosted
11,079 TEDxFargo attendees

the world has viewed
TEDxFargo talks
7,062,827 times

Programs

Our programs 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.

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 Only Retreat

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

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.

Lunch and Learns

These are monthly gatherings that allows community members to meet and share their skills and industry expertise with each other.



1 Million Cups Fargo

This program is a free, national program designed to educate, engage, and connect entrepreneurs developed by the Kauffman Foundation. 1 Million Cups Fargo is our local chapter of the event and has around 140 community members in attendance each week. Fargo's 1 Million Cups features men and women who are building their ideas, launching products, and starting companies — with an emphasis on innovative technology.



1 Million Cups Fargo has hosted a wide range of entrepreneurs this year ranging from Adam and Caitlin Thielen of the Thielen Foundation, a professional athlete and his wife who co-founded a foundation, to Ivy Mastrud of BowWow Bo-Ties, a middle school student who started her own business.



In 2018, we set the record for the most attended 1 Million Cups event in the nation with 416 in attendance. This year, we broke our own record when 420 community members attended a 1 Million Cups Fargo event in July.

5,140 total event attendees

9,150 cups of coffee served

58 speakers presented

37 IMC events held

17 event sponsors

9 statewide livestreams

92

active Prairie Den members

41

new Prairie Den members

7

full-time teams have dedicated office space

1,355

hours the event space was booked

Prairie Den

The Prairie Den is the co-working space that was founded by Emerging Prairie in 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.



Our home for the bold is on the move.

As the Prairie Den continues to grow - we're excited to announce that Prairie Den will be moving in 2020! The new Prairie Den home will be on the skyway level of the Black Building in Downtown Fargo. By moving into this new space, we'll be adding 1,822 usable square feet - a 30% increase in square footage.

The new Den will feature 6 office pods, 2 conference rooms, 2 classrooms and 2 phone booths for working and collaboration space. It will be home to the Emerging Prairie Team as well as the future home of the Emerging Digital Academy.

We'll be moving into the Black Building in late summer of 2020.

“

People are going to love the new space. As much as we've loved our current Prairie Den - having a new space built for us with new amenities and an elevator will be a huge upgrade for our Prairie Den community.

- Jordan Jost
Prairie Den Administrator



Meet Kayla and Jen

Having deemed themselves as “Prairie Den members for life,” odds are you have seen Jen Burgard and Kalya Sorum around the Den and at Emerging Prairie events. These ladies are passionate about helping others and supporting families in our community through their non-profit, The Hopeful Heart Project.

Jen and Kayla are co-founders of The Hopeful Heart Project, a young startup based out of the Prairie Den in Downtown Fargo. They became Den members in 2019 after they shared their story at the Possibility Symposium for Social Business in October of 2018.

“The community we have been introduced to by choosing to operate our non-profit within the Prairie Den has been a game changer for our organization. Being surrounded by others who are genuinely excited about doing things for this area is infectious,” shared Kayla.

These ladies work tirelessly to support our community by providing hope, healing, and support to parents who have endured the tremendous loss of a child. In 2019, Jen and Kayla accomplished major milestones and were able to make the shift to operate The Hopeful Heart Project full time. In addition, they have seen their impact grow and mission stretch across multiple states in our region.

We are proud to have been a part of Jen and Kayla's story, and support them as they continue to share theirs.

Collaboration

We serve community members interested in being a part of the entrepreneurial community focused on startups, technology and innovation, along with those interested in learning about it. We believe that working with other organizations can create a larger impact than working alone. These events we're put in collaboration with other organizations.

Fargo Ideas

Inspired by the Aspen Ideas Festival in Aspen, CO, Fargo Ideas brought the festival's spirit of inquisitive discussion and exchange of ideas to the Fargo-Moorhead region. Through a collection of moderated panels, audience members enjoyed conversations between Aspen Institute experts and local leaders on a variety of topics including inclusive access to play, the better arguments project, what makes up local cuisine, and how Theodore Roosevelt impacted North Dakota. Recordings of each session can be found at www.fargoideas.com.

