



GEEKDOM IMPACT REPORT

2011 - 2016





ECOSYSTEMS CREATE ENTREPRENEURS AND **GEEKDOM** IS THE CENTER OF THE ECOSYSTEM.

BILL SCHLEY - BrandTeam Six Co-founder, NYT Best-selling Author, Brand Expert



geekdom

Our mission is to create a San Antonio ecosystem
where the next 10,000 tech jobs will be born.

LETTER FROM THE CEO

LORENZO GOMEZ, III



**THERE IS NO GREATER FORM OF
PHILANTHROPY THAN FOR SOMEONE TO
CREATE A JOB FOR ANOTHER PERSON. IN THAT
SENSE OUR COMPANIES ARE SOME OF THE
GREATEST PHILANTHROPISTS THE CITY OF
SAN ANTONIO HAS EVER SEEN.**



Dear Community:

In 2011, Graham Weston and Nick Longo were on a plane coming back from a national coworking tour. They hit every major and minor coworking space they could find at the time to learn and take notes. They came back to San Antonio with two things etched in granite.

First, the coworking space they were about to create would be 'collaborative' before all else. Most places were just spaces you could rent a desk or office or pop open your laptop and work. This would be a place where entrepreneurs could wrestle with their fears and doubts and truly build special things working together.

Second, Graham and Nick knew they would need a great name for their space. "Geekdom," was Nick's instant response. There was no pause or doubt, just the knowledge that they would build a kingdom where Geeks could congregate, learn, and build awesome things together.

The building they chose for Geekdom was very significant. The Weston Centre at 112 East Pecan has a rich technology history that will one day warrant a historical marker outside the building. This was the birthplace of Rackspace in 1999, and when Rackspace outgrew their 6th floor space, they moved out and turned that floor into their main production data center. Several years later, one of Rackspace's investors, Sequoia Capital, called Graham and said they had just funded a new startup called YouTube and needed to put up 10 servers overnight. That night, the first servers of newly funded YouTube came online inside the Weston Centre.

Fast-forward to 2011, when Geekdom opened its doors and tech magic happened once again. The next generation of companies stepped into the Weston Centre and began their journey. Some of these included Parlevel Systems, Codeup, Grok, Merge VR, The Rivard Report, Promoter.io and HelpSocial.

Five years later, the time has come for us to take a pause from our ecosystem work and tally the scorecard. What have we all accomplished together? How many jobs have we created? How much funding has been raised? These are questions I get asked often by reporters and people who come to learn from what we have built together. The report that follows is Geekdom's way of presenting the exciting answers to those questions and more.

Not only did we outgrow the Weston Centre, take over the Rand Building and fill it with tech companies, but we also kicked off an urban renaissance that will transform San Antonio's downtown into a tech hub for decades to come.

This report is something that I am immensely proud of because it was a team effort. Geekdom does not create jobs or raise money; we make sure the soda machine is full and that we are here to serve our members in any way we can. Sometimes that means walking one member over to another member and saying, "You two need to meet."

The companies at Geekdom have carried this place and have created the forward momentum in this ecosystem. I am convinced that there is no greater form of philanthropy than for someone to create a job for another person. In that sense our companies are some of the greatest philanthropists the city of San Antonio has ever seen.

The ecosystem that has emerged along Houston St. is for us —men, women, young, old, veteran, disabled, and more. Many of the companies in this report were started by people who grew up in San Antonio or graduated from a San Antonio university. We are proud that our tech scene is a place for people of all backgrounds.

Now that we're at the Geekdom five-year mark, I'm grateful for the vision that Graham Weston and Nick Longo gave us. And I know that the next five years will be the ones in which the rest of America and the world get on a plane to come to study us. We will soon be on the list of must-see coworking spots for those who wish to kickstart their cities' startup ecosystems. They will look at this report and know that we have been pretty busy for the last half decade.

I hope you enjoy Geekdom as much as I have.

