

McKinney Economic Development Corporation

Innovation Fund

We are McKinney, Texas

Where Innovation, Quality of Life, and Prosperity Intersect

Population of 221,000

\$113,000 Median Income

McKinney National Airport

600 New Residents/Month

DFW: 49 F1000 Headquarters

#1 Business Climate in U.S.

No Personal/State Income Tax

8th Largest Economy Globally



OUR COMING UP

From Bedroom Community to Thriving Hub

- Historic Downtown
- Investments in Safety, Schools, Parks

Impact of the 2020 Pandemic

- Shift In Business Relocation Priorities
- Work Close to Home
- Embrace Innovation

OUR COMMUNITY



[City of McKinney](#)

McKinney is a city of 226,000 people just 30 minutes north of Dallas. Established in 1848, the city has transformed from a bedroom community and a great place to raise your family to an innovative business hub where startups and corporates come to thrive.



[Visit McKinney](#)

Visit McKinney strives to bring visitors to the community to generate economic impact by promoting and developing McKinney as a destination for business and leisure travelers alike.



[McKinney EDC](#)

The McKinney Economic Development Corporation (MEDC) is a sales tax funded, statutory nonprofit corporation dedicated to economic development. It leads, directs, and coordinates the broad-based expansion of the city's business tax base and promotes sustainable growth, thereby continuously enhancing the quality of life in McKinney.



[McKinney CDC](#)

The McKinney Community Development Corporation is dedicated to honoring our history, celebrating today and planning for the future. While McKinney's population grows at a record pace, our commitment is to be a driving force for premier quality of life in McKinney, which makes our city a unique and special place live, work and visit.

MCKINNEY IS UNIQUE



<https://youtu.be/vUE10rJCnLQ>

THE INNOVATION FUND

A New Concept, Launched in 2020

Provides non-dilutive capital to tech startups, who:

- Relocate or Expand their HQ to McKinney
- Create Local Jobs

SINCE WE STARTED...

