



techstars_ San Diego

Powered by

SDSU | San Diego State
University

Today's agenda

Meet & Greet

- Techstars Team
- SDSU Team

Techstars Overview

Techstars San Diego powered by SDSU

- The Accelerator Process
- The Investment Deal
- Mentoring With Techstars

SDSU Mission Valley Innovation District

Q&A

techstars_

Meet & Greet

Techstars Team



Ryan Kuder
@ryankuder

San Diego, CA
Managing Director
ryan.kuder@techstars.com



Misti Cain
@heymisticain

San Diego, CA
Investment Manager
misti.cain@techstars.com



Ben Greenlea

San Diego, CA
Program Manager
benjamin.greenlea@techstars.com

Powered by

SDSU | San Diego State
University



Hala Madanat, PhD

San Diego, CA
Vice President for Research & Innovation
hmadanat@sdsu.edu



Cathy Pucher

San Diego, CA
Executive Director
cpucher@sdsu.edu



Techstars Overview

Techstars is the worldwide network that helps entrepreneurs succeed.



Founded in

2006

as the worldwide network that helps entrepreneurs succeed

Techstars operates 55 accelerators in 40 cities in 14 countries.

Americas

Atlanta
Austin
Baltimore
Birmingham
Boston
Boulder
Chicago
Dallas
Denver
Des Moines
Detroit
Fort Worth
Indianapolis
Knoxville, TN
Los Angeles
Miami
Minneapolis
New Orleans
New York
Oakland
Philadelphia
San Diego
Seattle
Toronto
Tulsa
Washington, DC

EMEA

Amsterdam
Berlin
Dublin
Lagos
London
Oslo
Paris
Riyadh
Stockholm
Tel Aviv
Torino

Asia Pacific

Sydney

Anywhere

Multiple remote-only programs

Results are borne out by the numbers

55

Active
Accelerator
programs

8,412

Techstars
Founders

300+

Corporate
partners

\$1.0M

Average first
raise, post-
program

350

Classes

5,129

Active
accelerator
mentors

9,866

Community
events to date

\$24.8B

Total lifetime
raised
accelerator
companies

3,417

Accelerator
company
graduates

\$98.3B

Accelerator
cumulative
market cap

530k+

Community event
participants to
date

Techstars IPOs

SendGrid

2017: [Announcement](#)

Latch

2021: [Announcement](#)

Digital Ocean

2021: [Announcement](#)

Owlet

2021: [Announcement](#)

Safello

2021: [Announcement](#)

Remitly

2021: [Announcement](#)

(Plus 19  s!)



The Accelerator Process

What We Look For

Exceptional founders who want to build in America's Finest City.

Companies that are fundamentally changing the way we work, live, and play.

Industry agnostic:

- AI
- B2B
- B2C
- SaaS
- Hardware
- AR/VR
- Media
- e-Comm/DTC

12 companies
selected in every program
(1.5% acceptance rate)