Lorenzo Gomez, III



GEEKDOM'S MAJOR MILESTONES

-
- 2011**
 - Jun:** Plane ride talk with Nick Longo & Graham Weston, discussing the idea of Geekdom
 - Nov:** Geekdom sign hung at Weston Centre, 11th Floor
First meetup held
First employee hired
 - 2012**
 - Feb:** First 3-Day Startup hosted at Geekdom
First Techstars Cloud class launches
 - Jun:** Geekdom Fund launches
 - 2013**
 - Mar:** Geekdom expands to the 10th floor of the Weston Centre
Weston Urban purchases the Rand Building
 - Apr:** Renovations on the Rand's 7th floor begin as the future home of Geekdom
 - 2014**
 - Apr:** Geekdom moves into the 7th floor of the Rand Building
 - Nov:** Geekdom expands to the 6th floor of the Rand Building
 - Dec:** Rackspace Open Cloud Academy moves to the Rand Building
 - 2015**
 - Jan:** Geekdom Event Centre, 131 Soledad, officially opens for business
 - Mar:** Renovations of the Rand Building completed
 - Nov:** Geekdom expands to the 8th floor of the Rand Building, along with Techstars Cloud
 - Dec:** Geekdom surpasses 750 members
 - 2016**
 - Jul:** Build Sec Foundry moves in the Rand Building
 - Oct:** Geekdom surpasses 1000 members
 - Nov:** Google Fiber moves in; the Rand Building is officially full

“

**WE'LL MEASURE SUCCESS THROUGH THE IMPACT
WE SEE IN THE CITY A DECADE FROM NOW.**

GRAHAM WESTON - *Interview with Fast Company, September 2012*

”

Geekdom provides a collaborative workspace where community entrepreneurs gather to give insight, provide mentorship, and lend support to one another.

5

YEARS
IN OPERATION

1,200⁺

CURRENT
MEMBERS

500⁺

CURRENT COMMUNITY
COMPANIES

8,000⁺

MEETINGS HELD
IN 2016

500⁺

EVENTS HELD
PER YEAR

40⁺

TOURS GIVEN
PER MONTH

1.74M

CUPS OF COFFEE
CONSUMED SINCE INCEPTION

40,924

SQUARE FEET OF OFFICE
AND EVENT SPACE

Geekdom's push to develop a new entrepreneurial environment in San Antonio in 2011, has resulted in a robust community of tech groups, accelerators and educational programs that exist today.

800⁺

PARTICIPANTS HAVE GONE
THROUGH 3DS

\$246.6M

TOTAL RAISED FROM
TECHSTARS CLOUD COMPANIES



A community partnership that is dedicated to enriching the tech ecosystem, which produces new jobs and generating millions in economic impact.



Providing a space for expert tech mentors to help companies build cloud infrastructure, developer platforms, and other tech products and services.



A 72 hour learning-by-doing educational cooperative that works to help entrepreneurs successfully bring their ideas into action.



In an effort to continue to bring new talent into the ecosystem, Geekdom partnered with Trinity University to find students to work as summer interns for local startups.



Supporting UTSA faculty, students, and surrounding business to create new technology-based ventures, enriching the local entrepreneurial community.



Providing two years of on-the-job training to intellectually-driven college graduates who learn the ins-and-outs of entrepreneurship and building a business.

ALSO IN
PARTNERSHIP
WITH:



CITY OF SAN ANTONIO
ECONOMIC DEVELOPMENT
DEPARTMENT



COMMUNITY ACCOMPLISHMENTS



AWARDS & ACCOLADES



In our opinion, substance is always more important than flash. Even then, it's flattering when hard work earns the attention of media nationally and locally. Our members and community companies have turned heads to earn the spotlight over 900 times since 2011.

FAST COMPANY

BISNOW
(ALMOST) NEVER BORING

TexasMonthly

TECH TIMES

YAHOO!
NEWS

Forbes

THE WALL STREET JOURNAL. The New York Times



(scitech)^{now}

xconomy

TECH!CO

VentureBeat

SAN ANTONIO
BUSINESS JOURNAL



KENS5

FOX 29
SAN ANTONIO



San Antonio Express-News

RIVARD REPORT
Urban. Independent. All About San Antonio.

