

gener8tor

A Strategic Partnership to Accelerate  
Entrepreneurship, Workforce Development, and  
Local Innovation in New Braunfels

NEW BRAUNFELS  
CHAMBER OF COMMERCE

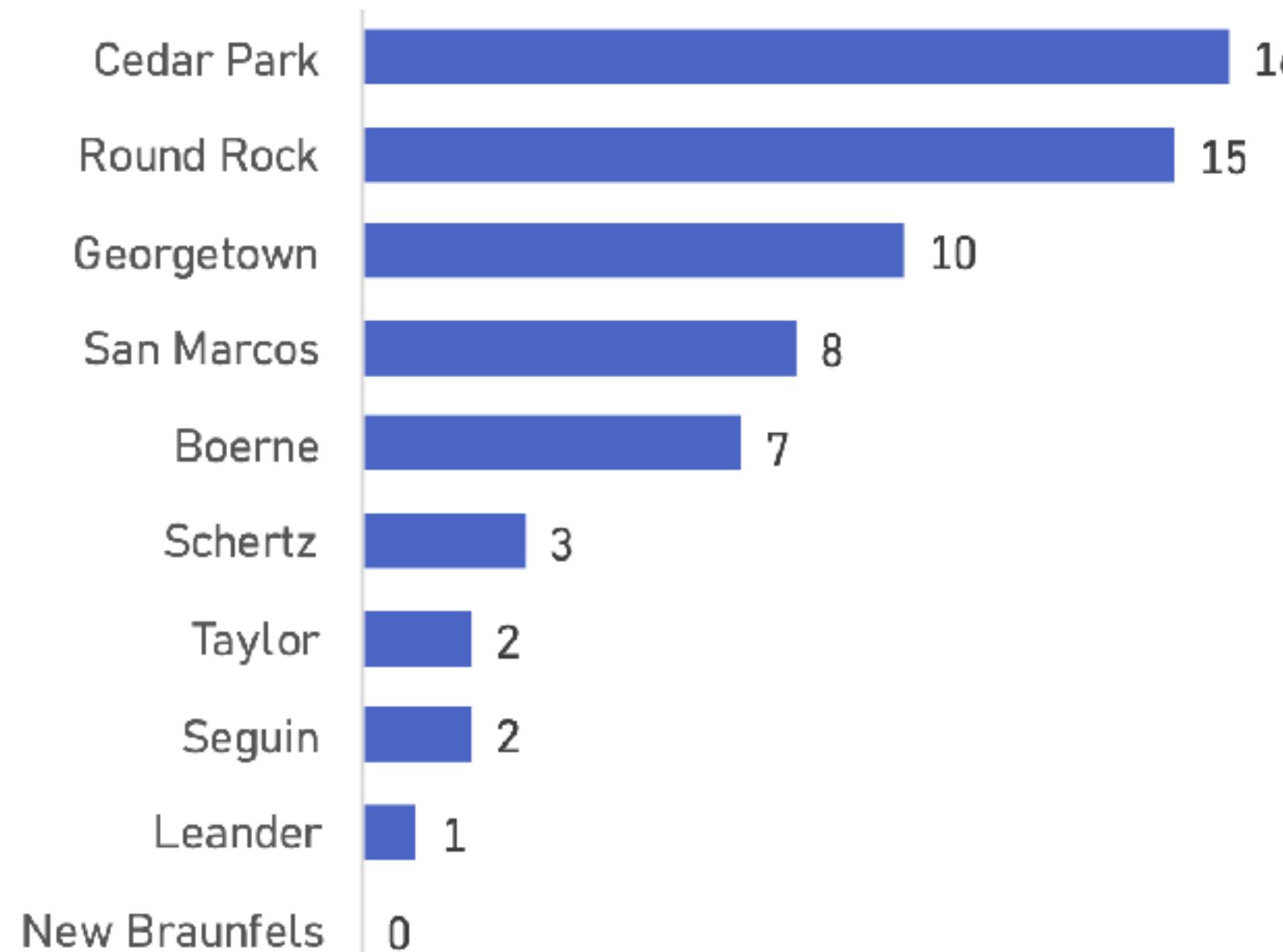


E S T A B L I S H E D 1 9 1 9

# CAPITAL ACCESS GAP FOR NEW BRAUNFELS STARTUPS

## # of Companies Receiving Funding (03/12-03/22)\*

\*e.g., seed, early stage, private equity, debt financing, etc.