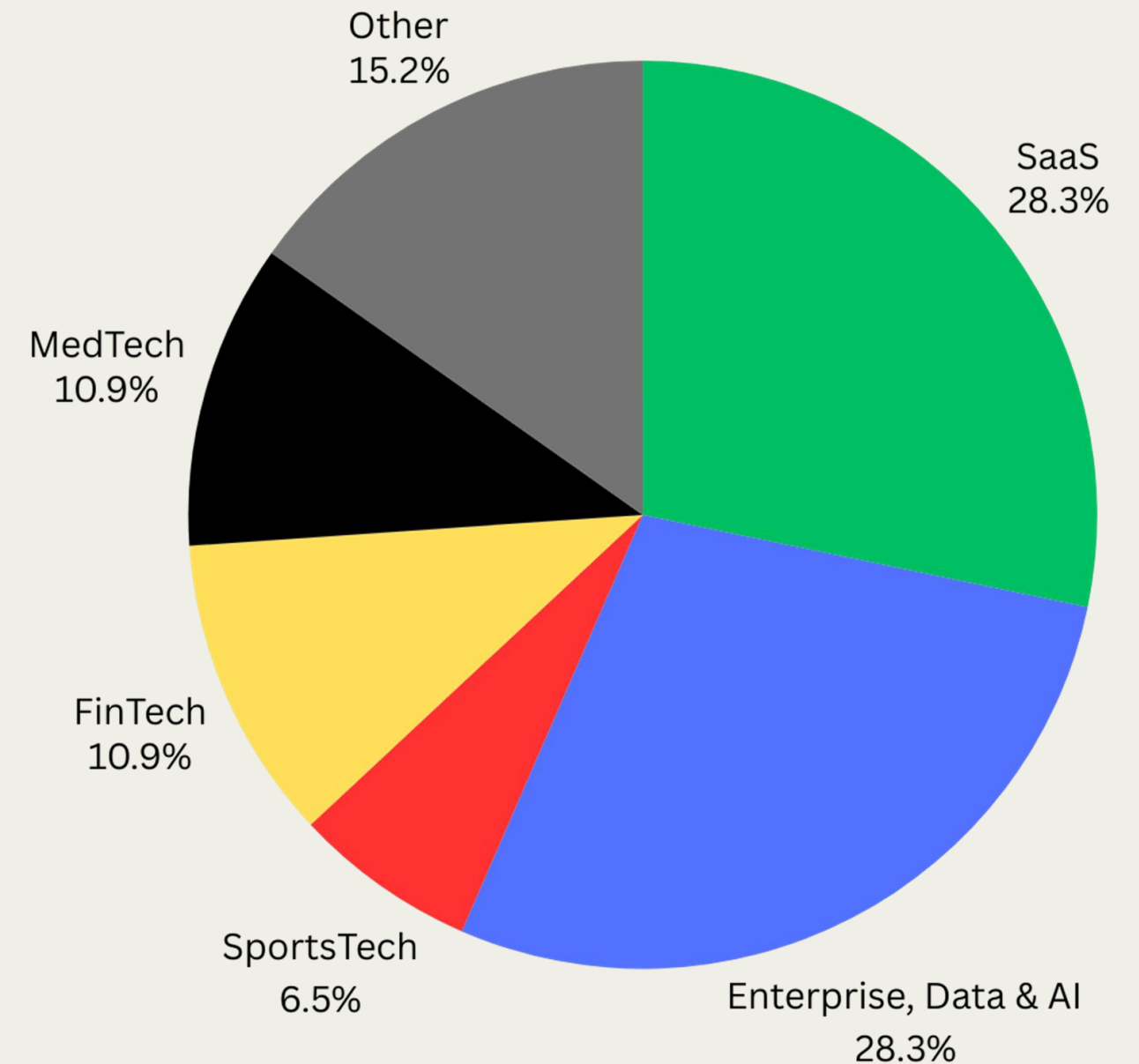
47 Companies Awarded

\$4.9M Committed

1055 Proj. New Jobs

\$86,351 Proj. Salary

\$43.7M has been raised by McKinney Startups, resulting in a cumulative valuation of \$469.5M



HOW WE DO IT

Growth

\$50,000 up to \$200,000 To Support Early-stage Startups

Non-Dilutive Grant

Up to 50% Upfront

50% Performance-based over 3-year term

Expansion

Up to \$500,000 To Support Existing Portfolio Companies

Non-Dilutive Grant

More Performance-based

Growth startups can Graduate into Expansion after 1 year

Recruitment

Up to \$500,000 To Support Later-stage Scale-ups

Non-Dilutive Grant

More Performance-based

3-year term

THEN WE THOUGHT

What if we took it a step further?

Portfolio Support

- Workforce Development
- Monthly and Quarterly Events
- City Pilot Initiative
- Ad-Hoc Assistance
- Plug and Play Tech Center McKinney

If it helps the company grow, it helps to create local jobs

THE RESULTS



Started:

In 2022 with a team of 5

Currently:

100+ Employees

\$20M Annual Revenue

Located in Downtown

McKinney



Started:

In 2021 with a team of 7

Currently:

20 Employees

Launched Stuff.io

Secured Investment from

Mark Cuban



Started:

In 2023 as Two Startups

Currently:

Partnered with IBM

International Presence

Graduated 2 Plug and Play

Cohorts

“The MEDC Innovation Fund demonstrates McKinney’s commitment to building long-term success for its startup ecosystem.”

Andrew Naugher, CRO & Co-Founder, Providential Media

SO HOW MUCH CAN I GET?

