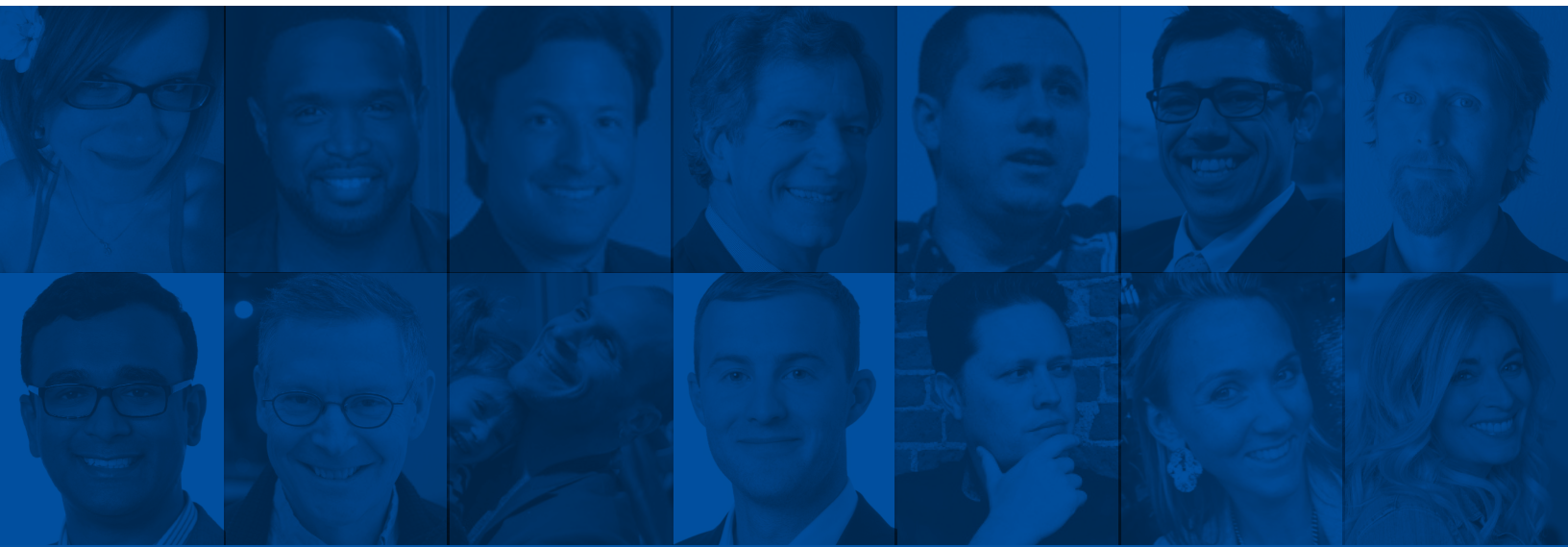


# DENVER TECH CENSUS 2018:

## THE DATA BEHIND A RAPIDLY RISING TECH HUB



On June 5, 2018, the Powderkeg national innovation network launched a data initiative called The Denver Tech Census. Nearly 100 tech **founders, employees, investors**, and other Denver tech leaders weighed in on the growing tech community they call home. #WhyDenver



## DEDICATION

This project is dedicated to the Denver tech community. The Denver Tech Census is a collaboration between members of the Denver tech community and our contributing partners.

Community members, thank you for the hours you've spent completing the survey and sharing your honest feedback. Your efforts are most evident in how unique the data sets are between Denver and Boulder. We collected survey responses for both simultaneously. Despite being so close geographically, each city nurtures a tech community with its own distinct culture and growth opportunities.

This report is presented with little editorializing or commentary from Powderkeg. Rather, it largely consists of intriguing data and opinions straight from the Denver tech community on what makes it special.

We hope the data presented here inspires a broader conversation about tech in Denver, and what we're capable of building together locally and nationally as united tech communities.

*—The Powderkeg Team*



## CORPORATE AND LOCAL PARTNERS



**BOOMTOWN**



# TABLE OF CONTENTS

<b>SECTION 1   SURVEY PARTICIPANTS</b>	5
RESPONDENT AGES & COMPANY PARTICIPANTS	6
 <b>SECTION 2   TECH COMMUNITY &amp; CULTURE</b>	7
DIVERSITY & INCLUSION	8
SOCIAL RESPONSIBILITY	9
WHY FOUND HERE? #WHYDENVER	10
STARTUP RESOURCES	11
 <b>SECTION 3   STARTUP PERFORMANCE</b>	12
STARTUP CUSTOMERS	13
TECH STARTUPS TO WATCH	14
 <b>SECTION 4   TECH STARTUP TALENT</b>	15
SALARIES & HOUSEHOLD EXPENSES	16
WHY WORK HERE? #WHYDENVER	17
 <b>SECTION 5   TECH STARTUP FUNDRAISING</b>	18
STARTUP GROWTH RESOURCES	19
INVESTMENT FUND STATS	20
GROWING TECH INDUSTRIES	21
 <b>CONCLUSION</b>	22



# SURVEY PARTICIPANTS

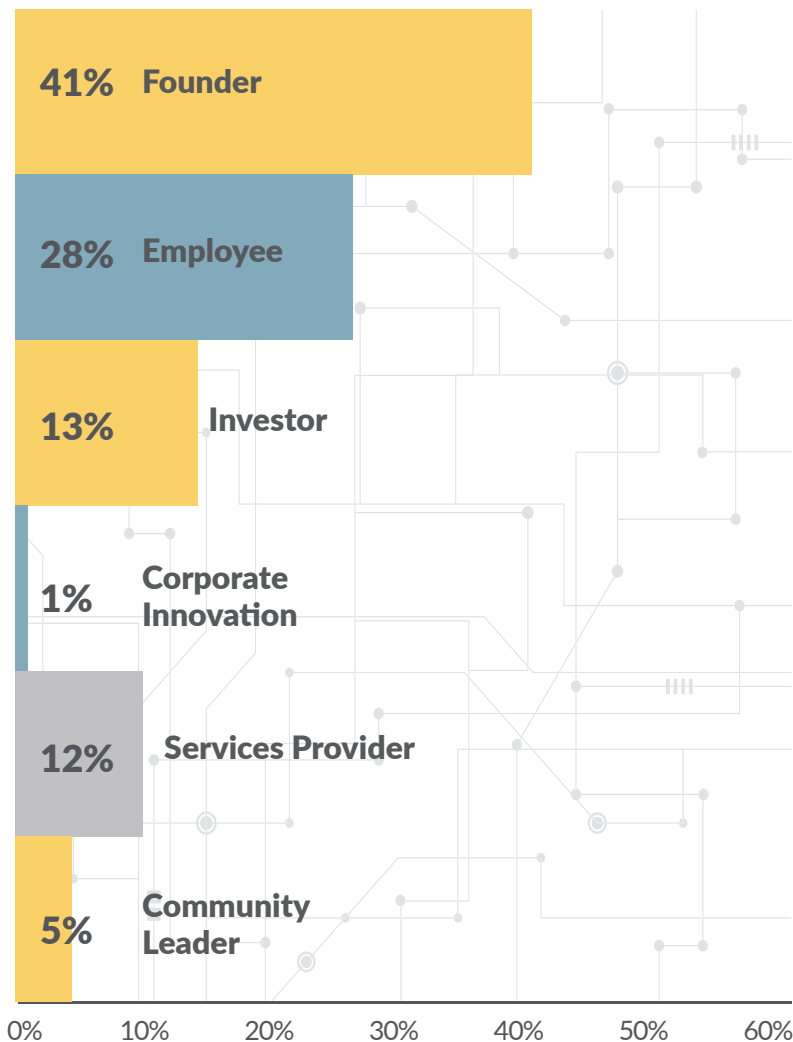
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## RESPONDENT TECH ROLES