### The Data Shows:

- Over the past decade, peer communities of similar size across the I-35 corridor have been far more successful at securing external startup funding (angel, venture, private equity, debt).

### Why This Matters

- The absence of funded startups **does not reflect a lack of talent or ambition** in New Braunfels.
- Instead, it signals a gap in **startup capacity, capital readiness, and access to investor networks**.
- Without intentional infrastructure and services, locally rooted startups struggle to progress to the scale required to attract investment.



## IMPLICATION FOR NEW BRAUNFELS

To change these outcomes and advance the goals of **The Confluence**, New Braunfels must:

- Build founder capacity through hands-on coaching and guidance
- Increase startup density by supporting investment-ready companies
- Connect local entrepreneurs to regional and national capital networks

Intentional investment in startup support infrastructure is required to convert entrepreneurial activity into funded, scaling companies rooted in the community.

# ADVANCING THE CONFLUENCE STRATEGY FOR STARTUP SUCCESS

gBETA: A practical approach to building startup capacity, increasing startup density, and connecting New Braunfels founders to capital

- **Build startup capacity and readiness** by providing founders with targeted education, mentorship, and operational guidance focused on customer validation, business models, fundraising, and growth strategy.
- **Connect local founders to capital pathways** by linking them to gener8tor's national network of mentors, angel investors, venture capital firms, and corporate partners—resources typically unavailable to early-stage companies outside major metro hubs.
- **Advance feasibility toward a startup hub model** by delivering programming that can serve as the foundation for a long-term entrepreneurial center or innovation hub in New Braunfels.
- **Drive measurable economic outcomes** by increasing the number of companies that secure seed, venture, or private equity funding and by growing self-employment and startup-led job creation as a share of total employment.



## OUR MISSION

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

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gener8tor supercharges startup growth through its nationally ranked accelerator programs, infusing capital, mentorship, and tailored support into high-growth companies.

# gener8tor

## STORY

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

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

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

gener8tor formed as a new mechanism to capitalize on the talent and opportunity in places and with people that VCs had been overlooking. Today, gener8tor has worked with 2,100+ startups and alumni have raised over \$2.9B+.



**Troy Vosseller**

Co-Founder  
[troy@gener8tor.com](mailto:troy@gener8tor.com)



**Joe Kirgues**

Co-Founder  
[joe@gener8tor.com](mailto:joe@gener8tor.com)



# WHAT IS **gener8tor** ?

We run accelerators to catalyze community, mentorship, network, conviction, and capital to bridge an ecosystem's genius with opportunity.



## Investment Accelerators

Investment in the best startups in the world, selected from thousands of applicants for a twelve-week accelerator for high growth companies.

**gener8tor**  
ACCELERATOR



## Pre-Accelerators (Non-Equity)

gBETA is a free, seven-week accelerator for early-stage companies with local roots.

gALPHA is a venture-creation workshop to help entrepreneurially minded students and technologists create high-growth startups

**g**BETA    **g**ALPHA



## Corporate Programming

Programs to support the formation and growth of corporate venture capital funds and innovation departments.

**gener8tor**  
Corporate Innovation



## Skills Accelerators

Virtual technical skill training programs for job seekers looking to obtain in-demand jobs.

**gener8tor**  
SKILLS



## Creative Accelerators

Accelerators for artists & musicians focusing on creating placemaking in our communities.

