



Sync Space Entrepreneur Center

Impact Report / FY 2021-2022

How do we measure success?

As an entrepreneurial organization with an emphasis on the economic and social impact role entrepreneurship plays in Northeast Tennessee, we focus on open dialogue and alignment of vision where our local, regional, and state partners goals can be best achieved, as we create a new launchpad for our entrepreneurs and innovators.

The outcome is always a result of collaboration and a focus on the greater impact. The ecosystem is the enabler for an entrepreneur's success. At its most effective, the ecosystem provides the right tools and resources at the right time to amplify the founder's journey and product, while ceding importance along the way.

From partnerships, programs and perseverance, Sync Space has led a vision of building an ecosystem for the region and developed a pipeline of resources for local entrepreneurs and entrepreneurs from around the nation who are considering East Tennessee for the first time. A further look into the efforts of this past year help contextualize the impact of the more than 200 startups and small businesses that continually trust Sync Space throughout their entrepreneurial journey.

Success isn't measured by novelty, personality, or facilitation, but our ability to drive meaningful change — advancing the entrepreneurial spirit and creating equity within our communities.

Helping founders and innovators thrive within our region.

The Data.

Our reach of impact spans much farther than just the Appalachian Highlands. We've recruited companies and partnerships from across the United States, and several partners reach beyond that.



Support Throughout Northeast TN



ETSU Partnership



Elizabethton
Chamber

Strive Veteran
Entrepreneur Program



Johnson City Chamber
Co.Starters



Rural Health
Accelerator



Founders Forge Bootcamp
& The Pitch 2022



Proof
Restaurant

Connect
Program

Marketing
Boot Camp

AG Launch
Bootcamp



GCP &
Mainstreet
Greenville



Bristol
Project Music

Consumer
Goods
Accelerator

Inventor Center
& Makers Bootcamp



Create Appalachia

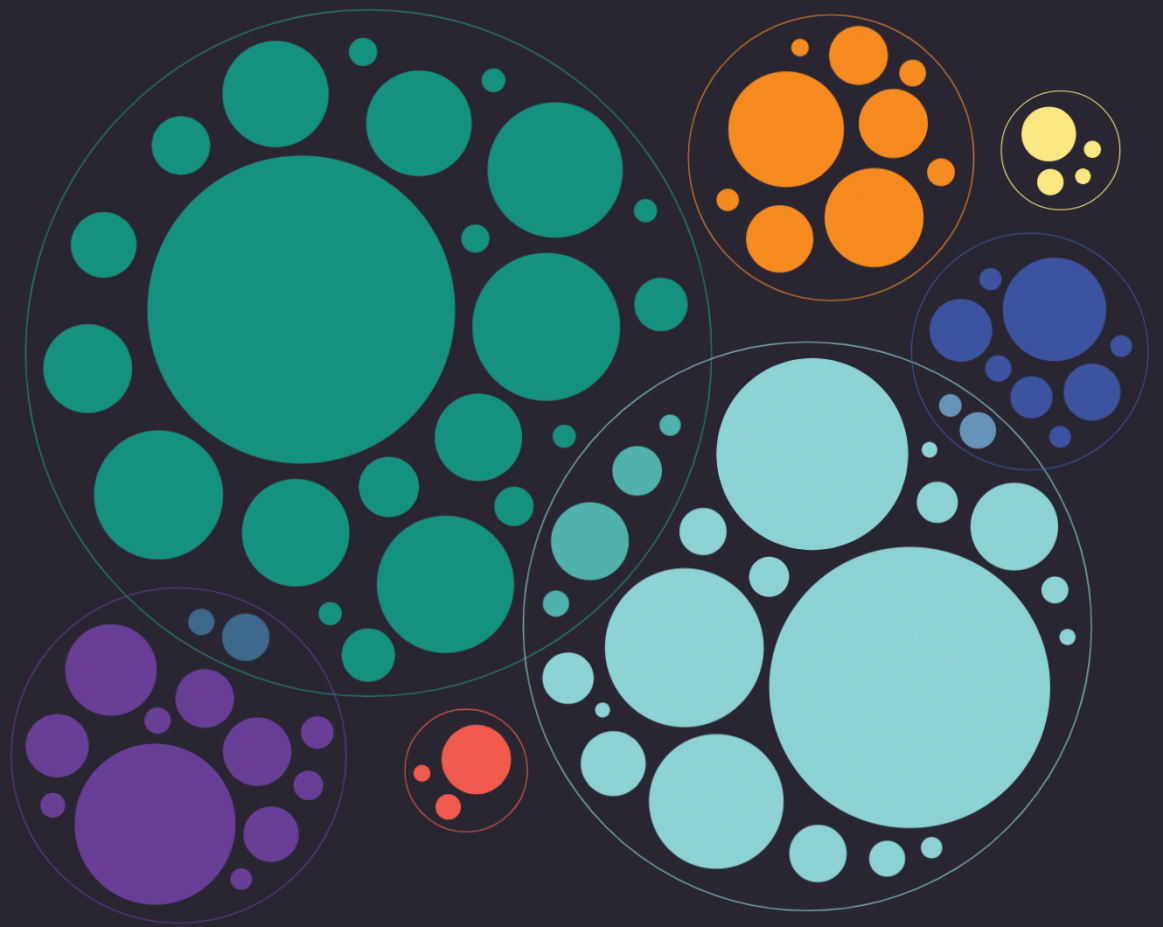
Create Better Digital Marketing
Bootcamp