PERCENTAGE OF RESPONDENTS




## RESPONDENT DEMOGRAPHICS

 **MEN**  
70%

**WOMEN**   
30%

**13%** Ethnic  
Minority

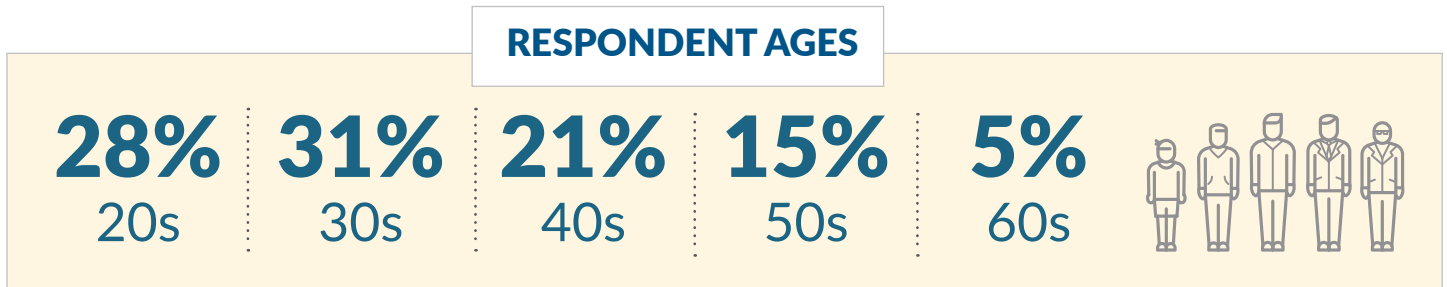


 **9%**  
**LGBT**

**36% Identified  
as LGBT Allies**



## RESPONDENT AGES & COMPANY PARTICIPANTS



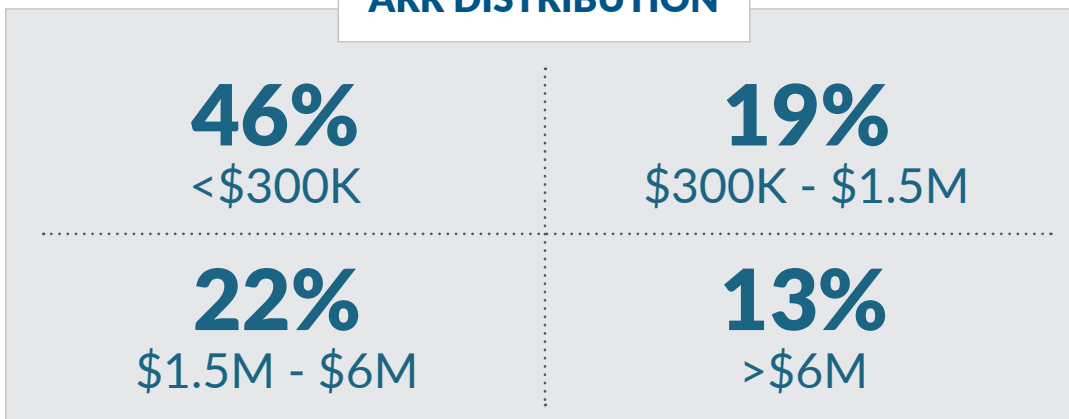
### TECH STARTUPS REPRESENTED NUMBER OF COMPANIES

Marketing & Sales Tech	6	
Entertainment & Sports Tech	6	
Finance, Law & InsurTech	5	
HealthTech	5	
Blockchain & Cryptocurrency	3	
Cybersecurity	3	
IT & Infrastructure	3	
Analytics & Big Data	2	
AI & Machine Learning	1	
Real Estate & PropTech	1	
Other	2	

### FUN FACT

Denver records an average of 300 days of sunshine per year. That's more than San Diego, California or Miami Beach, Florida.

### ARR DISTRIBUTION



## SECTION 2

# TECH COMMUNITY & CULTURE

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TRUCK**

A delivery-only restaurant with a menu inspired by the best street food in the nation. [clustertruck.com](http://clustertruck.com)

### WHAT IS THE DENVER TECH COMMUNITY'S CORE VALUE?

85 respondents were asked, "What word or phrase best describes the Denver tech community's core value?"



### FUN FACT

Colorado has more microbreweries per capita than any other state in the U.S.



#### CLICK TO TWEET:

The Denver tech community's top 3 values: inclusive, collaboration, give first. See the Denver Tech Census 2018: The Data Behind a Rapidly Rising Tech Hub. [@powderkegco](https://twitter.com/powderkegco) [#WhyDenver](https://twitter.com/WhyDenver) [#UNVALLEY](https://twitter.com/UNVALLEY)

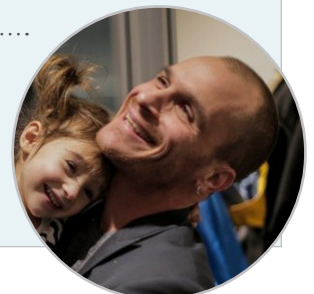


**One core value of Denver's tech community is innovation. That's a wonderful gift to have. That's something we can only support by being as inclusive as we can with who we bring into the tech community.**

—VIRGINIA SANTY, Co-Founder & CEO, Women in Kind

**We are a place where you can come live a high quality of life, raise a family, work on innovative and cool things, and yet still get away from everyone and everything.**