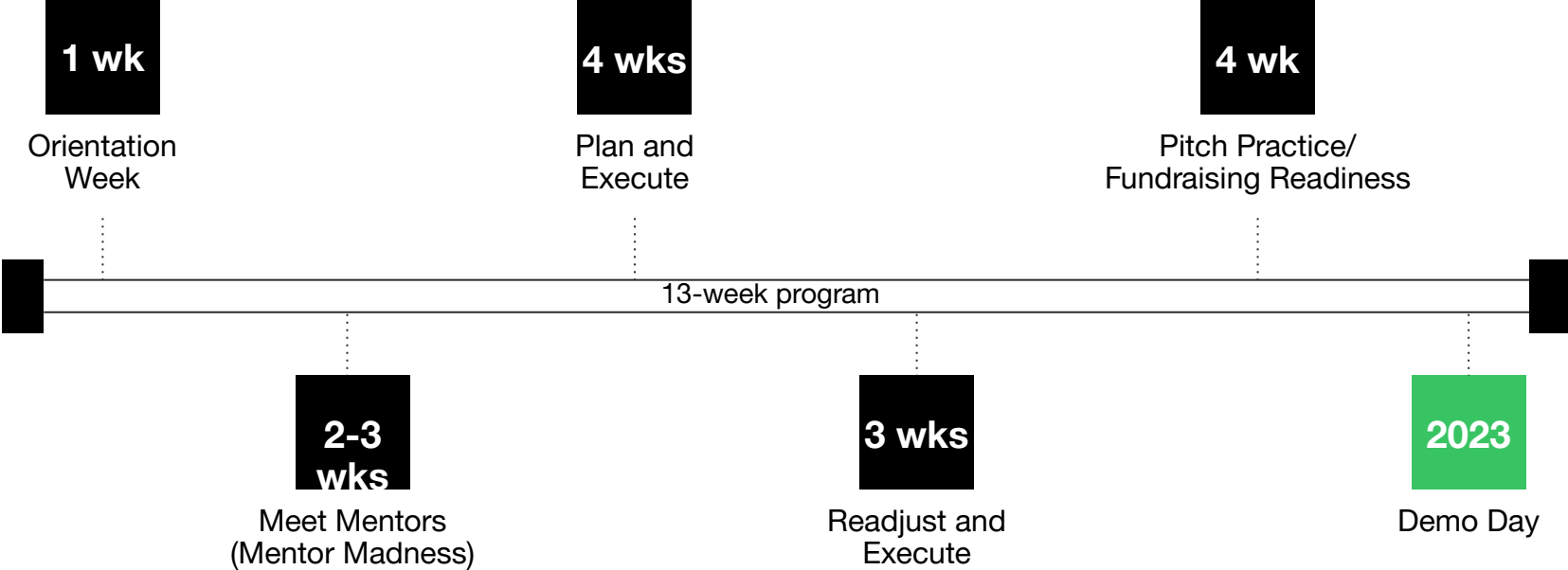
Do More Faster
an accelerated 13 weeks



Intensive bootcamp
for three months



The program timeline



A typical week

Mentor Meetings

Mentors and Experts

1:1's

Program Team

Weekly Ops Review

KPI Accountability

Founder Stories

Serial Entrepreneurs and Alumni

Pitch Practice

Preparation for Demo Day

Work, Work, Work

Build, Build, Build. Sell, sell, sell.

Workshops

Content and Presentations



The Investment Deal

The Deal

**\$20,000 Equity
Investment In Common
Shares**

**Optional \$100k
Convertible Note**

Techstars asks for 6% in common stock. In exchange:

- Acceleration in our 90-day Techstars San Diego powered by SDSU program.
- Hands-on mentorship from Techstars mentors, SDSU mentors, San Diego startup executives, and alumni.
- Connections to the Techstars network of over 10,000 founders, alumni, and mentors globally.
- A wide selection of perks to grow their business.
- Demo Day at Snapdragon stadium
- Techstars for life! FounderCon, Investor events, and other future Techstars alumni events.

Important dates

Applications

- Closed on Jun 14th
- In Review: Jun 14th - 30th
- Interviews: Jun - Jul
- Offers: End of Jul

Program Start

- Sep 11th @SDSU

Mentor Madness

- Sep 18th - 29th

Demo Day

- Dec 7th @ Snapdragon Stadium



Snapdragon


May 23, 2023

Mission Valley
Innovation District
kickoff and Techstars
San Diego powered by
SDSU launch event
with NuFUND



Mentoring With Techstars

Working with Mentors



“Mentorship is one of the biggest takeaways from the Techstars experience. It’s important to learn from those who have been there, done that.”

Mitch Wainer

Co-Founder, DigitalOcean

Techstars Boulder Accelerator

What is a Techstars Mentor?

Techstars Mentors care about and offer value to founders through industry or personal knowledge or expertise, life experience and/or learnings, but also connections or introductions.

While there are different types of mentors who #givefirst through a myriad of Techstars programs, a Techstars Mentor provides value to entrepreneurs that is big, small, once, or ongoing.

- Austin Neudecker
- Brant Cooper
- Brad Chisum
- Caitlin Wege
- Maisha Cobb
- Neal Bloom
- Paige Doherty
- Zeynep Ilgaz

Investors, Execs, Founders and Alum Are Already Expressing Interest In Mentoring

What are the characteristics of an effective Techstars mentor?

- Gives quality input
- Has domain expertise
- Has deep experience
- Takes a socratic approach
- Maintains the commitment
- Makes introductions
- Understands #givefirst
- Is connected - BE ON SLACK

Your role

LEAD mentors are asked by the company (after the mentor matching event) to dedicate more time to meeting with them once a week or more. Each company has multiple lead mentors.

AD HOC mentors spend time with companies on an as-needed basis.

FRIENDS OF THE PROGRAM attend events and make connections when possible.

What else can you expect to do as a mentor?

- Participate in a *Mentor Madness* day
- Receive company updates
- Be active in Slack
- Attend the two Help A Founder Out update calls
- Help out when you can
- Be quick to respond; startups move fast
- Have fun

What If I Can't Do Those Things?

- Receive company updates
- Give a workshop
- Attend the two Help A Founder Out update calls
- Be active in Slack
- Come to the parties
- Pitch Practices
- Make Intros

How do I express an interest in being a mentor?

- Sign up using this [Mentor Interest Form](#)
- We'll be holding a Mentor AMA mid-July
- A formal ask for mentorship will go out the end of July