**gener8tor** ART    **gener8tor** MUSIC



# gener8tor's RANKINGS

**#1** most active accelerator investor in the Midwest

**Top 3** most active accelerator investor outside of major U.S. tech markets

**Top 5** most active accelerator investor in the United States

**Top 10** most active accelerator investor in the world

According to Pitchbook Data from January 1, 2024 forward



## DELIVERING A FOUNDER-FRIENDLY, UNIQUELY **gener8tor** EXPERIENCE

### OTHER ACCELERATORS

LARGE COHORTS (>20) START-UPS

TEMPLATED CONTENT DESIGNED TO BE  
GENERALLY APPLICABLE TO STARTUPS

LOOK, FEEL, CONTENT AIMED AT  
THE CA, MA, NY-BASED START-UP

MORE GENERAL MENTOR  
AND INVESTOR CONNECTIONS

## **gener8tor**

COHORTS OF NO MORE THAN 5-7 COMPANIES

CONTENT AND MENTORSHIP TAILORED TO EACH  
INDIVIDUAL STARTUP NEEDS

PARTNERSHIPS WITH LOCAL ORGANIZATIONS ENHANCES  
EXPERIENCE AND OUTCOMES

DEEP INDUSTRY EXPERIENCE & NETWORK

AVERAGE NET  
PROMOTER SCORE



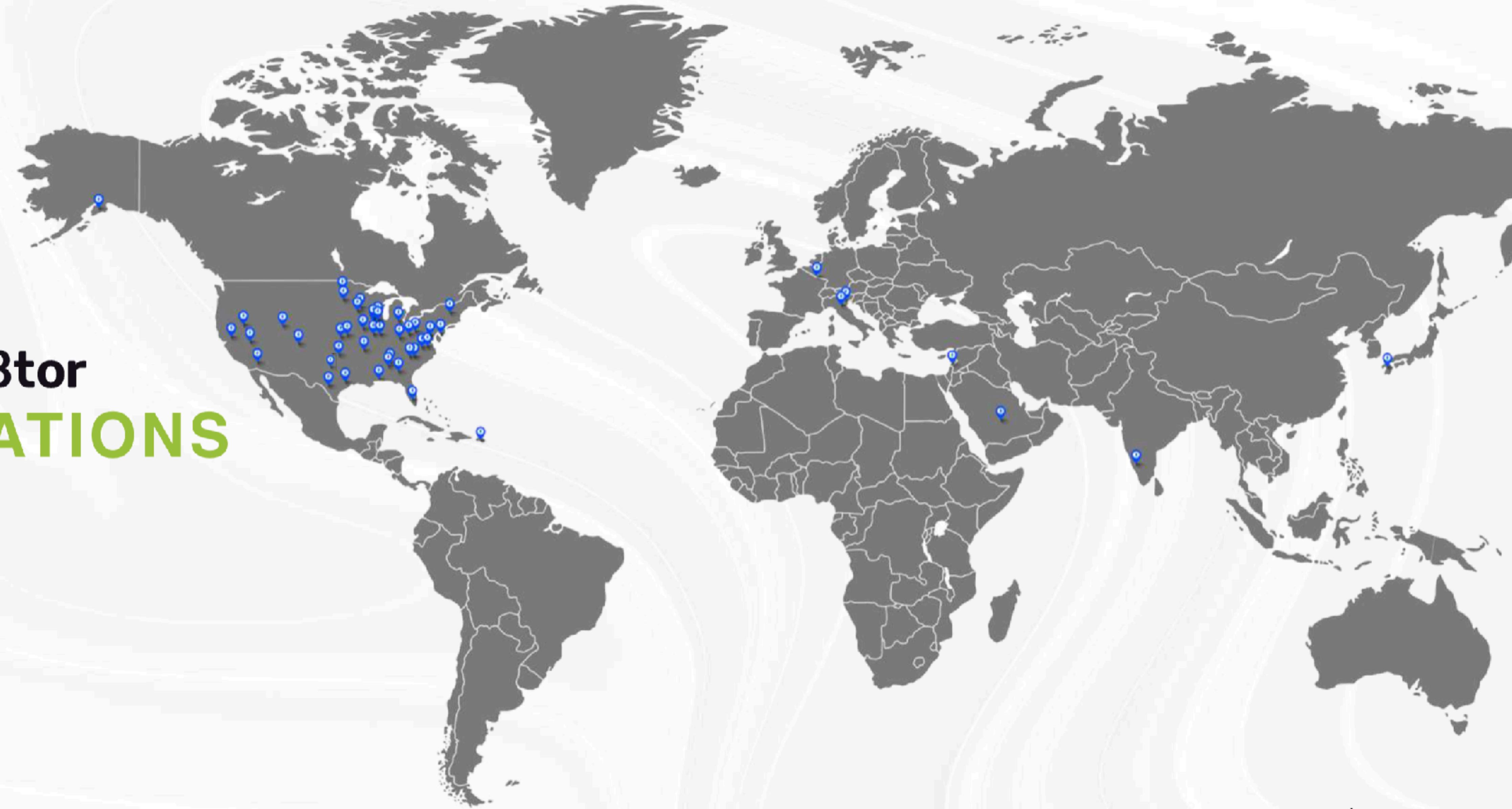
OTHER  
ACCELERATORS



gener8tor



# gener8tor LOCATIONS



# gener8tor BY THE NUMBERS

**2012**

Founded

**429**

Accelerator  
Cohorts

**50**

Communities

**2,100+**

Startups

**\$2.9B+**

Follow-on Financing

**14,800+**

Jobs



# gener8tor UNIVERSITY PARTNERSHIPS

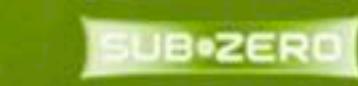
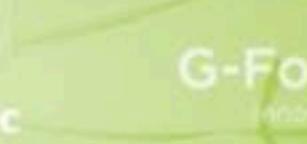


# GENER8TOR'S CORPORATE INNOVATION NETWORK WILL PROVIDE SUPPORT TO FUND PORTCOS

**300+** PEER LEADERS ACROSS INDUSTRIES

**50+** CORPORATE MEMBERS

**10k+** STARTUPS IN OUR GLOBAL NETWORK





## Race, Place and Gender

gener8tor

**46%**

Startups with a  
Founder of Color

**39%**

Startups with a  
Woman Founder

**16%**

Startups with a  
Woman of Color  
Founder

**92%**

Startups Outside a  
Major Tech Hub

USA Avg.

**2.6%**

Startups with a  
Founder of Color

**2.3%**

Startups with a  
Woman Founder

**<1%**

Startups with a  
Woman of Color  