—TOMA BEDOLLA, Co-Founder & CEO, House of Genius

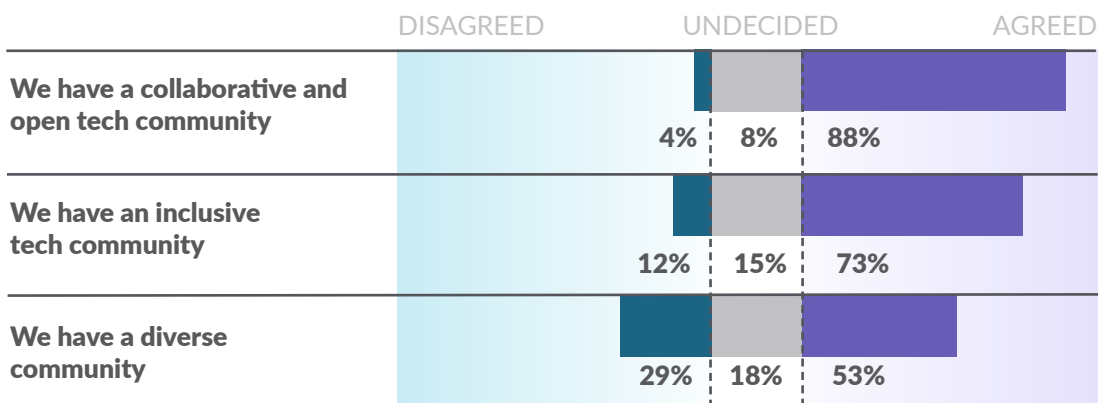


TWEET THIS QUOTE



## DIVERSITY & INCLUSION

### HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENTS?



**The Denver and Boulder area represents this great opportunity to really think about how we are generating an inclusive economy.**

—VIRGINIA SANTY  
Co-Founder & CEO,  
Women in Kind



**TWEET THIS QUOTE**



**30%**

of respondents  
identified  
as female



**9%**

of respondents  
identified as part of the  
LGBT community



**13%**

of respondents  
identified as being part  
of an ethnic minority



**Diversity and inclusion are not buzzwords. They are not press releases. They should be guiding principles for how companies grow and succeed.**

—UB CIMINIERI  
Chief Strategic Connections Officer & Executive Talent Consultant, Jobber Group



**TWEET THIS QUOTE**





## SOCIAL RESPONSIBILITY

WHICH SOCIAL ISSUE WOULD YOU LIKE TO SEE THE DENVER TECH COMMUNITY MOST IMPACT OVER THE NEXT FIVE YEARS?



**26%**

Diversity & Equality



**20%**

Quality Education



**16%**

Health & Well-Being



**11%**

Poverty & Hunger



**11%**

Clean Air & Water



**9%**

Affordable &  
Renewable Energy



**3%**

Safety & Reduced  
Violence



**2%**

Other



**2%**

Recycling &  
Waste Management



I've lived in a lot of different tech ecosystems where it's all about the dollar. That isn't something that's prevalent in the Denver-Boulder market from what I've seen, and that's truly inspiring!

—MICHAEL KING  
CEO, KFE Solutions



TWEET THIS QUOTE

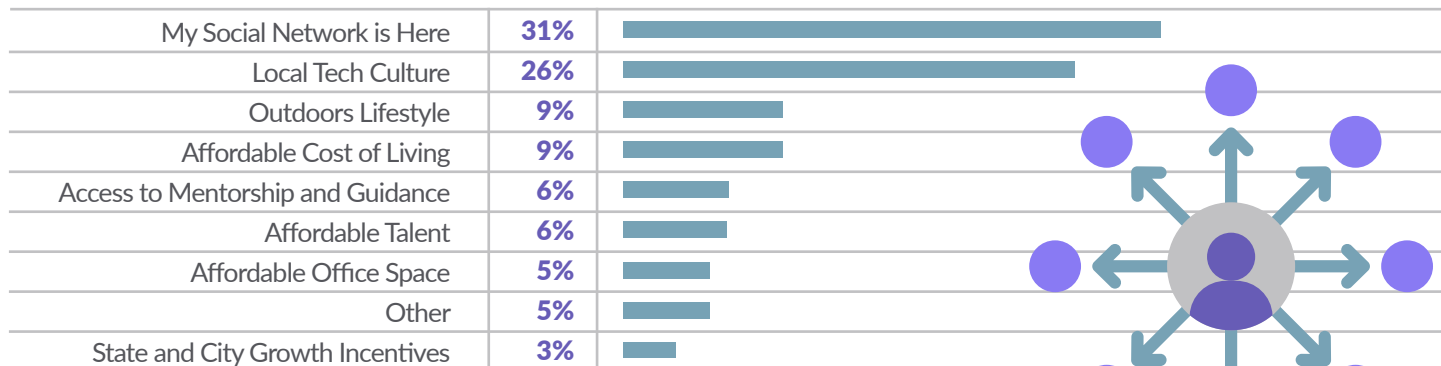


**CLICK TO TWEET:** The Denver tech community is ready to impact social issues, including diversity and equality, education, and health and well-being. See Denver Tech Census 2018: The Data Behind a Rapidly Rising Tech Hub by @powderkegco #WhyDenver #UNVALLEY



## WHY FOUND HERE? #WHYDENVER

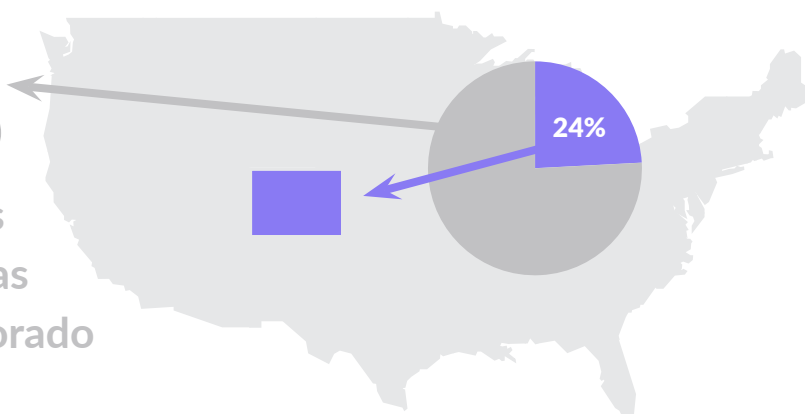
### FOR WHAT REASON DID YOU CHOOSE TO LOCATE YOUR TECH COMPANY IN YOUR REGION?



#### FUN FACT

In Denver's rarefied air, golf balls go 10 percent farther, and so do alcoholic drinks.

**76%**  
of respondents  
grew up in areas  
outside of Colorado



**“What I like about the Boulder-Denver startup community is that it's smart enough to know that it has to be its own thing; it's not just trying to copy Silicon Valley.”**