The more local jobs the company will
create

+

MEDC's confidence in the company's
ability to create those jobs

=

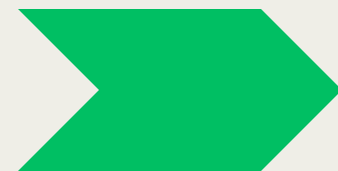
Higher Grant Amount

12-POINT DUE DILIGENCE PROCESS

Because we use sales tax dollars, we developed a 12-point due diligence framework to vet companies thoroughly and efficiently

Application

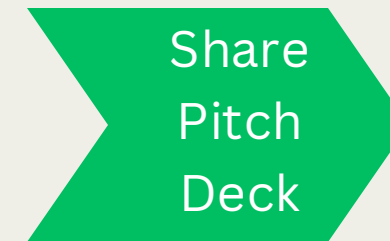
[Apply Here](#)



Introduction

A 30-minute meeting to explain the Innovation Fund, allowing founders to make an informed decision

Share
Pitch
Deck



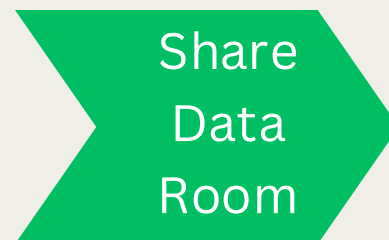
Stage 1

- Founder Background
- Team and Advisors
- Company Vision
- Hiring Strategy

Stage 2

- Problem Discovery
- Solution, Demo, IP
- Market and Competition
- Go-To-Market

Share
Data
Room



Stage 3

- Recent Traction
- Funding History & Strategy
- Financial History & Projections
- Business Model



Decision

Upon completion, a package will be created and shared with internal stakeholders. A subcommittee of our Board will decide on approval and funding amount.

IS YOUR STARTUP A FIT?

Our Scope

When using taxpayer dollars, we ensure the best possible investment decisions are made. Rapid growth, recent traction, and especially increase in local headcount are all things we look for. The scope of the Innovation Fund is similar to that of a private investment network or fund.

Target Industries

We adopt an agnostic thesis with a focus on the following:

- AI & Big Data
- B2B SaaS
- IoT
- CyberSecurity
- Future of Work
- FinTech
- SemiConductor Tech
- Customer Engagement

Criteria

- HQ In McKinney For 3+ Years
- Large Market Opportunity
- Scalable Business Model
- 2+ Full-time Employees Who Will Be Local
- MVP Or Prototype Is Developed
- Strong Last 12 Months Of Traction

OUR PARTNERS



McKinney Chamber

We cover the first year of your Chamber of Commerce membership, an \$825 value. The Chamber of Commerce hosts 150 events per year and can help to connect an incoming founder to the community.



SCORE Dallas

SCORE Dallas has provided free mentorship services for over 50 years, as one of the oldest chapters of the nationwide SCORE Mentorship network.



Startup Science

Free early-stage education platform filled with videos, AI tools such as MarketSizer, and courses that allow you to interactively build your pitch. Created by 12-exit founder Greg Shephard and used by Harvard Entrepreneurship Center.