Women's Entrepreneurship Week

In October 2019, we partnered with 14 other organizations to host the first ever Women's Entrepreneurship Week in Fargo. The week was designed to celebrate women in entrepreneurship, share ideas, discuss hard topics and bring together the champions working to make the region a great place to start a company.

 **700+** people reached

 **16** total events

 **35** speakers and panelists

 **15** organizations hosted events



We look forward to being a leading organization for Women's Entrepreneurship Week in 2020.

Looking forward to 2020

Our team continues to seek the best ways to serve our community - we do an audit each year of our events to see if we should continue them, change them, remove them or add new events! This year we'll be revamping one event and adding two new events to our schedule.

Autonomous Nation Conference

May 27th, 2020

After running the Drone Focus Conference for five years, our team has come to the conclusion that the Drone Focus format needs to be revamped. As we started to rethink Drone Focus Conference, we decided that everything about it should be changed - even the name. We're proud to announce that in 2020, Drone Focus Conference will be rebranded as Autonomous Nation Conference. This conference will highlight all the work that's being done in autonomous industry in North Dakota and our region.

CuriousFargo

July 25th - August 1st, 2020

This year we are setting out to spark curiosity and connection in our community with the creation of CuriousFargo. CuriousFargo will be a week filled with 50+ events hosted during the same week as TEDxFargo. CuriousFargo events will be curated to engage our community in the best of the arts, science, and business that our community has to offer. The ideas are meant to truly showcase all that exists in our curious city. We believe that at the core, ideas are sparked by curiosity- so want to challenge our community to start thinking about what makes them curious.

TEDxYouth@Fargo

July 28th, 2020

In the spirit of additions and creations, our team is excited to bring back TEDxYouth@Fargo. Middle and high schoolers are invited to explore new ideas, passions and get connected at TEDxYouth@Fargo. This evening event is packed with opportunities for students to branch out, connect with their passions, and go home with a mind full of "Ideas Worth Spreading." On top of the anticipated mainstage speakers and performers, there will be spaces for innovative thinking, hands-on activities, and lots of snacks.



Grand Farm Initiative

What is Grand Farm?

Grand Farm is designed to inspire collaboration among businesses, organizations and entrepreneurs to develop the future farm, which we believe will solve issues critical to family farms, worldwide labor shortages and rising operational costs.

It will be a research laboratory and educational center for everything ag tech. Grand Farm will welcome entrepreneurs, students and all supporters of family farms. It will be the center for ag-focused innovation.

Our Moonshot

“We choose to go to the Moon in this decade and do the other things, not because they are easy, but because they are hard...”

- President John F. Kennedy

Our region has everything needed to create this future farm prototype by the year 2025. Grand Farm will help feed the growing world, develop new opportunities for our communities and align organizations to the evolving themes that will accelerate change. The Grand Farm Initiative is designed to take this “moonshot.”

Steering Committee Members

Barry Batcheller // Appareo, Chairman

Kevin Biffert // Fargo Automation, Founder

Mike Derheim // The Nerderly, Chairman

Jake Joraanstad // Bushel, Co-Founder

Keith Kreps // RDO, Equipment Executive Vice President

Eric Hardmeyer // Bank of North Dakota, CEO

Michelle Kommer // North Dakota Department of Commerce Commissioner

Lauris Molbert // Arthur Ventures, Partner

Tammy Miller // Border States Electric, CEO

Greg Tehven // Emerging Prairie, Executive Director

Phase Development

Grand Farm will be built in phases, with a makerspace, research laboratory and test plots planned for summer of 2020. Later phases will add buildings that will be future homes of agtech startups and other ag or tech-based entrepreneurs.

“

One of the many things that excites us about the Grand Farm is that **it focuses on technology, it focuses on new businesses, and focuses on providing skills to people so they can go pursue these opportunities**

both in businesses and in farming businesses.

- Brad Smith
President of Microsoft



The Plans

The vision and milestones will be created around five strategic plans.



1 Ecosystem

With the help of local, regional and national partners, Grand Farm will encourage and facilitate community engagement and open source participation and will raise awareness for agriculture and technology projects everywhere.