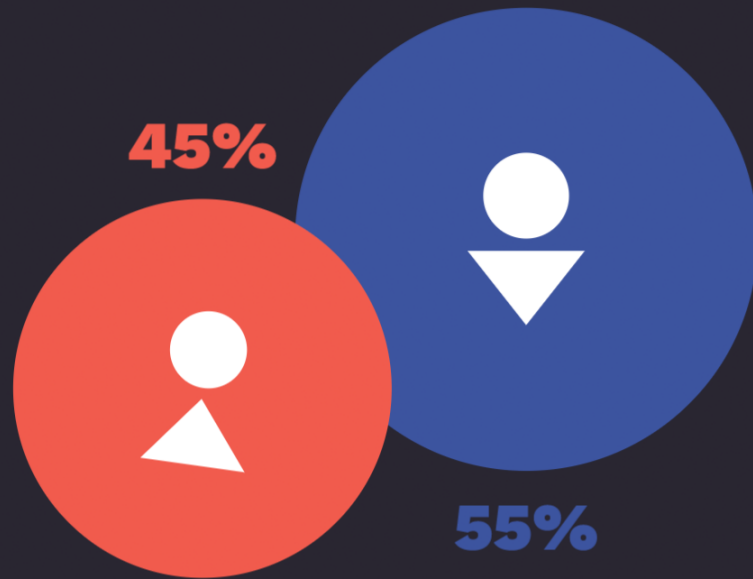


KOSBE

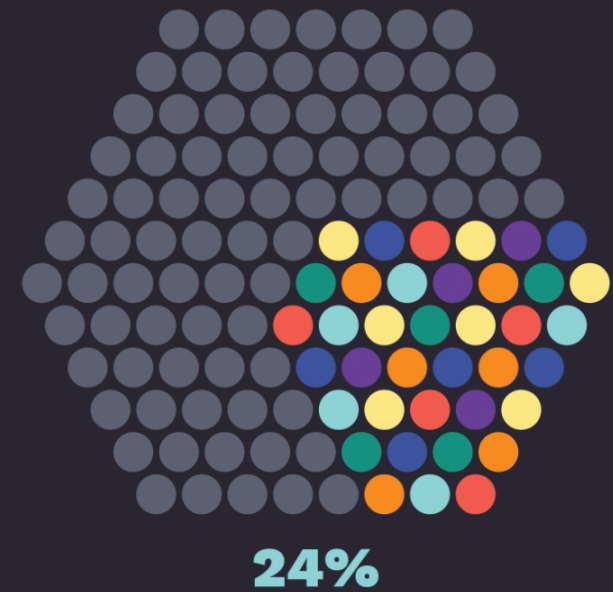


*82 Companies
Across 7 Programs*



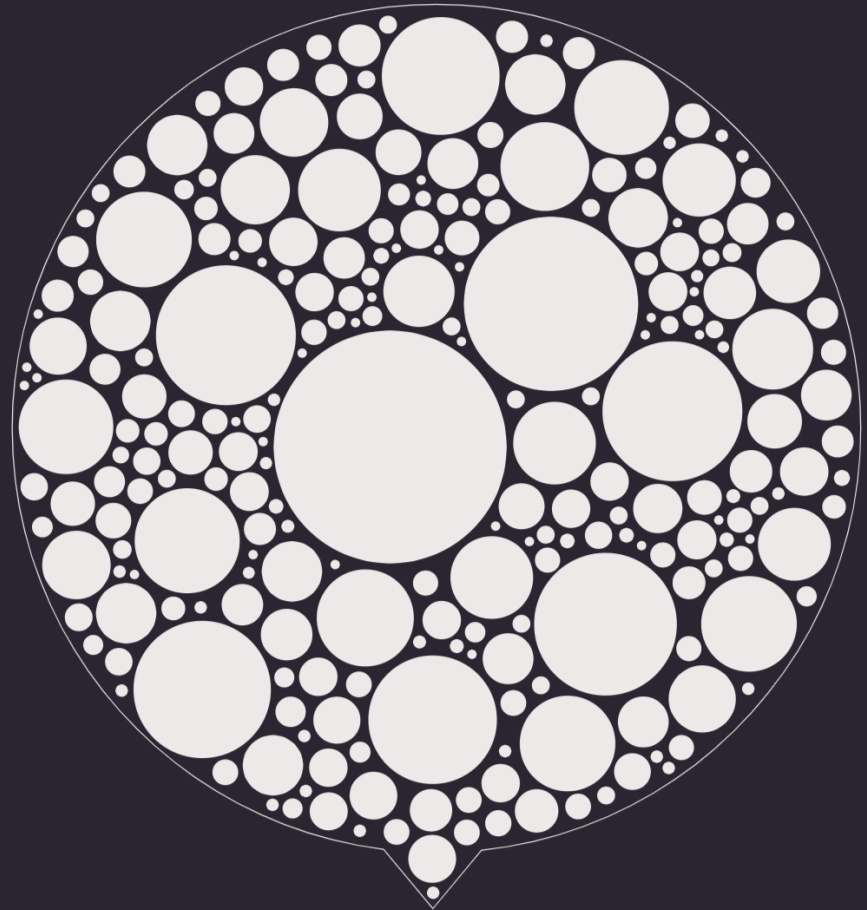


45% Female / 55% Male



24% Minority

*41 Mentors & 264
1:1 Mentor Sessions*





*12 Corporate
Partnerships for Founders*



*40+ Events
Sponsored*

Company Highlights

A few of the companies that have participated in our programming have gone above and beyond in their accomplishments, innovation, and impact to our region and more.



HOPE TO WALK

- ✓ Developed Low-Cost Prosthetic Legs
- ✓ Helped 500+ Patients Globally
- ✓ One Leg Costs Just \$100 to Make

Hope to Walk's low-cost prosthetic legs and develops prosthetic training programs to teach international communities to help themselves. Hope To Walk's prosthetic leg costs only \$100 to make. The 500+ patients they've helped across the world have cost \$50,000 in materials – the equivalent of just two commercial prosthetic legs in the USA.

We take great pride in working with companies like this, and to see a young boy receive a prosthetic leg donated in our name is truly touching.





- ✓ Built Student-Mentorship Connection App
- ✓ Successfully Launched Beta in 3+ Universities Across the Country
- ✓ Completed their Investment Goals This Year

We're proud to share that rpl. has successfully achieved their goal investment budget this past year. One particular partnership that we're excited to announce is with Sims Venture Capital.

We believe that through working together, this team will achieve amazing results that create lasting impact for college students, and recruiters, nationally.