—JOHN RAMEY  
Founder, Investor, Nomadic Mentor



**TWEET THIS QUOTE**



## STARTUP RESOURCES



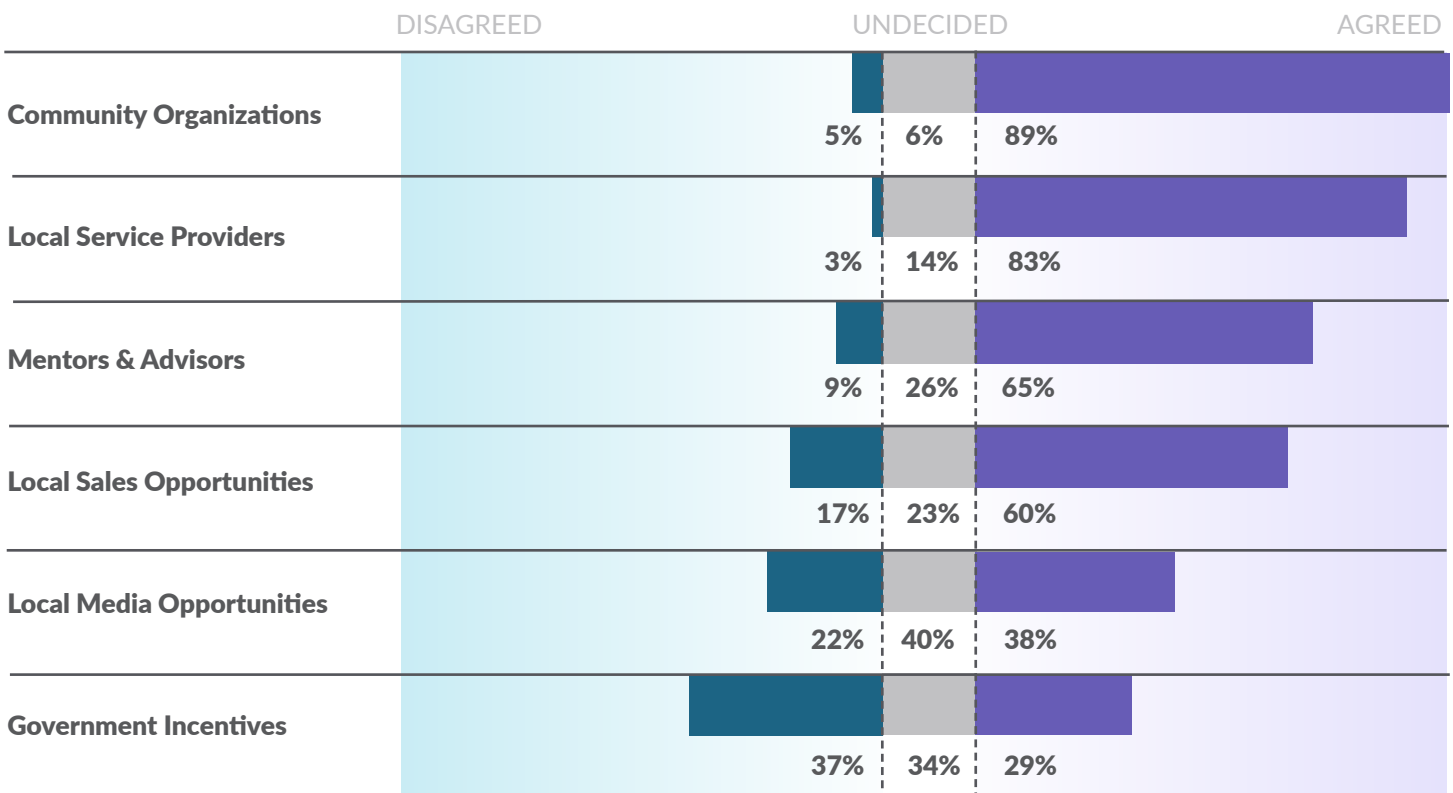
“There’s great support for early phase companies from organizations, like Techstars, Galvanize, and Boomtown to name a few. And there’s further support from the entire community for those companies that hit a \$5 or \$10 million revenue run rate.

—MATT WENGER  
Founder & CEO, Growth Sherpas



TWEET THIS QUOTE

### IS THERE ADEQUATE ACCESS TO LOCAL STARTUP SUPPORT RESOURCES?



\*Answered by 35 Denver technology founders.



## SECTION 3

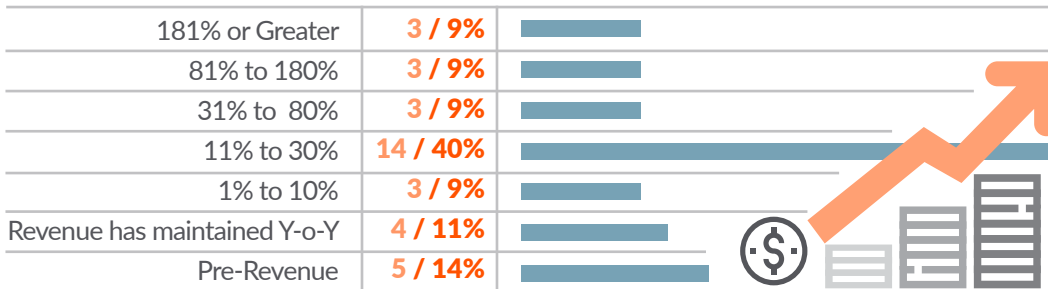
# STARTUP PERFORMANCE

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Outsourced accounting and CFO services for busy, scaling tech companies. <http://maccounting.com/>

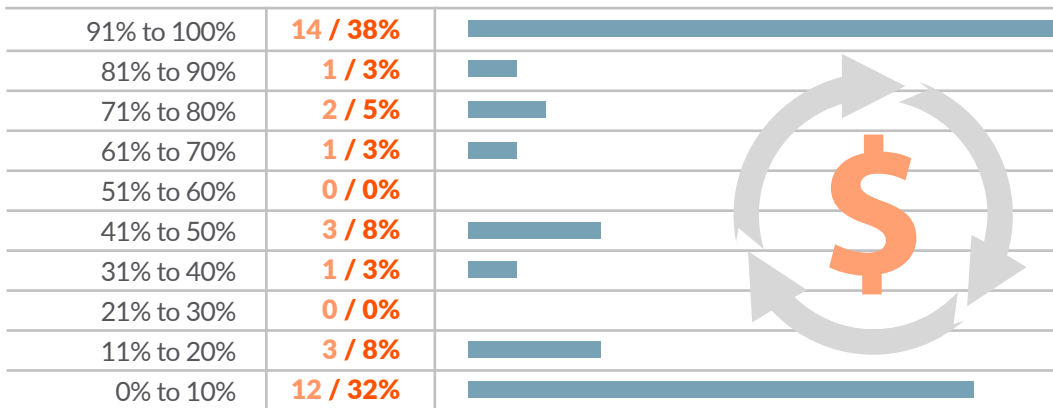
### FOUNDER OR EXECUTIVE, WHAT WAS YOUR ESTIMATED COMPANY'S YEAR-OVER-YEAR REVENUE GROWTH IN 2017?



