

The background of the entire image is a low-angle photograph of two skyscrapers against a blue sky with light clouds. The skyscraper on the left is a modern glass building with a blue-tinted facade. The skyscraper on the right is a white building with a distinctive perforated or lattice-like facade. The text is overlaid on this background. The logo 'HX' is at the top center in a large, white, bold, sans-serif font. Below it, the word 'HOUSTON' is written in a smaller, white, bold, sans-serif font. Underneath 'HOUSTON', the word 'EXPONENTIAL' is written in a white, sans-serif font, with a trademark symbol (TM) at the end. At the bottom, there are two horizontal bars: a dark blue one containing the tagline 'Transforming Houston through innovation and entrepreneurship' and a green one containing the tagline 'connect. attract. promote.'

HX

HOUSTON
EXPONENTIAL™

Transforming Houston
through innovation and
entrepreneurship

connect. attract. promote.

Houston Exponential is a new, dynamic organization that will serve, organize, champion and grow the local innovation ecosystem. HX will accelerate the development of Houston's innovation economy by fostering a robust ecosystem that supports high-growth, high-impact startups.

HX was created through a combination of the Greater Houston Partnership's Innovation Roundtable, Mayor Turner's Innovation and Technology Task Force, and the Houston Technology Center to bolster Houston's innovation ecosystem and drive the region to become a top 10 startup ecosystem by 2022.

We will achieve this mission by convening the ecosystem, helping to build an innovation district in Houston, attracting talent to the region and promoting Houston's image, both locally and nationally, as a vibrant, innovative economy where startups thrive.

Through the HX Venture Fund, we will generate a compelling return for investors, attract leading venture capital firms to bring their expertise and risk capital to the region, and create a key pathway for innovation and information flow between corporations, startups and innovators.

HOUSTON EXPONENTIAL™

CONNECTS

the entire innovation ecosystem convening key players, community leaders and resources in support of the organizations and entities that are working to move Houston forward.

ATTRACTS

the resources necessary to grow the innovation ecosystem, recruiting talent and venture capital to Houston.

PROMOTES

Houston as a hub for innovation, showcasing our strengths, momentum, and successes.

Businesses and individuals can support Houston Exponential through an annual sponsorship. Your contributions will receive significant recognition and appreciation from HX throughout the year.

Houston Exponential offers three levels of sponsorship. Contact us today to learn more about joining the effort to accelerate the development of Houston's innovation economy in a manner that best meets your personal and organizational goals and values. Please call 713-658-1750 for more information.

SPONSORSHIP **OPPORTUNITIES**

ANGEL

\$100,000

- Special Angel recognition
- Advisory Board
- Special access to Initiative committees
- Logo or name on HX website, marketing emails and newsletter
- HX advertising with major media, such as Houston Business Journal
- Mention at special events

DISRUPTOR

\$50,000

- Special Disruptor recognition
- Logo or name on HX website, marketing emails and newsletter
- HX advertising with major media, such as Houston Business Journal
- Mention at special events

INFLUENCER

\$25,000

- Special Influencer recognition
- Logo or name on HX website, marketing emails and newsletter

FAQs

What is the purpose of Houston Exponential?

Houston Exponential is a new, dynamic organization that will serve, organize, champion and grow the local innovation ecosystem with a focus on supporting high-growth, high-impact startups. The organization will use a well-proven model that has transformed other communities' global start-up reputation, lifting up entire innovation ecosystems.

Why now?

Houston is the fourth largest economy in the U.S., but is not ranked among the top 20 startup communities across the country by several measures including VC investment and number of startups. Other cities who have demonstrated leadership through city-wide tech collaboration strategies have seen tremendous momentum from coordinated efforts between the tech ecosystem, city leaders, and the business community.

Houston has positive momentum with a host of new Houston-based co-working spaces and accelerators including Station Houston, TMCx, UH's RED Labs, Rice's OwlSpark, JLABs, The Cannon and TRXLabs. This new density provides an incredible opportunity for Houston Exponential to accelerate Houston's innovation economy by supporting high-growth, high-impact startups.

Who can get involved?

All members of the innovation ecosystem - universities, incubators, entrepreneurs, technologists, corporations, investors, accelerators and other experts - anyone interested in getting engaged with the initiative is encouraged to get involved.

How can the community get involved?

There is role for everyone in the ecosystem. This group is about bringing together the entire ecosystem and supporting the work of all of the organizations and entities that are working to move Houston forward. Houston Exponential will host a number of forums and events designed to help everyone find a place to plug in - identifying the highest and best use of their time and efforts.

GET INVOLVED

Now is the time for Houstonians to get engaged and lend their expertise to build our innovation ecosystem.

Visit us at www.houstonexponential.com to get connected.

Twitter [@HouEX](https://twitter.com/HouEX)

Facebook [@HoustonExponential](https://www.facebook.com/HoustonExponential)

LinkedIn [linkedin.com/houstonexponential](https://www.linkedin.com/company/houstonexponential)

Instagram [@houstonexponential](https://www.instagram.com/houstonexponential)