- ✓ Developed State of the Art Cyber Security Technology
- ✓ Launching Pilot This Year

Sync Space actively connects startups and entrepreneurs to mentors and opportunities that foster growth. With help from our statewide partnerships, Blue Sky Cyber has received expert-level services to refine its branding and messaging across all platforms.

We additionally leveraged our network to aid their secured partnerships, paving the way for their first pilot launch.



THE 21ST ANNUAL

GOLDEN

TRAILER AWARDS

- ✓ Brought the Nation-Wide Trailer Awards Show to TN
- ✓ Hybrid In-Person and Livestreamed Event from Niswonger Performing Arts Center
- ✓ Recruited Top Talent to Host and Present Awards

The GTAs recognize the trailers, posters and innovative, new experiential concepts as well as the ideas which drive the movie industry and have become as anticipated and revered as much as the movies themselves.

“We are very excited to have the Golden Trailer Awards hosted in the Appalachian Highlands this year.” stated Heath Guinn, President of Sync Space Entrepreneur Center, “Northeast Tennessee’s prowess in the entertainment industry is one of our best-kept secrets and we’re seeing an incredible surge in our entertainment, production, and digital media entrepreneurs and workforce.”



IncrediMed

- ✓ Developed Healthcare App to Keep Patients and Physicians in Contact and Stay on Track
- ✓ Accepted into Microsoft for Development

IncrediMed is a healthcare data architecture company that specializes in the delivery of a physician-designed mobile app that digitally represents a physical care plan for a patient through the use of their mobile phone. The Care Management / Care Coordination planning allows a patient to stay on track with the program assigned by their physician and allows the physician the ability to maintain remote monitoring and wellness tracking. With Patient Generated Health Data (PGHD), the aggregation of the patient data also helps IncrediMed drive Population Health analytics. IncrediMed is an EPIC EHR partner and their software is developed in to connect to multiple healthcare wearable device for patients including Apple, Fitbit and others.



Events and Speaking

We attended so many events this year including our own programming, partner events, educational opportunities for the region, and some international travel as well.



InnovationWeek

- ✓ Spoke on a Panel with LaunchTN's CEO Lindsey Cox, Biz Foundry's CEO Jeff Brown, and Knoxville Entrepreneur Center Executive Director Jim Biggs
- ✓ Recruited Entrepreneurs and Businesses from Across the Nation to Attend
- ✓ Met with Several Investors and Senators Discussing Business Opportunities and Growth for TN

Sync Space President, Heath Guinn, had the opportunity to speak to discuss The Power of Partners at the Fireside Chat: Trailblazing Collaboration Across East TN, alongside CO.LAB, Knoxville Entrepreneur Center, and The Biz Foundry.

Heath announced his excitement for the future across east TN and beyond with the help of tech and entrepreneurial partnerships and collaborations. "We've started seeing recognition from surrounding states. We've shifted the narrative that we aren't just an entrepreneurial powerhouse, but we are on a mission to shift the gravity of innovation from the coasts to our home here in TN."



- ✓ Extention of the Golden Trailers focusing on Foreign Film Trailers
- ✓ Event was Held in Portugal
- ✓ Reinforced Network and Connections of the Film and Entertainment Industry

The World Trailer Awards honors and celebrates the very best entertainment marketing strategies and executions from seven global regions: Africa, Asia, Asia-Pacific, Europe, Latin America, Middle East & North Africa and North America.

Accompanying the World Trailer Awards and VUniverse team, Evie Brady-Watters and Krislen Sherrill, Sync Space got to view the awards ceremony for the best of the best in global trailer entertainment.



- ✓ \$10,000+ Awarded to Pitchers
- ✓ 9 Pitchers Presented Their Business

Similar to the TV Show Shark Tank, local entrepreneurs pitch their ideas within 5 minutes for a chance to win cash prizes. If they go over time, they are met with a buzzer and have to immediately stop! This time limit forces the entrepreneurs to take their ideas and explain them in a simple, straightforward way.

Sync Space was proud to sponsor The Pitch 2022 in partnership with Founders Forge. The event was a great success, and we appreciate everyone that came out to support our local entrepreneurs.