#### CLICK TO TWEET:

Nearly ten percent of surveyed Denver startups grew revenue over 180% in 2017. See the Denver Tech Census 2018: The Data Behind a Rapidly Rising Tech Hub. [@powderkegco](#) [#WhyDenver](#) [#UNVALLEY](#)

### FOUNDER OR EXECUTIVE, APPROXIMATELY WHAT PERCENTAGE OF YOUR REVENUE IS SUBSCRIPTION BASED?



**The Denver area is growing. It's thriving. It's a wonderful place to live.**

—DANNY MARTINEZ  
President, Blinker



TWEET THIS QUOTE

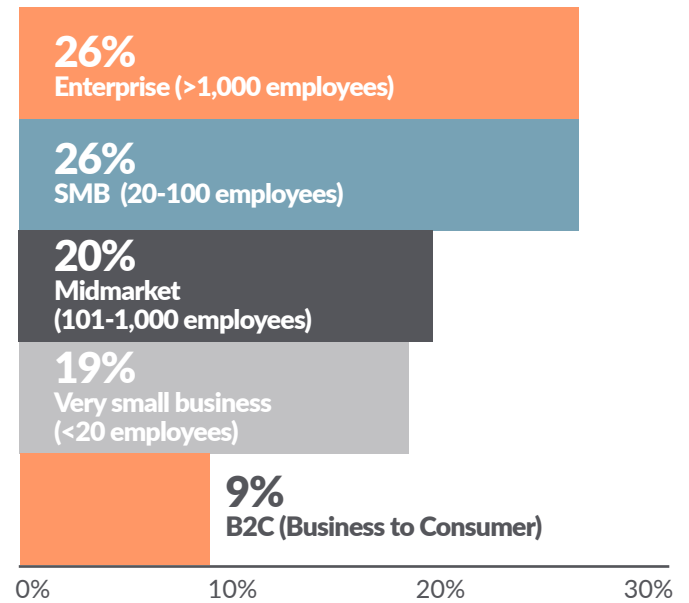


# STARTUP CUSTOMERS

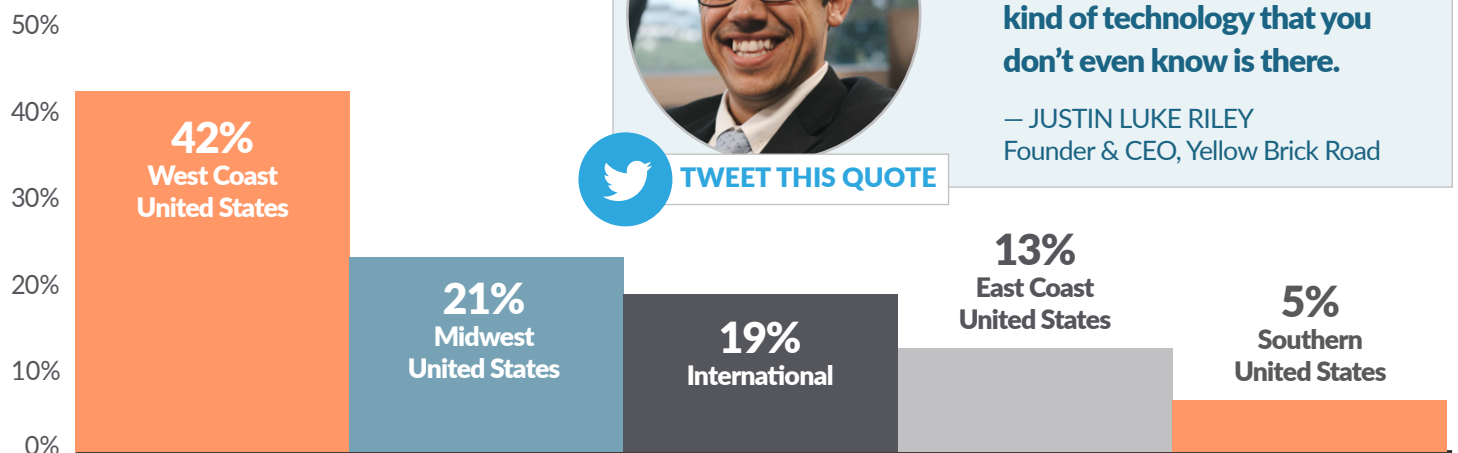
## WHY DID YOU FOUND YOUR TECH STARTUP IN DENVER?

- #1** My Social Network Resides Here ..... **30%**
- #2** The Local Tech Culture ..... **26%**
- #3** Recreation & Outdoors..... **9%**
- #4** Affordable Cost of Living..... **9%**
- #5** Access to Mentorship ..... **6%**

## WHAT TYPE OF CUSTOMERS DO YOU SERVE?



## WHERE ARE THE MAJORITY OF YOUR CUSTOMERS LOCATED?



Tech that's coming out of Denver exemplifies the statement that the best technology is the kind of technology that you don't even know is there.

— JUSTIN LUKE RILEY  
Founder & CEO, Yellow Brick Road










TWEET THIS QUOTE



# COMPANIES TO WATCH

## STARTUP: BEST CULTURE

BY POPULAR VOTE OF SURVEY PARTICIPANTS

1		SendGrid
2		MeetMindful
3		Cloud Elements
4		GoSpotCheck
5		GutCheck
6		Ibotta
7		303 Software
8		10.10.10
9		AMP Robotics
10		Swiftpage

## ENTERPRISE: MOST INNOVATIVE\*

BY POPULAR VOTE OF SURVEY PARTICIPANTS

\*Does not require primary headquarters in Denver

1		Arrow Electronics
2		Amazon
3		Comcast
4		DISH Network
5		Lockheed Martin
6		HomeAdvisor
7		Oracle
8		CenturyLink
9		SAP
10		Xcel Energy

Honorable mentions for Denver startup with the best culture: Ping Identity, FullContact, Choozle, Havenly, Legwork, MARKET Protocol, P2Binvestor, FareHarbor, Guild Education, and Cheddar Up.



## SECTION 4

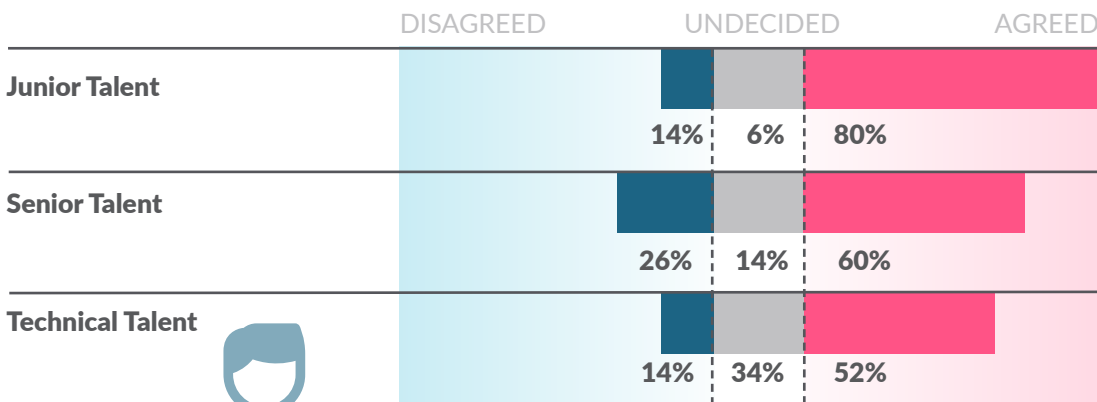
# TECH STARTUP TALENT

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## IS THERE ADEQUATE ACCESS TO STARTUP TALENT IN DENVER?



\*Answered by 35 Greater Denver technology founders.