SDSU | San Diego State
University

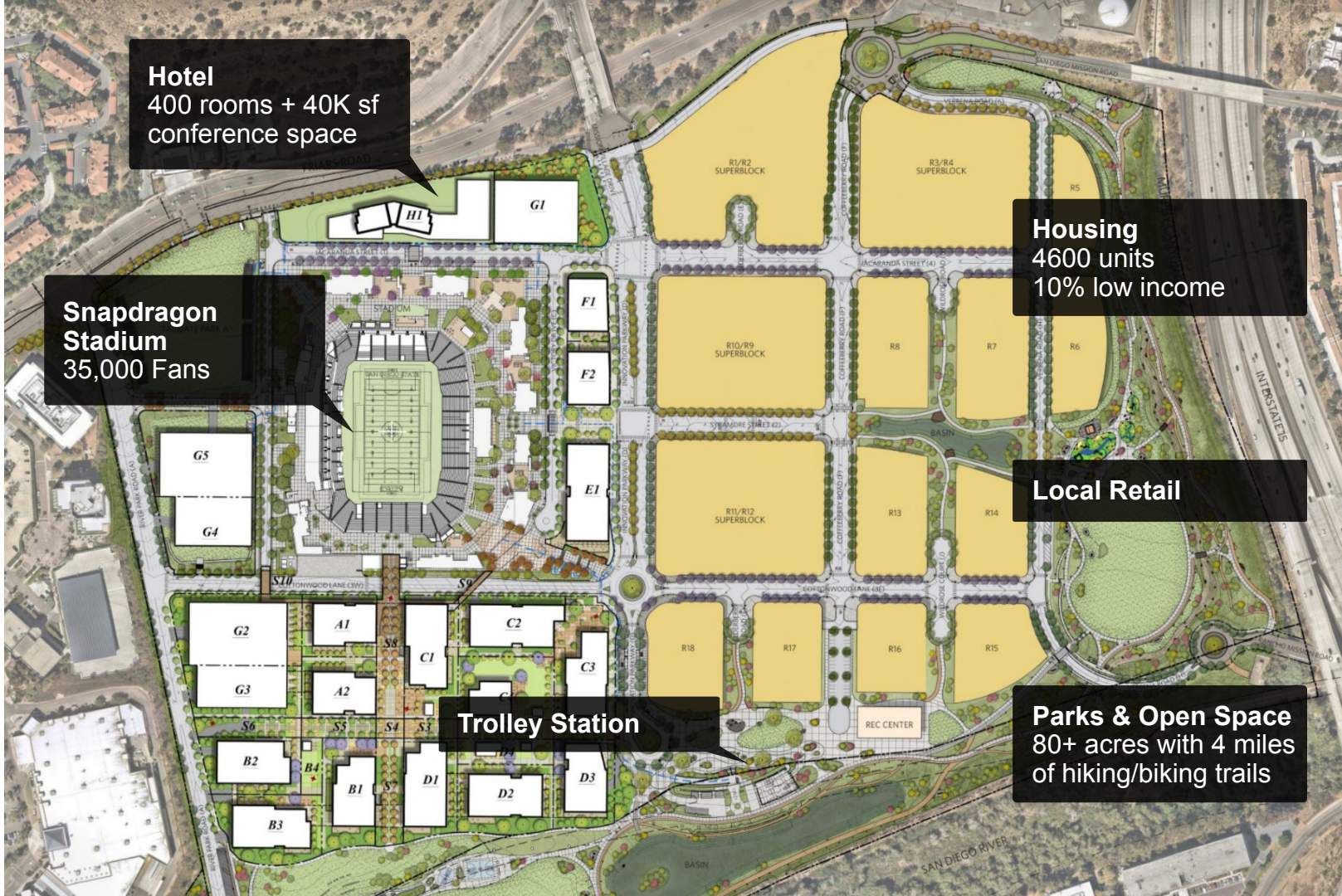


techstars



SDSU Mission Valley

132 acres +
34 acre
River Park



Hotel
400 rooms + 40K sf
conference space

**Snapdragon
Stadium**
35,000 Fans

Housing
4600 units
10% low income

Local Retail

Trolley Station

Parks & Open Space
80+ acres with 4 miles
of hiking/biking trails



Techstars San Diego Powered by SDSU

Located in the heart of the SDSU Mission Valley Innovation District's Entrepreneurship HUB (2025)



Opportunities to get involved



Getting involved in Techstars San Diego powered SDSU

- ❏ Attend Demo Day Dec 7th
EMAIL cpucher@sdsu.edu



Getting involved in Techstars San Diego powered SDSU

- ❏ Express interest in being a mentor
EMAIL cpucher@sdsu.edu



Getting involved in Techstars San Diego powered SDSU

- ❑ Donate to SDSU
 - Support SDSU's effort to create sustainable funding for Techstars Diego powered by SDSU
 - EMAIL cpucher@sdsu.edu



Getting involved in Techstars San Diego powered SDSU

- ❑ Invest in the Techstars San Diego powered by SDSU FUND
 - Invest as a LP
 - Limited opportunities (\$250K/min)
 - EMAIL cpucher@sdsu.edu



Getting involved with SDSU

- ❑ Express interest in mentoring SDSU students at one of SDSU's entrepreneurship programs
- ❑ EMAIL cpucher@sdsu.edu



Get Involved with Techstars San Diego Powered by SDSU!

Donate | Volunteer | Invest



Cathy Pucher
Executive Director of
Entrepreneurship Initiatives
cpucher@sdsu.edu
619-925-9055

SDSU

Mission Valley
Innovation
District



Questions?

techstars_ San Diego

Powered by

SDSU | San Diego State
University