San Antonio
MAGAZINE

SILICONHILLS
TECHNOLOGY NEWS ABOUT AUSTIN AND SAN ANTONIO

LA PRENSA
San Antonio Lives Bilingual

SAN ANTONIO
CURRENT
SACURRENT.COM

1200
News Radio
WOAI



107.1 550 KTSA
STAY CONNECTED



GEEKDOM'S ECONOMIC IMPACT

Geekdom's reputation as an economic driver is backed by its community company's achievements.

\$68.8M

IN CAPITAL HAS BEEN RAISED BY COMMUNITY COMPANIES OVER A 5-YEAR PERIOD

OVER THE SAME 5-YEAR PERIOD, SAN ANTONIO INVESTORS HAVE GIVEN



\$6.2M



IN FUNDING TO COMPANIES BASED OUTSIDE OF SAN ANTONIO AND NATIONALLY

\$35.7M

COMBINED PROJECTED REVENUE GENERATED IN 2016 BY COMMUNITY COMPANIES

TOTAL REVENUE RANGING FROM LESS THAN \$50K TO MORE THAN \$1M



- GREATER THAN \$1M
- \$750K - \$1M
- \$500K - \$750K
- \$250K - \$500K
- \$150K - \$250K
- \$50K - \$150K
- LESS THAN \$50K

5

THERE HAVE BEEN 5 COMMUNITY COMPANIES THAT WERE ACQUIRED

12

COMMUNITY COMPANIES HAVE FILED 12 PATENTS



658

JOBS HAVE BEEN CREATED BY
COMMUNITY COMPANIES OVER THE
LAST 5 YEARS**

112



FUTURE HIRES ARE PROJECTED FOR
FIRST & SECOND QUARTERS OF
2017††

PERCENT OF THESE NEW
POSITIONS THAT WILL NOT
REQUIRE A
COLLEGE
DEGREE‡‡

93%

78,000⁺

CUSTOMERS AND CLIENTS HAVE BEEN
SERVED BY COMMUNITY
COMPANIES EACH YEAR



MEDIAN SALARY PAID BY
COMMUNITY COMPANIES

\$65,010

\$46,317

MEDIAN SALARY IN SAN
ANTONIO AS OF 2014

FULL TIME EMPLOYEE'S AVERAGE SALARY RANGING FROM LESS THAN \$25K TO MORE THAN \$100K















- GREATER THAN \$100K
- \$76K - \$100K
- \$51K - \$75K
- \$26K - \$50K
- LESS THAN \$25K

THE 2014 MEDIAN HOUSEHOLD INCOME IN SAN ANTONIO WAS \$46,317,
COMPARED TO NATIONAL MEDIAN HOUSEHOLD INCOME OF \$53,482.

San Antonio Economic Development Foundation¹



THE RAND BUILDING: FULL OCCUPANCY

8	Geekdom		TechStars	
7	Geekdom		Tech Bloc	
6	Geekdom		Build Sec Foundry	
5	Rackspace Open Cloud Academy			
4	Google fiber			
3	Google fiber			
2	WP Engine		Rivard Report	
			Jungle Disk	
1	Lobby & Street Level Retail			Rosella Coffee 

THE RAND BUILDING: HISTORY & FACTS

- EST. 1913 - 103 YEARS OLD
- ~ 115,000 SQ. FEET
- WOLFF & MARX DEPT. STORE 1913 - 1964
- FROST BANK 1984 - 2015
- TALLEST BUILDING IN SAN ANTONIO WHEN BUILT
- SAVED FROM DEMOLITION BY SAN ANTONIO CONSERVATION SOCIETY



GEEKDOM: THE HEART OF THE SA TECH DISTRICT



There's nothing magical about providing space and almost-unlimited coffee. The magic of the Geekdom companies and community is in the chance for people to find each other. At its most basic, this results in two people working on a side project. When that plays out over and over across the scale of the ecosystem, those collisions start to lead to real, measurable trends in ideas and companies. We've seen movement in things like hosting, renewable energy, medical technology, and hardware, with a particular momentum behind the six trends below.

GEEKDOM TRENDS

RACKSPACE CONNECTION

Companies that have some or all of their founding teams from Rackspace or use technology or services developed at Rackspace.