**Are you an engineer or senior leader  
with startup experience?** Denver's tech  
community has a great job for you.



**I think having a  
work-life balance  
in Boulder and  
Denver is a real  
asset to most  
companies because  
you get more  
interesting people.**

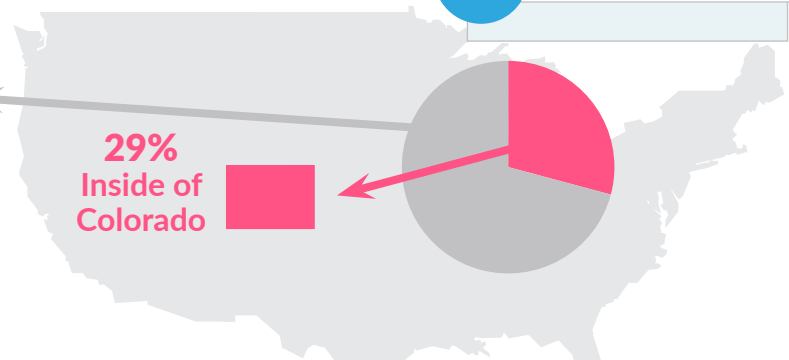
—VERITY NOBLE  
Co-Founder & Fun  
Manager, Simple Startup

### FUN FACT

Denver is a  
cultural city  
with the second  
highest educated  
population in the  
United States.

## GEOGRAPHICALLY, WHERE DID YOU GO TO COLLEGE?

**71%**  
Outside  
of Colorado



TWEET THIS QUOTE



**CLICK TO TWEET:** Denver is a magnet for tech talent. 71% of tech employees surveyed in Denver went to college outside of Colorado. See the Denver Tech Census 2018: The Data Behind a Rapidly Rising Tech Hub by @powderkegco #WhyDenver #UNVALLEY



# SALARIES & HOUSEHOLD EXPENSES

## TECH STARTUP EMPLOYEE RESPONDENT STATISTICS

### WHAT IS YOUR APPROXIMATE ANNUAL SALARY (INCLUDING DISTRIBUTIONS AND BONUSES)?



### FUN FACT

In 1858, there was not a single person living in the Denver metro area. Thirty years later, Colorado was a state with a population of almost 200,000. It was the Gold Rush that caused this boom.

### WHAT ARE YOUR APPROXIMATE ANNUAL HOUSEHOLD EXPENSES?



**CLICK TO TWEET:** The majority of tech employees surveyed in Denver have annual household expenses of less than \$80k. See the Denver Tech Census 2018: The Data Behind a Rapidly Rising Tech Hub by [@powderkegco](#) [#WhyDenver](#) [#UNVALLEY](#)

## WHY DO YOU CHOOSE TO WORK AT YOUR CURRENT EMPLOYER?

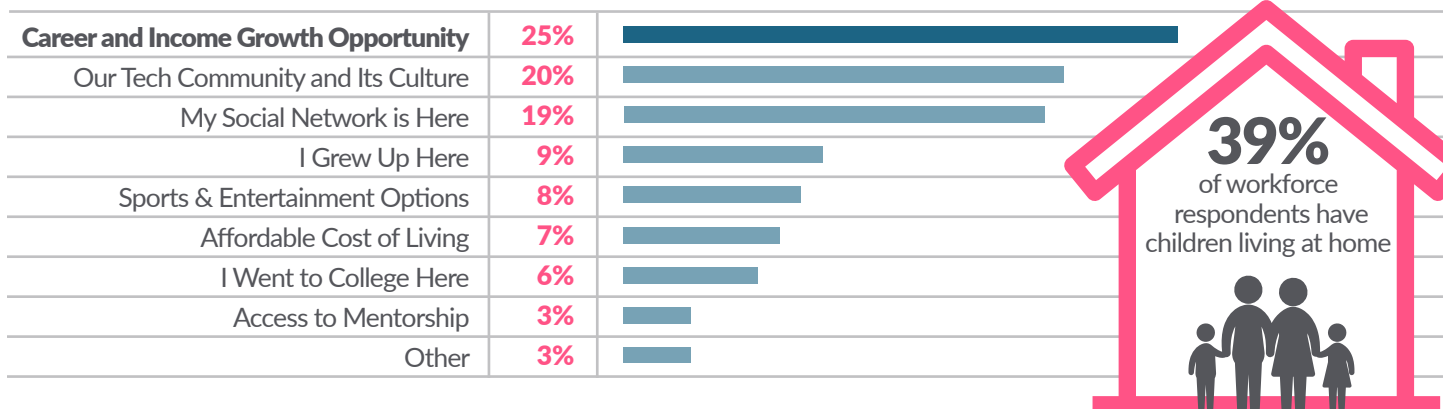
Company Culture	22%	
The Leadership Team	19%	
Competitive Compensation	18%	
Competitive Benefits	18%	
Passion for the Product or Service	14%	
My Friend(s) Work Here	7%	
Other	2%	





# WHY WORK HERE? #WHYDENVER

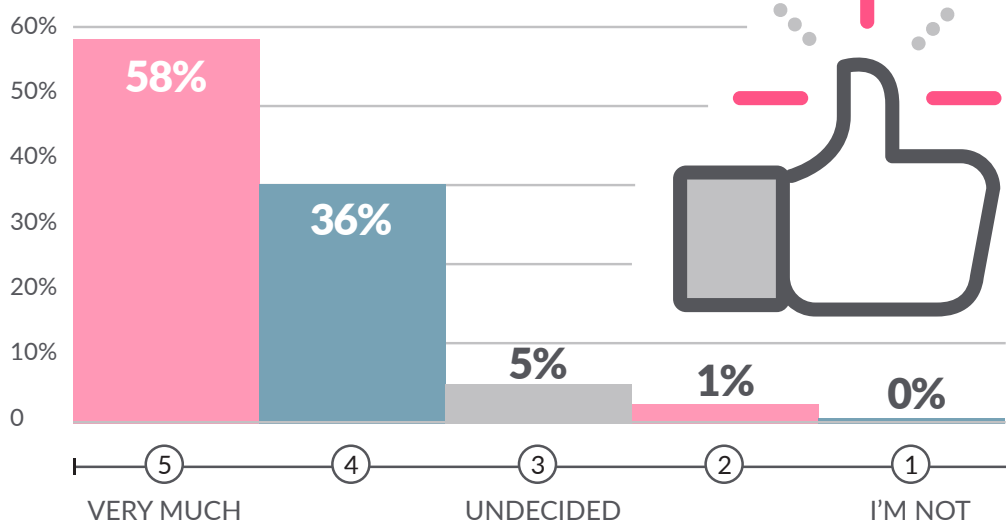
## WHY DO YOU CHOOSE TO WORK IN YOUR REGION?