Founder

**20%**

Startups Outside a  
Major Tech Hub





gBETA is a free, seven-week accelerator for early-stage companies with local roots. Each program is capped at five teams, and requires no fees and no equity. gBETA accelerates the growth of early- stage companies through its network-driven program. gBETA supports five teams per cohort and requires no fees and no equity.



# PROPOSED ACCELERATOR SNAPSHOT



## Startups

*10 startups per year*



## Mentor Swarm

*30+ speed networking meetings between each of the startups and subject matter experts, serial entrepreneurs, investors, program alumni, and community stakeholders.*



## Biweekly Meetings

*Two weekly, one-hour meetings with the gener8tor team*



## Weekly Meals

*Guest speakers Goal setting*



## Investor Swarm

*One-on-one pitches scheduled with dozens of unique investors*



## Ongoing Support

*Most valuable investor longterm*

## Showcase Event

*Showcase once per year with hundreds of community members*

# TIMELINE & ACTIVITIES



## **Kickoff (2 Days)**

Two days of training and community building, including introductions, a syllabus review, legal basics, executive summaries, VC math, and 1-1 team meetings.

## **Weeks 1**

Two 1-1 team meetings, a Lunch & Learn on market research, and a Mentor Swarm with five mentors.

## **Weeks 2**

Two 1-1 team meetings, a Lunch & Learn on revenue models and pricing, and a Mentor Swarm with five mentors.

## **Weeks 3**

Two 1-1 team meetings, a Lunch & Learn on comparables, and a Mentor Swarm with five mentors.

## **Week 4**

Two 1-1 team meetings, a Lunch & Learn on financing goals and milestones, and a Mentor Swarm with five mentors.

## **Week 5**

Two 1-1 team meetings, a Lunch & Learn on networking, pitch practices, and a Mentor Swarm with five mentors.

## **Week 6**

Two 1-1 team meetings, a Lunch & Learn on investment accelerators, and investor pitches.

