



# San Diego Startup Ecosystem

Neal Bloom & Ray Freiwirth



# Bios



Ray Freiwirth:

Entrepreneur

The Commons XR

IP Attorney

Qualcomm

B.S. EE - Syracuse U

J.D. - Brooklyn Law

Neal Bloom:

Aerospace Engineer

Entrepreneur - Ed Tech/HR

Tech

Portfolium, Pathbrite, Hired

Board Member

Startup San Diego, SDVG

B.S. - UCSD, MBA - Pepperdine



# Economic Development Stats, US



## Perceptions of Ability & Risk Matter (2016)

**57%** of US adults perceived enough opportunity to launch

**55%** perceived enough skills

**33%** feared risk of failure





**1:200**

*San Diegan's started a business in '17 (4th, US metros)*

# Community Voices: Two Types of Needs

## **Ecosystem - Resources**

**Capital**

**Talent**

**Clients**

**Biz Admin**

## **Community - Connection**

**Sage Advice**

**Focused Events**

**Brand Awareness**

**Collaboration**



# Entrepreneurs' Journey in San Diego Today



## THE ENTREPRENEURS' JOURNEY IN SAN DIEGO

CURIOUS

IDEATION | VALIDATION



COMMITTED

ANGEL | SEED



CRUSHING IT

VC | EXIT OR IPO | GIVE BACK!



Opportunities to Give Back (e.g. mentorship, intros, resources, inspiration)

# Resources



[StartupSD.org/Resources](https://StartupSD.org/Resources) - Front door to startup resources

[StartupSD.org/Slack](https://StartupSD.org/Slack) - Online community

[SanDiegoStartupWeek.com](https://SanDiegoStartupWeek.com) - Yearly entrepreneur & tech conf.

[SanDiegoStartupMap.com](https://SanDiegoStartupMap.com) - Visual list of startups

[SanDiegoTechHub.com](https://SanDiegoTechHub.com) - North County tech employment



# Evangelism-as-a-Service

## FreshBrewedTech.com



San Diego  
October 19th, 2019

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TECH ECOSYSTEM

## Bringing Cohesion and Awareness to the San Diego Tech Ecosystem

OCTOBER 17TH, 2019

0 COMMENTS

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### TECH ECOSYSTEM NEWS

Tweets by @freshbrewedtech

**Fresh Brewed Tech**  
@freshbrewedtech

Local startup Galley Solutions just closed a \$2.5M funding round to build software for chefs and commercial kitchens. Excited to see them continue to expand their team in San

### ORANGE COUNTY TECH ECOSYSTEM NEWS

Synoptek LLC on [target](#) for \$100M in sales this year

Irvine's Alteryx [reports](#) Q2 sales up 59%, beating analyst estimates

Costa Mesa gaming startup Cafrino to [seek](#) \$1M in Series A round

Mission Viejo-based brewing startup BrewFirst [seeks](#) \$1.5M in Series C round

Irvine's Ingram Micro [announces](#) global competition for early stage independent software vendors

Irvine-based Futurus Group [partners](#) with DonorSearch on AI-powered fundraising

British life sciences companies [choose](#) Irvine for corporate headquarters

Edwards Lifesciences to [create](#) hundreds of new jobs with large expansion

Irvine's Spectright [names](#) new COO Mike Gaffney and CTO Ayman Shoukry

### ACQUISITIONS

Irvine-based Breathe Technologies [by](#) Hill-Rom for \$130M

Irvine's Resources Connection [acquires](#) Veracity Consulting Group for \$30.6M

Irvine-based HomeUnion [bought](#) by Myrd Property Management for an undisclosed amount

InstaMed [acquired](#) by JPMorgan Chase & Co. from Newport Beach based private equity firm Carrick Capital Partners for undisclosed terms

Brea-based CoolSys [acquires](#) Agape Mechanical for undisclosed terms

### DEALS

Newport Beach's Gron Ventures [raises](#) over \$117M for its first fund

On demand shopping concierge MyShoperoo, based in Aliso Viejo, [doubles](#) pre-seed funding raised to date with another \$150K

Costa Mesa-based CerraCap Ventures [secures](#) undisclosed funding from Mexico Ventures into new fund earmarked for early stage investments

### JOBS SPOTLIGHT

Manager, Channel Marketing, [Alteryx](#) (Irvine)

Accounts Payable Specialist, [Restaurant365](#) (Irvine)

Senior Product Manager - Alexa, [Amazon](#) (Irvine)

Global Digital Product Manager, [Experian](#) (Costa Mesa)





**Questions?**





# Thank you!

for helping build a stronger startup ecosystem!

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