**This is one of the best places to live, learn, work and play in the world.**

—TOM HIGLEY  
Founder & CEO,  
10.10.10

## HOW MUCH ARE YOU ENJOYING YOUR JOURNEY AS A TECH PROFESSIONAL IN YOUR REGION?



**CLICK TO TWEET:** A landslide 94% of Tech Census respondents enjoy their careers working in Denver, more than any other Tech Census to date. See the Denver Tech Census 2018: The Data Behind a Rapidly Rising Tech Hub by @powderkegco #WhyDenver #UNVALLEY



TWEET THIS QUOTE



## SECTION 5

# TECH STARTUP FUNDRAISING

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CAPITAL



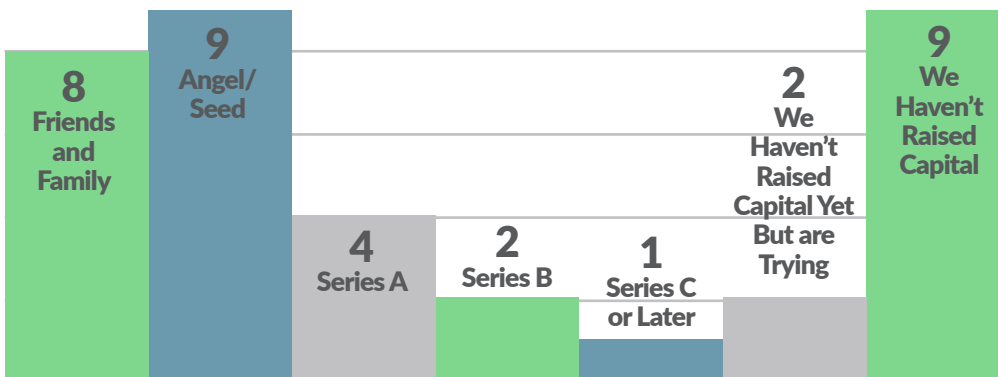
Creating Alpha in a Beta World. [stoutstreetcapital.com](http://stoutstreetcapital.com)

## FOUNDER, APPROXIMATELY HOW MUCH EQUITY CAPITAL HAS YOUR COMPANY RAISED TO DATE?

> \$51,100,000	1 / 4%	<div></div>
\$25,500,001 - \$51,100,000	0 / 0%	<div></div>
\$12,700,001 - \$25,500,000	1 / 4%	<div></div>
\$6,300,001 - \$12,700,000	3 / 12%	<div></div>
\$3,100,001 - \$6,300,000	0 / 0%	<div></div>
\$1,500,001 - \$3,100,000	3 / 12%	<div></div>
\$700,001 - \$1,500,000	4 / 15%	<div></div>
\$300,001 - \$700,000	3 / 12%	<div></div>
\$100,001 - \$300,000	3 / 12%	<div></div>
\$0 - \$100,000	8 / 31%	<div></div>

## WHAT SERIES WAS YOUR LAST FUNDING ROUND?

NUMBER OF COMPANIES



**Partnerships between accelerators and funds have increased due to the quality of companies in the Denver-Boulder ecosystem. Upcoming seed stage funds, such as Stout Street Capital, provide capital for growth to Series A and Series B. However, lack of later stage capital is hurting companies.**

—CLAY GORDON  
Managing Partner,  
Stout Street Capital



TWEET THIS QUOTE



# STARTUP GROWTH RESOURCES



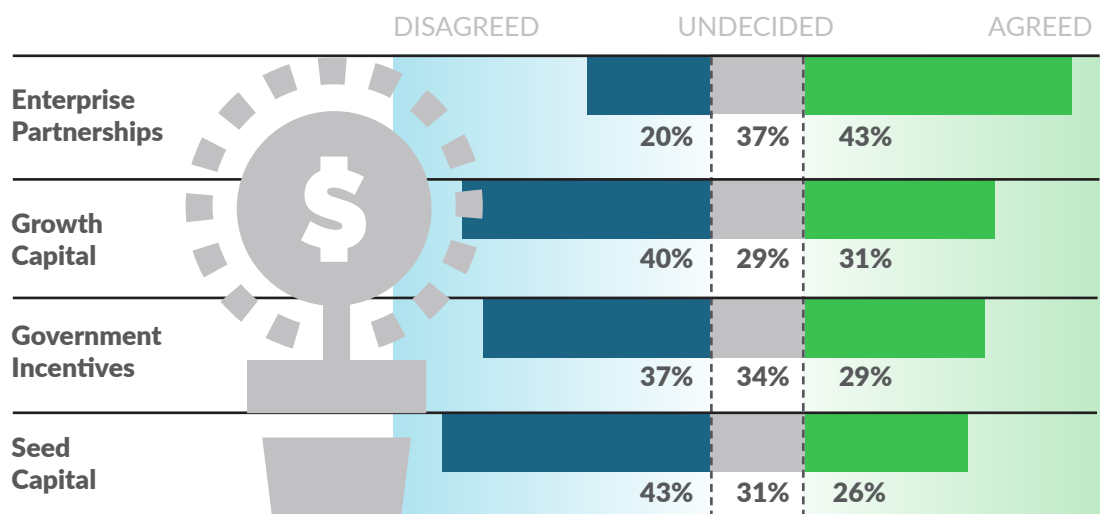
**We have had a lot of success raising family office and high net worth capital in Denver, but it has been challenging to date to generate institutional interest in the area. There has been a lot of travel to San Francisco and New York.**

—DANNY MARTINEZ  
President, Blinker



**TWEET THIS QUOTE**

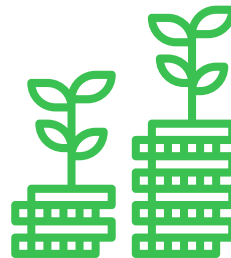
## IS THERE ADEQUATE ACCESS TO INVESTMENT CAPITAL, PARTNERSHIPS, AND GOVERNMENT INCENTIVES IN DENVER?