2 Innovation

We will identify a model to increase support for new ventures, engage corporate partners, and create economic vibrance for the stage.

3 Makerspace

Onsite spaces for creators, chemists, builders and entrepreneurs which would include interactive, educational (and fun) things to do for students interested in Ag and technology.

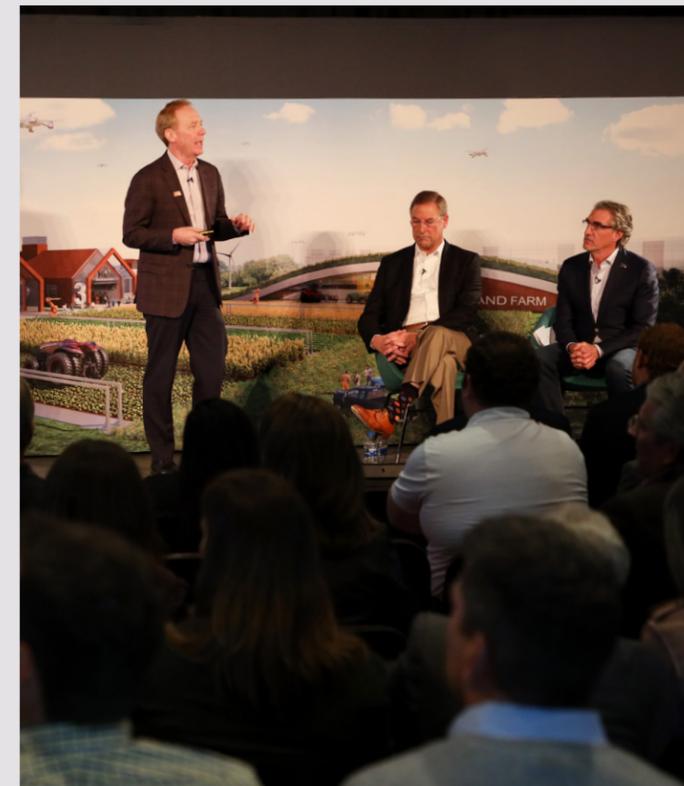
4 Accelerated Learning

All farms of the future will be dependent on technology with farmers leading the way. Farmers, and those developing future technologies, will be part of an education platform that is also part of Grand Farm, Emerging Digital Academy launched in December 2019 with the goal of graduating 30-50 new tech careers in 2020.

5 Policy and Governance

We want to be a proactive advocate as it relates to public polices that would support ideas similar to Grand Farm. This means we would provide innovative thinking about the structure and polices needed to create the conditions for future farms to exist.

Microsoft Announces \$1.5 Million Investment to Grand Farm Initiative



A partnership with Microsoft allows us to work as a community to make Grand Farm a reality. This creates a one-of-a-kind partnership between farmers, businesses, government, and entrepreneurs. Microsoft is investing \$1.5 million in the project over the next three years and will be bringing the talent of the company's technologists and data scientists to inspire collaboration among businesses, organizations and entrepreneurs to develop the future farm that will be located just south of Fargo. We believe this wealth of resources will help solve issues critical to family farms worldwide, such as labor shortages and rising operational costs.

Brad Smith's announcement created a tremendous amount of interest for Grand Farm. Through the strength of Microsoft's (and Emerging Prairie's) marketing channels, this announcement was heard or read in all 50 states as well as throughout Mexico, Canada and four European Countries. Grand Farm is now a globally-recognized vision and the world is waiting for the next chapter of this exciting story.

Milestones

The Grand Farm Initiative started around an idea and has transformed into reality.

Ribbon cutting ceremony at the Grand Farm.

- April 2019

Microsoft announced a \$1.5 million investment that will support Grand Farm over three years.

- October 2019

- March 2017

Barry Batcheller challenges our community at 1 Million Cups Fargo to think about what is our region's "major."

- July 2018

Kevin and Stacey Biffert donate the land to be the future home of the Grand Farm.

- January 2019

We held the first Steering Committee meeting.

- May 2019

Worked with architects to get designs and renderings of the future Grand Farm Test Site.