MEXICO CONNECTION

Bolstering companies with bi-cultural intelligence that are advancing business opportunities on both sides of the border.

CYBERSECURITY

Acting as the central hub for startups aspiring to shake up the industry with bold and integrative products and services.

SCALE FOR GROWTH

Attracting companies that desire a vibrant community with a robust talent pool, manageable overhead, and an energetic vibe.

ECOSYSTEM TRENDS

TALENT PIPELINE

Supporting educational outlets that employ innovative instruction methods for individuals who desire to be proficient in tech within months.

ACCESS TO CAPITAL

Connecting investors with startups and companies with high growth potential to build the economy of tomorrow.

GEEKDOM TREND: RACKSPACE CONNECTION



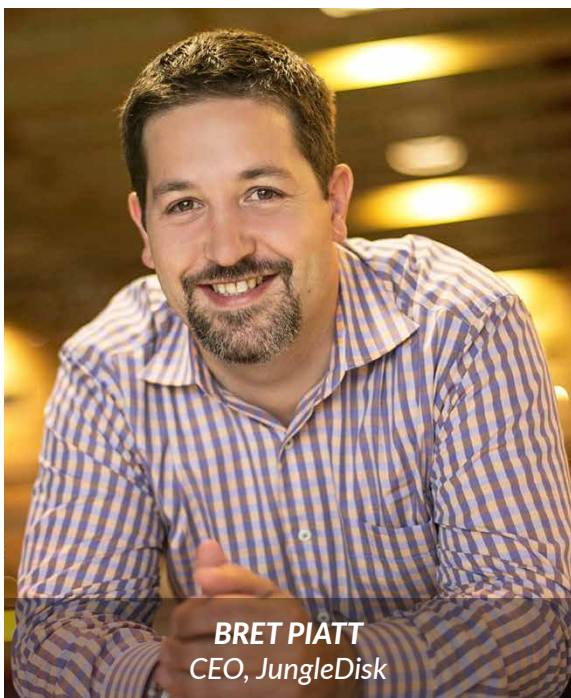
Companies that are led by or founded by former Rackspace employees and corporations utilizing technology or services developed at Rackspace.



COMPANY HIGHLIGHT



A data security company that offers cloud-based data backup and file storage to more than 25K business owners and managers globally.



BRET PIATT
CEO, JungleDisk

“

THROUGH THE GEEKDOM COMMUNITY, WE'VE DOUBLED THE SIZE OF OUR TEAM, WE HAD A MAJOR PRODUCT LAUNCH AND WE ARE GENERATING \$12 MILLION A YEAR.

”



GEEKDOM TREND: MEXICO CONNECTION

Geekdom members from Mexico who are bridging enterprising opportunities between bordering countries.

neitek_



parlevel



CodiersLink



nebulab

COMPANY HIGHLIGHT

parlevel

Provides powerful tools to help vending operators build a more powerful business, minus the challenges and hefty price tags of complex systems.



LUIS P. GONZALEZ
CEO, Parlevel Systems

“ PARLEVEL SYSTEMS DOES BUSINESS IN MEXICO AND IN NINE DIFFERENT COUNTRIES NOW. GEEKDOM HAS EMBRACED US AS PART OF A NETWORK THAT PROVIDES MENTORSHIP, FUNDING, AND SUPPORT TO CONTINUE BUILDING THE COMPANY. ”



Nurturing startups to fortify talent, jobs, and growth of the second-largest cybersecurity ecosystem in the nation.



COMPANY HIGHLIGHT



A cybersecurity incubator that provides security-product startups access to go to market and scale their business.



WILL GARRETT

Exec. Director, Build Sec Foundry

“

THE BIGGEST ADVANTAGE THAT GEEKDOM PROVIDES IS ITS ENVIRONMENT, ENABLING OUR STARTUP MEMBERS TO BE A PART OF THE ECOSYSTEM DAY-TO- DAY.

”



GEEKDOM TREND: SCALE FOR GROWTH

Companies experiencing growth are establishing branch offices in San Antonio to take advantage of the tech talent, available space downtown and to enjoy the momentum of the new tech district.