Unicoi Industry Day and Job Fair



- ✓ Connected with Regional Schools, Employers, and Students
- ✓ Challenged Students to think Differently about Their Upcoming Career Trajectory

2022 Career Quest



- ✓ Participated in the Introduction Q&A Panel
- ✓ Spoke with Students about Marketing and Business Development

LaunchTN Visit



- ✓ 2 Day tour of Kingsport with our partners from LaunchTN
- ✓ Showcased 10+ local businesses and initiatives and attended The Pitch 2022

Co.Starters Graduation

CO.STARTERS®



- ✓ Attended the awards ceremony and judging of the final Co.Starters group
- ✓ Over \$1,500 Awarded to Participants

Grand Opening of the Kingsport CAAT



- ✓ Ongoing Partnership with Create Appalachia and the City of Kingsport
- ✓ The Center includes Co-Working Spaces, Digital Media Labs, Giclee Printers, and a Streaming Set

Leadership TN NEXT Panel



**LEADERSHIP
TENNESSEE**

- Participated with Aundrea Salyer, MBA, CEcD,
- ✓ McKenzie Templeton, Carlton Scott Andrew and Mitch Miller
- Discussed our public private partnerships, talent
- ✓ retention and innovative programs, all across Northeast Tennessee

Relocated Businesses



New York to Tennessee

Scrolling through every streaming service is exhausting. It's frustrating and a waste of good time. VU's algorithm works for you to recommend programming and where to find it. VUniverse is a personalized movie and show recommendation platform to browse streaming services in one app—a channel guide for the streaming universe. VUniverse creates a unique profile for every user and serves smart watchlists using mood, genre, and tags based on what you like. Users can also create custom watchlists to stay organized and keep track of what they want to watch.

MUSIC MISSION HAUS

California to Tennessee

When Music Mission Haus formed it had two simple goals: To empower the personal and career development of musical change makers AND to use music as a vehicle for charitable fundraising to bring awareness to the most important issues humanity faces. By creating a completely new streaming service that allows users to financially support the artists of their choice, fans have the ability to directly support creators. Furthermore, with the creation of a strong network and professional support, artists can connect with companies that want to give back through fundraisers and more.

Awards and Announcements

It has been a fast-paced and fulfilling year for the Sync Space team. We've continued to cultivate new connections, bigger opportunities, and strengthen existing partnerships.

Induction into ETSU Distinguished President's Trust



The Distinguished President's Trust (DPT) is comprised of individuals, organizations and businesses whose cumulative giving to ETSU is in excess of \$10,000 each, usually the result of annual giving or combinations of significant major or realized planned gifts.

Sync Space is a proud supporter of ETSU in the following ways:

- *STRIVE Veteran's Entrepreneur Program*
- *ETSU Research Corporation Collaborative Supporter*
- *Roan Scholar Program Supporter*
- *Student Business Leaders Support (PBL)*

Visit from TN Speaker of the House Cameron Sexton



Thank you to TN Speaker of the House Cameron Sexton for visiting Sync Space Entrepreneur Center and for your leadership and support for the LaunchTN network. Speaker Sexton met with the Sync Space team to discuss a collaborative vision and the innovative role that entrepreneurship plays in elevating economic growth in Rural Tennessee.

“Had a great visit with Heath Guinn & SyncSpace in Kingsport. Heath & his team do a tremendous job creating partnerships & supporting rural entrepreneurs to help solve unique regional challenges impacting health, education, & economic development in northeast TN.” – Speaker Cameron Sexton

Stive Partnership with Mark Bays



Sync Space continues to partner with ETSU's College of Management and Marketing to bring the Strive Veteran Entrepreneur Program to our region. Designed to assist Veterans through all stages of their business plan, the 8-week course is free to those who wish to sign up.

Donation of 10K Grant to Phi Beta Lambda



The Johnson City Chamber of Commerce joined together with Sync Space and the ETSU College of Business and Technology through Dr. Jim Harlen to donate a 10K grant to ETSU's Phi Beta Lambda to continue the growth of our local business students and future leaders.

Thank You

To all of our partners, supporters, and connections, thank you for your continued support and cooperation in bringing meaningful and lasting impact to our region.