*\*Answered by 35 Denver technology founders.*

# 11%

of surveyed founders  
have state or local  
growth incentives



# 56%

of surveyed founders  
struggled to raise  
capital in Denver

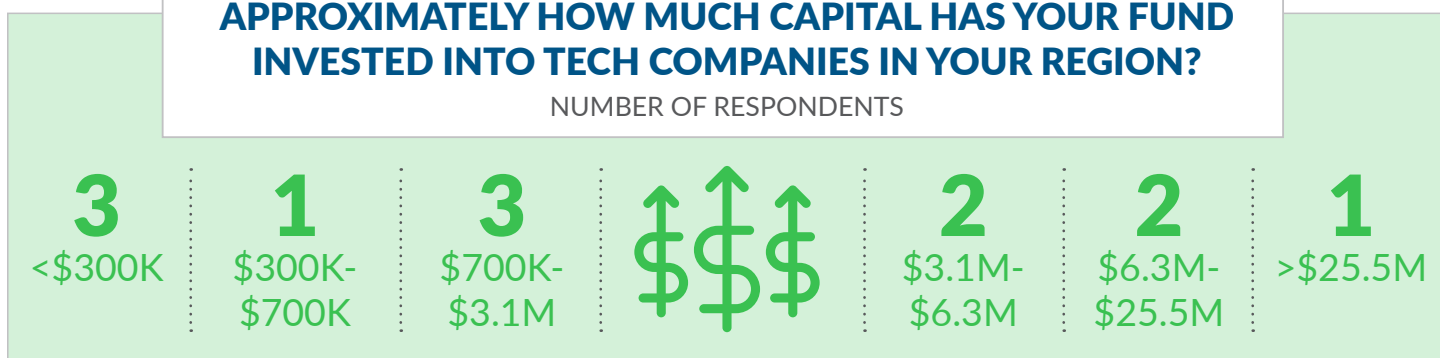


## INVESTMENT FUND STATS

### DENVER FUND MANAGER & ANGEL RESPONDENTS

#### APPROXIMATELY HOW MUCH CAPITAL HAS YOUR FUND INVESTED INTO TECH COMPANIES IN YOUR REGION?

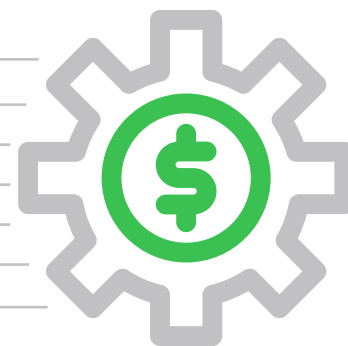
NUMBER OF RESPONDENTS



#### WHICH OF THE BELOW COMPANY CATEGORIES DOES YOUR FUND HAVE THE MOST INVESTMENTS IN?

NUMBER OF RESPONDENTS

Analytics & Big Data	4	
Healthtech	2	
IT & Infrastructure	2	
Cybersecurity	1	
Blockchain & Cryptocurrency	1	
Marketing & Sales	1	



#### FUN FACT

Denver is one of only a few cities in the country to have seven professional sports teams.



TWEET THIS QUOTE



**I talk to people from the Valley and I tell them that there's a discount when they come here because their capital goes a lot further than it does in the Valley.**

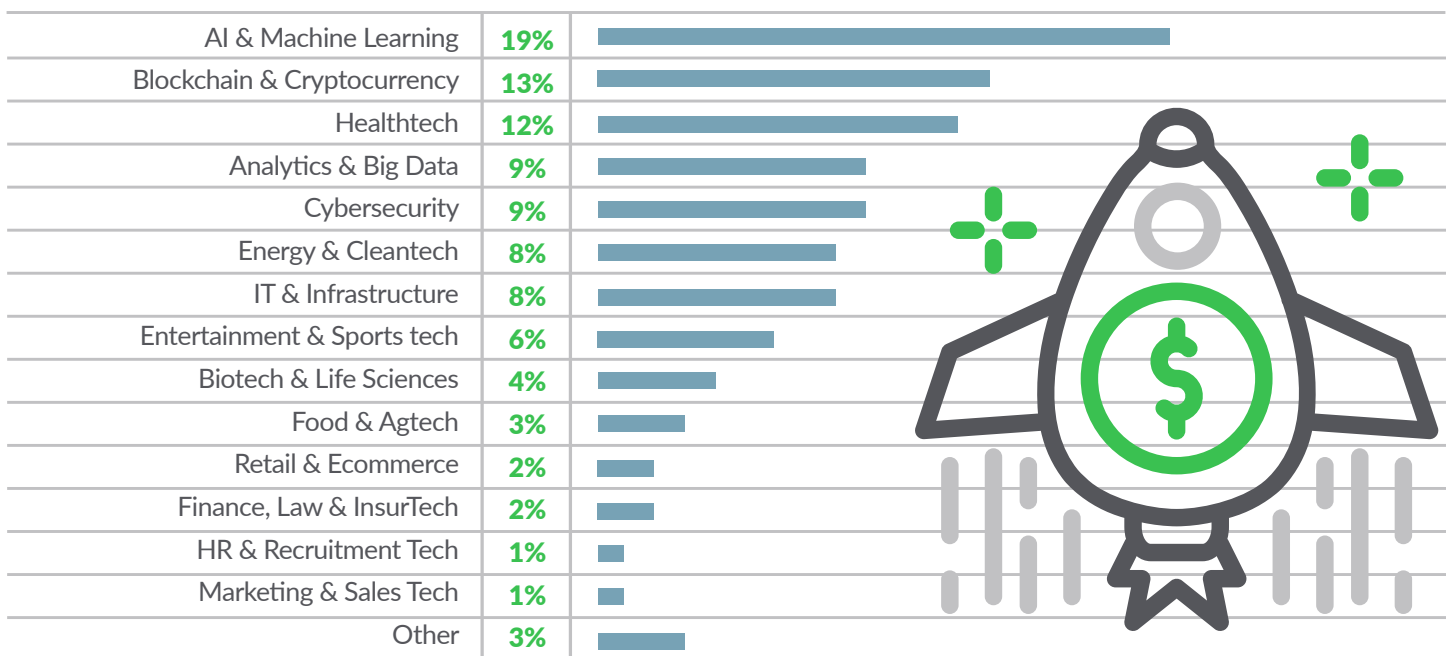
—JEFFREY NATHANSON  
President, 10.10.10



## GROWING TECH INDUSTRIES

ALL DENVER RESPONDENTS

### WHAT INDUSTRY DO YOU SEE GROWING THE MOST IN GREATER DENVER OVER THE NEXT 5 YEARS?



**There are so many startups around town. Denver Startup Week is huge. Galvanize has really pioneered a lot of this activity by bringing the startup mentality to Denver.**

—DAMON DELGADO  
Chief Solutions Officer, 303 Software



TWEET THIS QUOTE



## CONCLUSION

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*“The best way to predict the future is to create it.”*

- ABRAHAM LINCOLN

---

Technology is integral to how humans shape the future. Moore’s Law supports the concept that technology is accelerating at an exponential rate. Therefore, technologists are shaping the future at an unprecedented pace. Moreover, the faster we advance our technology, the more urgency we create to connect with our humanity.

Therein lies one of the most intriguing aspects about the Denver tech community. The surrounding awe-inspiring beauty—the Rocky Mountains, the sunshine, the forests—provides constant reminders to stay connected to what matters most. It’s no wonder that work-life balance matters so much here.

Anyone who thinks an always-on culture is a must for building a tech hub hasn’t paid attention to Denver. Ninety-three percent of Denver Tech Census respondents expect the Denver tech community to grow materially over the next five years. Data from the 2018 census also shows that Denver has made significant investments to realize that growth.

And this shows why Denver has earned the right as much as any other maturing tech hub to shape the future of humanity with its technology. True, Denver faces similar social challenges as the rest of the nation. But its tech community has demonstrated an impressive amount of consciousness by growing together under a shared identity. It can’t be overstated how much power and potential that connectedness creates.

The Powderkeg network looks forward to working with Denver’s tech community to ensure its startups have the resources necessary to fulfill their visions. We all can amplify that effort by helping tech professionals and investors around the country and world see the insights from this report. Please take a moment to share this report on social media.

Please take a moment to share the 2018 Denver Tech Census on social media.

*Thank you!*

#WHYDENVER #UNVALLEY