COMPANY HIGHLIGHT

 **WPengine**[®]

A managed hosting platform that powers amazing digital experiences for websites and applications built on WordPress.



NICK DAINES
VP Tech Support, WP Engine

“

WE STARTED WITH JUST FOUR IN THE SUMMER OF 2014 AND NOW WE HAVE UNDER 40 PEOPLE IN TECHNICAL SUPPORT. WE’VE GRADUATED OUT OF GEEKDOM.

”

ECOSYSTEM TREND: TALENT PIPELINE

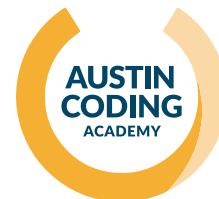


Enabling tech professionals to provide technology education in non-traditional ways to rapidly fulfill workforce demands for a new downtown tech district.



RACKSPACE
OPEN CLOUD
ACADEMY

codeup



DCI
DIGITAL CREATIVE INSTITUTE

CAST
The CENTERS for APPLIED
SCIENCE and TECHNOLOGY
Real Dreams. Real Futures.

COMPANY HIGHLIGHT

codeup

An in-person career accelerator that turns groups of non-techies into entry-level software developers using an instructor-led and immersive approach.



CODEUP MILESTONES (TO DATE)

- ✓ 3 years in business
- ✓ 16 cohorts
- ✓ 250+ students completed program
- ✓ 25% female students
- ✓ \$7.85M in new tech salaries generated
- ✓ 7 weeks average to hire
- ✓ 81% job placement in San Antonio

“

THE VAST MAJORITY OF CODEUP GRADUATES, MORE THAN 80%, ARE PLACED IN JOBS IN SAN ANTONIO. THE REMAINING STAY IN TEXAS AND FEWER END UP IN CITIES LIKE SAN FRANCISCO AND NEW YORK BECAUSE THAT WAS WHERE THEY DESIRED TO WORK. WE HAVE THE FLEXIBILITY IN OUR EMPLOYER PARTNERSHIPS TO PLACE PEOPLE WHERE THEY WANT TO BE, NOT JUST WHERE WE HAVE PARTNERS.

”



KAY JONES
CEO, Codeup



ECOSYSTEM TREND: ACCESS TO CAPITAL

Fueling startups to ensure prosperity, growth, value to the community and profit for the investor.

\$68.8M+

CAPITAL RAISED FOR GEEKDOM
COMMUNITY COMPANIES

PRE
2011

SELF-FUNDED STARTUPS
NO CONNECTION TO VCS
SLOW OR STAGNANT GROWTH

POST
2011

NEW FUNDING OPPORTUNITIES
VIBRANT VC NETWORK EMERGES
ACCELERATION DUE TO MENTORSHIP



COLE WOLLAKE
Associate, Geekdom Fund





**GEEKDOM
FUND**

A venture capital fund that invests in early stage IT startups in San Antonio, South Texas and beyond.

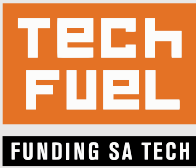
GEEKDOM FUND I

- ✓ \$25K - \$250K level of support
- ✓ \$860K to startups in San Antonio
- ✓ 80 jobs created

GEEKDOM FUND II

- ✓ \$25K - \$100K Pre-Seed through Seed stage funding
- ✓ \$250K - \$500K Seed through Series A stage funding

NEW FUNDING SOURCES





It might be easy to think that the power of a startup or small business is limited, but it's in a community of companies and entrepreneurs that we're able to amplify our impact on the city through job creation. Small businesses provide 55% of all jobs and 66% of all net new jobs since the 1970s.‡

WHAT IF...

We look at our community companies as **one large company** and take the 658 jobs they have created

THEN...