- November 2019

Launch of the Emerging Digital Academy.

Emerging Digital Academy

Emerging Digital Academy was created to address the growing demand for skilled software developers in North Dakota. Our flagship program, Full Stack Engineering, is a 20 week technical training program that teaches students cutting-edge programming skills and emulates the on-the-job training environment that an entry level software developer would receive during the first months after joining a team at a real company.

Our primary goal is to support high potential students so that they can begin their career in the technology industry. Operating as a non-profit, our long term goal is to incorporate additional technical programs to help upscale the North Dakota workforce and work to reduce barriers of entry for all potential students through industry partnerships, facilitating access to state resources and programs. We sincerely believe that this program has the potential to have a high impact on the students and economy of North Dakota.

Our curriculum partner, Prime Digital Academy based out of Minneapolis, MN, has built a highly successful program that places more than 87% of their graduates in industry within 6 months of graduation. As we build our program based off of their curriculum, we intend to replicate their success right here in North Dakota.



Our Partners

These partners have made significant contributions to allow us to provide the best learning ecosystem for our students.



What's to Come

Our team is going into 2020 firing all cylinders. Our first milestone was the launch of our website and admissions system in December 2019. You can find more online at www.emergingacademy.org.

The next milestone was the completion of the licensing process in the state of North Dakota to operate as a career training program prior to our first class.

Speaking of our first class - we have over 20 student applications that have been started by prospective students, and we will be kicking off the first cohort in April of 2020 at our downtown Fargo location.



**EMERGING
DIGITAL
ACADEMY**

Industrial Advisory Board

Emerging Digital Academy prepares our graduates for software development careers to provide excellent outcomes for both students and area tech employers. Our curriculum is updated to meet employer expectations, led by our Advisory Board who also serve as student mentors.

Kirk Anton // Heat Transfer Warehouse, Senior Sales Manager

Katie Bjornson // Sanford Health, Technology Solutions Partner

Kelly Dawson // Border States Electric, Senior VP-Human Resources

Staci Holzheimer // BND, Student Development Coordinator

Gary Inman // Bell Bank, IT Manager

Nathan Joraanstad // Bushel, Director of Engineering

Byron Snider // Scheels, SIS Leader

Taya Spelhaug // Microsoft, TechSpark Manager

2019 Priorities

Anticipating 2019 as a year of intense growth, in late 2018 we set out to create three organizational priorities that answered the following question, “what does our team need to succeed and make a difference?” Ultimately, we determined that in 2019 we would facilitate an organizational focus on: Organizational Stability and Development, Diversity, Equity and Inclusion (DEI), and the Grand Farm Initiative. In conclusion of 2019, we’d love to reflect on what we have accomplished in these three areas.

1

Organizational Stability and Development

With the addition of key projects, we determined that it was critical to rethink our organizational structure, expand our team, and strengthen our Board of Directors. First, we have mobilized the organization into 3 divisions: the Ecosystem Team, the Grand Farm Team and the Emerging Digital Academy Team. This allowed us to create space for 5 new full-time positions as well as expand our Board of Directors from 6 members to 9 members.

2

Diversity, Equity, and Inclusion (DEI)

The framework to start working towards DEI efforts began in early 2019 with an internal DEI audit. This audit combined data from our community, our team, and Board of Directors to identify areas of DEI we were organizationally strong and weak in. With the knowledge we gained from our consultants, we were able to find local organizations and initiatives to work with in order to elevate DEI efforts in our community.

3

Grand Farm Initiative

With the launch of the project, 2019 was a year of movement for the Grand Farm Initiative. This summer, we hosted Sonny Perdue, the U.S. Secretary of Agriculture, at the ceremonial ribbon cutting of the Grand Farm Test Site. Financially, we are able to celebrate that Microsoft is partnering at a \$1.5 million investment over the next three years. Organizationally, we have been able to develop and hire a team dedicated to help accelerate the growth of this project and keep the momentum moving.

Diversity, Equity and Inclusion (DEI) Efforts

Diversity, equity, and inclusion (DEI) is by far one of the most timely, relevant, and complex issues of our generation. We realized that there is much more work to be done in our region and our organization as it related to DEI.