## **Weeks 7**

Investor pitches and Pitch Night for the community





# KEY PROGRAM REQUIREMENTS

- Develop a **landing page** hosted on gener8tor's website to provide information about the project and allow startups to apply.
- **Employ at least one full-time employee** in New Braunfels, further contributing to local job creation.
- Host startup or entrepreneurship meet-up or **networking event** per quarter in the City.
- **Occupy space** within the City limits of New Braunfels to ensure the accelerator program is operating within the community.
- Offers free, open-to-the-public **office hours** that provide entrepreneurs, students, and community members direct access to mentorship and startup support.
- **Develop a Lunch & Learn Series program** (or an equivalent offering) to assist local startups, held 12 times per year, serving 100's of companies annually.
- **Receive 25 applications** from local applicants per gBETA New Braunfels Program cohort, with 2 cohorts per year.
- **Select 10 local startups annually** across both gBETA New Braunfels Program cohorts, with 5 local startups selected per cohort.
- Develop an **in-person showcase event** where the program graduates pitch in front of a crowd of investors, entrepreneurs, and community members.

# STRENGTHENING LOCAL ECOSYSTEMS



g BETA GREELEY, CO 12-MONTH COMMUNITY EVENTS & COHORT SUPPORT

**60+**  
*Founder  
Office  
Hours*

**6**  
*Scrappy Hour  
Ecosystem  
Events*

**120+**  
*Scrappy  
Hour  
Attendees*

**14**  
*Community  
Lunch &  
Learn  
Events*

**100+**  
*Mentors,  
Investors  
& Funders*

**120+**  
*Fall 2024  
Showcase  
Attendees*

# gener8tor ALUMNI RESOURCES

## Ongoing Conference Series

gener8tor provides vertical-specific events featuring conference programming and curated one-on-one pitch sessions between startups and corporate venture capital. gener8tor alumni receive first priority for meetings with and are first in line for speaking opportunities.

## Monthly Deal-Flow Emails

Each month, gener8tor releases a report that includes all alumni of the gener8tor family of accelerators that are actively raising capital. The report contains an overview, contact information, website, etc. gener8tor also provides concierge reports based on industry, geography, etc. and is always happy to facilitate introductions.

## Lightning Rounds

gener8tor's Lightning Rounds connect startups with accelerators and investors via quarterly quick-pitch opportunities. Lightning Rounds is completely free for startups.

## Reboot Programs

Our targeted "reboot" programs help companies at the stages they are at, when they need an extra jolt of support.

## Corporate Innovation Network

gener8tor works under contract with 50+ corporate partners that are members of our CIN network. gener8tor opens this network of corporate partners to participating startups and graduates of our accelerator programs.

## Office Hours

Regular office hours are provided year-round by gener8tor staff for one-on-one monthly meetings with Program Directors.



# gener8tor OUTCOMES

## OPERATIONS

- *Two cohorts per year (Fall & Spring)*
- *Seven (7) week accelerator program per cohort*
- *Community Office Hours*
- *Lunch & Learns with 100's of companies annually*
- *Community Showcase Event*
- *1 FT Program Manager*

## YEAR 1

10 Companies

\$50K average follow on venture capital per startup (one seed round)

20 Jobs

## YEAR 2

20 Companies

3 Seed Rounds

50 Jobs

## YEAR 3

30 Companies

10 Seed Rounds,  
1 Series A Rounds

90 Jobs



WE LOOK FORWARD TO PARTNERING!  
THANK YOU





gBETA's goal is that one-third of graduates will go on to participate in a full-time, equity-based accelerator OR raise a seed round of at least \$50,000.

	Dec '25	Nov '25	Oct '25
<b>Metric Hit</b> Companies graduated 1+ year ago who have either raised \$50K, participated in an equity-based accelerator, or been acquired	42%	43%	43%
<b>Accelerator Participants</b>	156	156	154
<b>Seed Rounds</b>	500	494	489
<b>Raised</b>	\$972,903,216	\$941,168,216	\$940,359,596
<b>Exits</b>	34	33	33
<b>Jobs Created</b>	6,556	6,480	6,336
<b>Cohorts</b>	280	278	275
<b>Companies</b>	1,443	1,423	1,407