Geekdom's community would become San Antonio's **17th largest employer.**



MAJOR EMPLOYERS IN SAN ANTONIO (2015)

EMPLOYER	SECTOR	No. OF LOCAL EMPLOYEES
H-E-B	Supermarket Chain	20,000
USAA	Financial Services & Insurance	17,000
Cullen / Frost Bankers	Financial Services	3,982
Bill Miller Bar-B-Q	Fast Food Chain	3,540
Rackspace	IT Managed Hosting Solutions	3,300
CPS Energy	Utilities	3,022
Toyota Motor Manufacturing	Auto Manufacturing	2,900
Clear Channel Communications, Inc.	TV & Radio Stations	2,800
Southwest Research Institute	Applied Research	2,715
Valero Energy	Oil Refiner & Gasoline Mktg.	1,653
Harland Clarke	Check Printing	1,500
KCI	Medical Supplies	1,400
Tesoro	Oil Refiner & Petroleum Prod.	1,300
HVHC	Optical Manufacturing	1,200
Security Service Federal Credit Union	Financial Institution	1,200
SWBC	Insurance	1,200
Community Companies	Tech	658
NuStar Energy	Energy	550

Source: The 2015 Book of Lists, The San Antonio Business Journal and by contact with company representatives.

“

WE'RE ABOUT BUILDING HUMAN EQUITY - THIS IS A GRAND EXPERIMENT THAT'S LONG-TAIL.

GRAHAM WESTON - Interview with Fast Company, September 2012

”



YOUR PRESENCE IS REQUESTED

Geekdom's future and the livelihood of San Antonio's tech scene depend on **YOU!** Help build this ecosystem into something we'll all be proud of now and in the future.

SHOW UP

TAKE A TOUR, ATTEND
AN EVENT, START A
MEETUP



SHARE EXPERTISE

COLLABORATE
CONTRIBUTE
CONNECT



SPREAD THE WORD

HELP BRING ABOUT
AN EXPONENTIAL
IMPACT



geekdom



ACKNOWLEDGEMENTS



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80/20 Foundation

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Company Voice Box, LLC

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DeckSavvy

JAAKKO PIIPPONEN
Flightpath Finance

GEEKDOM STAFF

GEEKDOM MEMBERS
Past and Present

DEDICATION

ALAN WEINKRANTZ
MARCH 29, 1953 - JUNE 18, 2016

This Impact Report is dedicated in memory of Alan Weinkrantz, one of the original Geekdom members who made a lasting impression with those inside and outside the Geekdom community.

#BeHelpful

geekdom



DEFINITIONS

COMMUNITY COMPANIES

Companies past and present that either started, officed, or expanded at Geekdom.

CAPITAL RAISED

The sum of funding that community companies, with headquarters in Geekdom or San Antonio, have received from third-parties to support business development.

COMBINED PROJECTED REVENUE

The total gross revenue that community companies expect to earn in 2016.

JOBS CREATED

Full-time positions that were created and existing job vacancies that are pending.

SOURCES & FOOTNOTES:

¹fastcompany.com/3000806/how-san-antonio-startup-hub-reinventing-tech-education

²sanantonioedf.com/living/demographics/

³sba.gov/managing-business/running-business/energy-efficiency/sustainable-business-practices/small-business-trends

⁴sanantonioedf.com/business-profile/major-employers/

⁵72 community companies make up the total sum of jobs created

⁶32 community companies plan to hire 112 employees in Q1 & Q2 2017

⁷93% or 105 of those jobs available in Q1 & Q2 2017 do not require a college degree

IMPACT STUDY: DATA ANALYSIS

An internal study was conducted October 13 to November 19, 2016 to determine the economic impact Geekdom LC and its community companies have had on the tech ecosystem in San Antonio. Data collection began with the compilation of website domains for every community company, which was screened through Clearbit to validate corporate credentials. Thereafter, the data collected from Clearbit was screened through Crunchbase and Angel List to validate findings and capture other relevant information. A manual search was then conducted to determine categories relevant to Geekdom. Interviews were conducted with executive leaders of community companies that were deemed relevant to this study. Their quantitative responses were totaled and analyzed to create the findings in this report.





geekdom

COWORKING & OFFICES

110 EAST HOUSTON, 7TH FLOOR
SAN ANTONIO, TX 78205

EVENT CENTRE

131 SOLEDAD STREET
SAN ANTONIO, TX 78205