To begin our work in DEI it was clear there was a need to hire an external organization to complete an audit of our team, Board of Directors, and community. The key findings from our audit allowed us to focus our efforts and create relationships with the Challey Institute’s New American Entrepreneurs, individuals in our community listening sessions, and other groups across the FM area dedicated to supporting DEI efforts. In addition, teammates have dedicated time to attend trainings across the community on different aspects of DEI. While we believe that this year was a strong start, we know there is still work to be done and DEI, and this will remain an Emerging Prairie priority in 2020.

Since the beginning of 2019, we’ve had

- 3** community listening sessions
- 3** DEI lunch and learns
- 1** full team training
- 117** hours dedicated to DEI research and planning

The Challey Institute’s New American Entrepreneurs Program

The Challey Institute for Global Innovation and Growth and Emerging Prairie were excited to create the 2019 Challey Institute’s New American Entrepreneur Program. This accelerator program connected New American entrepreneurs to capital, community, and technology resources. The program seeks to increase the success of New American entrepreneurs and accelerate their growth in the Fargo-Moorhead area. The 2019 pilot session supported 10 New American entrepreneurs in the growth stage of their ventures through a six month program. Throughout the duration of the program, the participants have the opportunity to grow their skills as entrepreneurs and gain valuable assets to help support their business.

Our team makes it a point to practice radical inclusivity in our programming and events as well. We do this through accessibility initiatives, dietary considerations, and flexible pricing options. We also make it a priority to provide gender neutral restrooms, universal prayer rooms and nursing mothers room at all of our events.

2020 Priorities

The Emerging Prairie team and Advisory Board put our heads together and asked the question, “as a group, where can we make the most impact in 2020?”

Knowing how much our 2019 priorities impacted our activity and mindset we knew that we wanted to be mindful of what we chose to spend our time in 2020 focusing on.

The following six priorities will be our “north star” for this coming year. We’ll not only be using them as a guiding force behind our actions, but they will act as a mindset to which we will align our work as we develop and accelerate the entrepreneurial ecosystem.

1

Operational Excellence

As our work encompasses more projects and our reach is expanded, we have a duty to act responsibly, ethically, and at the highest levels of excellence.

2

Governance & Structure

In 2019 we added six new positions, and 2020 we’ll likely bring more teammates into our organization. We are continuing to think about what is the best way to structure Emerging Prairie as we keep growing.

3

Diversity, Equity, and Inclusion

We’re challenging our team to keep DEI as a priority in 2020. We will continue to focus on advancing New American entrepreneurs, breaking down barriers for community members, and elevating women entrepreneurs.

4

The Prairie Den

The Prairie Den is a cornerstone in our ecosystem that can impact more individuals and entrepreneurs in our community. We’ll be putting effort into making it the space adaptable, welcoming, and up-to-date with technology.

5

Grand Farm Test Site

We want to keep the momentum moving on the Grand Farm Initiative. We’ll be working full-speed ahead to create the foundation for the future Grand Farm Test Site.

6

Emerging Digital Academy

There was a workforce gap identified in the technology industry. We will continue our efforts to increase the workforce, educate our region about the issue, and teach students to help fill those jobs.



2020 Award Winners

One of the ways we celebrate the entrepreneurial ecosystem is by recognizing the work done by individuals and organizations that impacts our region. These awards are given out each at our 1 Million Thanks Event.

Rookie of the Year Award

This award is given to an early stage entrepreneur that has made significant progress.

awarded to **Peter Chamberlain** of Walkwise

Dr. David Wells Belief Award

This award is given to an individual who believes in the potential of entrepreneurs and the difference they can make in our community.

awarded to **Kodee Furst** of Annie Capital

Social Entrepreneur of the Year Award

This award is given to an individual or organization that has demonstrated the ability to positively impact the community for social change.

awarded to **Kim Pladson** of TNT Kid’s Fitness & Gymnastics

Team Player Award

This award is given to an organization whose teammates contribute in meaningful ways to support the startup community.