Syndication Partners

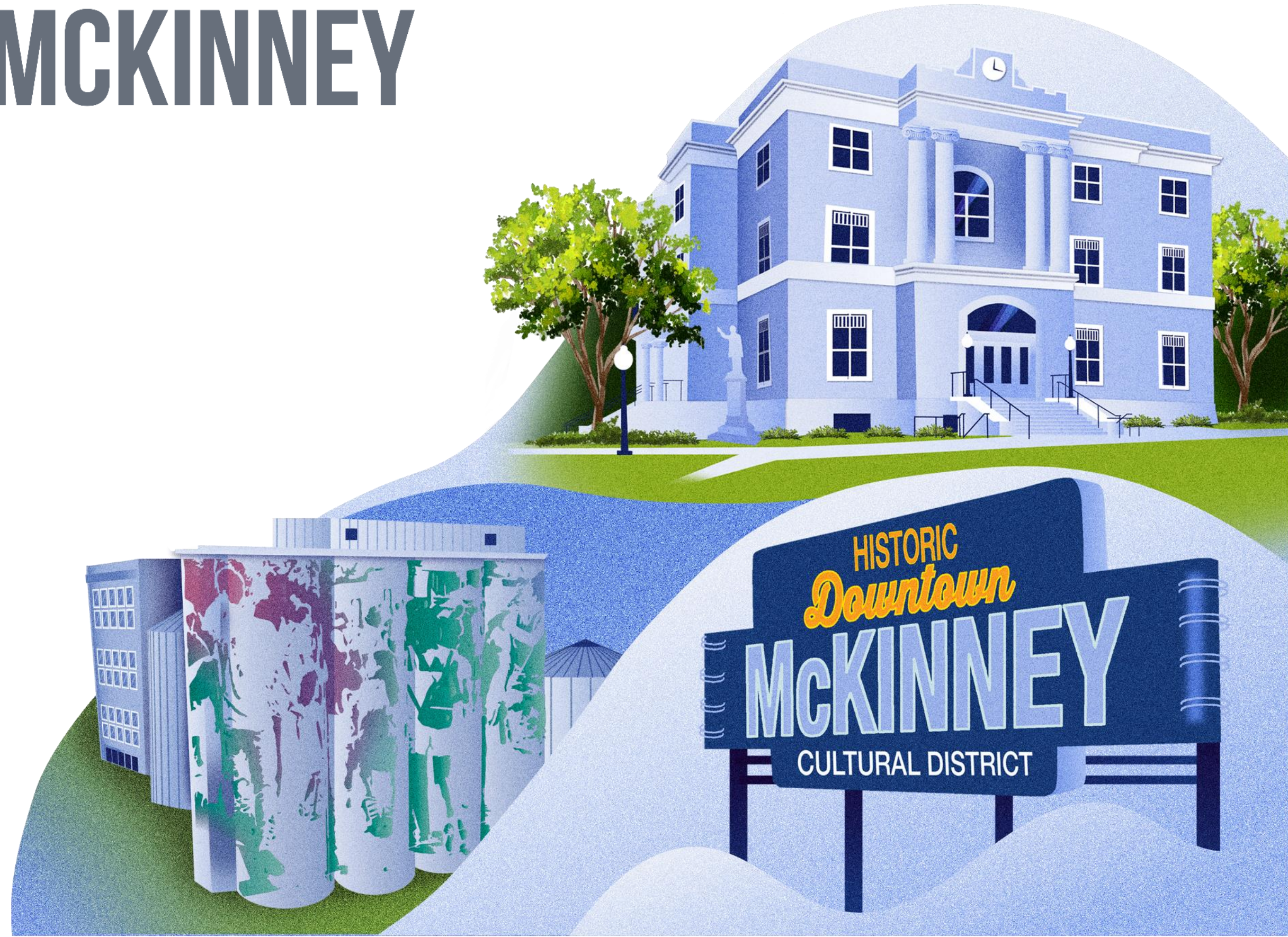
We syndicate deals with local investment organizations to bridge fundraising gaps.

Most notably:
North Texas Angel Network
EAGLE Venture Fund
Plug and Play VC

PLUGANDPLAY MCKINNEY

The ultimate innovation
platform.

pnptc.com/mckinney



Our innovation platform



ACCELERATOR PROGRAMS

We run multiple industry-specific innovation programs in **over 50** cities globally.



CORPORATE INNOVATION

We supercharge the innovation of **over 500** industry-leading corporations by keeping them at the forefront of industry trends.



VENTURE CAPITAL

We invest in **over 250** companies a year alongside the world's best VCs.

Our Global Reach



AMERICAS

- | | |
|----------------|--------------|
| Silicon Valley | North Dakota |
| Headquarters | NeoCity |
| Alberta | NW Arkansas |
| Arizona | Orlando |
| Chicago | Savannah |
| Cedar Park | São Paulo |
| Cleveland | Topeka |
| Detroit | Toronto |
| Frisco | Warsaw |
| Los Angeles | |
| McKinney | |

EMEA

- | | |
|--------------|----------------|
| Abu Dhabi | Malta |
| Amsterdam | Milan |
| Antwerp | Modena |
| Barcelona | Munich |
| Basel | Paris |
| Ben Guerir | Saudi Arabia |
| Cairo | Stuttgart |
| Frankfurt | Turin |
| Gothenburg | United Kingdom |
| Hamburg | Valencia |
| Istanbul | Vienna |
| Johannesburg | Vilnius |
| Madrid | |

APAC

- | | |
|--------------|------------|
| Bangkok | Singapore |
| Beijing | Tokyo |
| Jakarta | Uzbekistan |
| Kyoto | Wuhan |
| Kuala Lumpur | Wuxi |
| Nanjing | |
| Osaka | |
| Seoul | |
| Shanghai | |
| Shenzhen | |

PLUGANDPLAY MCKINNEY

Celebrating 1 Year of Innovation Partnerships

It's been an incredible first year of Plug and Play McKinney. We've witnessed remarkable engagement from the startup community, and forged meaningful relationships with our corporate partners, local community and ecosystem allies. We've already seen promising partnerships between our partners and startups and are excited to accelerate our efforts to nurture open innovation across the state.

2024
Year Founded

43
Startups
Accelerated

272
Startup
Introductions

38
Events

61
Workshops/
Webinars

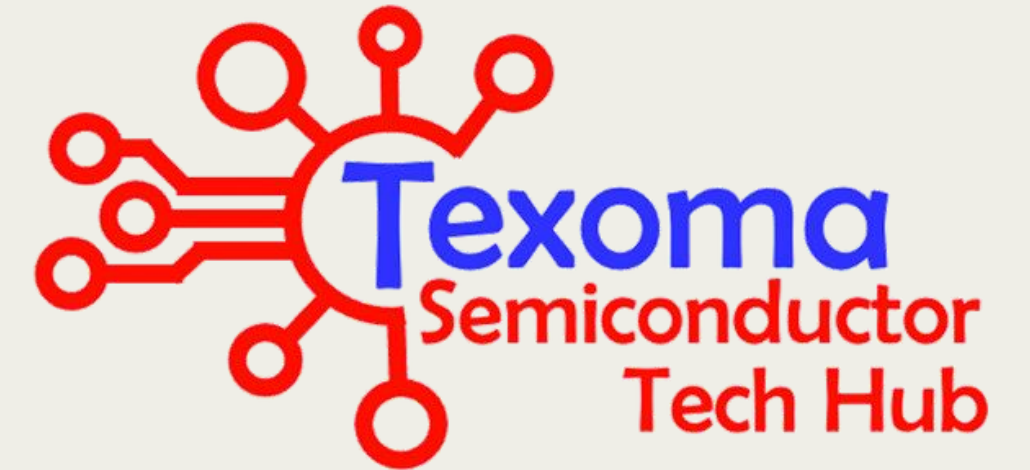
20
Office Hours

33
Pitch Events

\$300K
Raised by Startups

ENTERPRISE & AI **FINTECH**

ECOSYSTEM PARTNERS



EAGLE

Venture
Fund



BUILDING THE COMMUNITY



Quarterly

Networking Oriented

Bringing together the
members of the DFW
ecosystem

Corporate Sponsorship
Opportunities Available



Monthly

McKinney Founders
Only

CEO Roundtable

Bring together a group
of peers to share
resources and advice



Monthly Enterprise &
AI Coffee Connect

Selection Day

Semi-Annual Expo

Attracting outside
capital and resources
to DFW

McKinney Economic Development Corporation

Innovation Fund

Appendix

TIMELINE

1) Apply to the Innovation Fund

~60 Minutes

2) Complete Due Diligence

2 to 3 months

3) Receive Approval from the MEDC

2 to 3 weeks

4) Secure a McKinney office

2 weeks

5) Receive First Grant Advance

Up to 50% of the Innovation Fund award