awarded to the team at **Microsoft**

Entrepreneurial Leader of the Year Award

This award is given to an individual that has demonstrated significant growth and success beyond our region.

awarded to **Jeff Young** of WEX Health

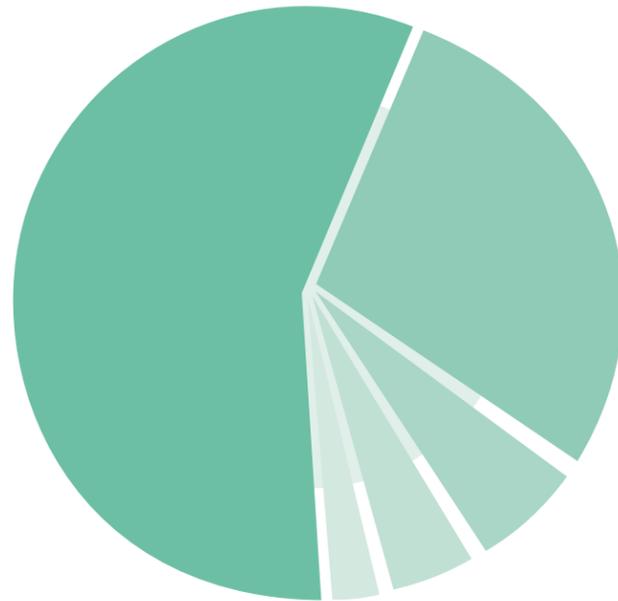
The Lifetime Community Impact Award

This award is given to an individual who has been a consistent mentor to the community and always willing to give back.

awarded to **Lauris Molbert**

Financials

At Emerging Prairie, we want to be good stewards of the resources given to us. We are proud of another year of feeling supported and enabled by our partners, donors and community members who allow us to serve our region.



Total Revenue **\$1.64 million**

- **54%** Annual Partners
- **26%** Events + Conferences
- **09%** Grant Income
- **07%** Individual Donations
- **04%** Other

Total Expenses **\$1.33 million**

- **68%** Operations
- **14%** TEDxFargo
- **11%** Events + Conferences
- **05%** Prairie Den
- **02%** Other



One of the best way to support local entrepreneurs is to give them financial support. From our neighborhood coffee vendor to local flower shops, we practice shopping local and keeping our money in our region. In 2019, we spent \$382,785 across 92 different local businesses.

2019 Annual Partners

Mark Your Calendar

Our team has been hard at work planning for 2020 and we have a full year ahead. We believe that events and programs keep the community active and engaged with each other. The best communities are those that support each other, especially those who are taking risks and building their own companies. Mark your calendars - we'll see you in 2020!

1 Million Cups Fargo // January 22nd

1 Million Cups Fargo takes place every Wednesday at 9:15 am except during the months of August and December.

1 Million Thanks // January 30th

Prairie Capital Summit // March 11th

TEDxFargo Open Mic // March 19th

Emerging Digital Academy's First Class // April 6th

Autonomous Nation Conference // May 27th

Intern Experience Program // June 9th - August 6th

Curious Fargo // July 25th - August 1st

TEDxYouth@Fargo // July 28th

TEDxFargo // July 30th

Founders Retreat // November 4th - 6th

Cultivate Conference // November 19th

1 Million Cups Fargo Speaker Reunion // November 25th

Leadership Team

Greg Tehven // Executive Director

Blaine Booher // Director of the Emerging Digital Academy

Brian Carroll // Director of Grand Farm

Andrew Jason // Director of Ecosystem Development

Lee Schwartz // Director of Marketing for Grand Farm and Emerging Digital Academy

Maranda Tasa // Business Operations Manager

Our Board of Directors

Kirk Anton // Board Member

Allison Barmann // Board Vice Chair

Tim Brookins // Board Member

Patrick Chaffee // Board Chair

Mike Derheim // Board Member

Kodee Furst // Board Member

Greg Tehven // Board Member

Jake Joraanstad // Board Member & Secretary

Lauris Molbert // Board Member

Jane Schuh // Board Member & Treasurer



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