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When Simple-Fill successfully moves a prototype into production, that’s scale. When young firms Clarivo and MentorCQ earn industry recognition for best-in-class solutions, that’s scale. And when T-Pro Solutions signs up Kellogg’s, Welch’s, and Sargento, that’s scale.

Rev1 has supported these companies and dozens of others from concept to seed to early stage with venture services, backyard connections, and access to capital.

We’ve also been working the past several years to close the gaps in our region’s continuum of capital available to entrepreneurs.

While there is more work to do by all of us that care about the startup community, 2016 was a milestone year. Rev1 created three new investment funds, including the $22MM Rev1 Fund I and the region’s first-ever Life Sciences Fund with Nationwide Children’s Hospital.

Becoming the #1 City for Scaling Startups is patient and arduous work. It can take years.

Columbus startups are proving every day that they excel at climbing this hill by focusing on and delighting customers.

These entrepreneurs and Rev1 could not do our jobs without the support of our community, our corporate partners, and the State of Ohio through the Ohio Third Frontier.

In this report, you’ll read about the impact that our portfolio companies are having on our region, our state, and the world.

That’s the real story of how a city like Columbus becomes an internationally recognized hub of innovation and new company creation.

The impact data in this report are sourced from PitchBook, Crunchbase, PwC/CB Insights, as well as directly from the companies Rev1 Ventures supports. Rev1 Ventures’s portfolio company data are audited by an independent third-party firm. The data included are a snapshot in time, highlighting only the progress of companies supported between January 1, 2016 and December 31, 2016. This does not include the impact of companies which have successfully exited the portfolio, unless otherwise specified.
By connecting high-potential businesses with the expertise and capital they need, Rev1 helps transform Central Ohio into a region of innovation.
Healthy Roster connects parents, coaches, and student-athletes with certified athletic trainers to report injuries from youth sports quickly and on-the-spot and then receive a professional assessment via secure telemedicine consultations. Healthy Roster launched in 2016 and quickly grew athletes covered by 300 percent. Customers include Ohio’s largest hospital systems as well as health and orthopedic services in numerous other states.

WE ARE COMMITTED TO OUR PORTFOLIO

- 63% Investments are Follow-on Funding
- 11 Concept Investments
- 11 Seed Investments
- 5 Early Stage Investments
- 100%+ Average Year over Year Revenue Growth

WE PROVIDE A CAPITAL CONTINUUM

- We have a growing portfolio
- WE ARE COMMITTED TO OUR PORTFOLIO
- WE PROVIDE A CAPITAL CONTINUUM
- WE HAVE A GROWING PORTFOLIO

Clarivoy is the automotive industry’s leading provider of multi-touch sales attribution. Clarivoy’s proprietary technology allows automotive dealerships to see which marketing investments are driving the biggest return. Clarivoy’s TV Analytics was named the winner of the 2016 DrivingSales Innovation Cup Award for the Most Innovative Dealership Solution of 2016.

Updox provides web-based care coordination and customer relationship management (CRM) for health care. Updox was named to the Inc. 5000 List of America’s Fastest-Growing Companies for the second year in a row. Updox is integrated with more than 70 electronic health records (EHR) systems and serves more than 250,000 users and 54 million patients.

ORIS Intelligence helps national and international manufacturers ensure the quality, integrity, and consistency of their brands. With ORIS, manufacturers have the platform and tools to ensure pricing parity in their distribution channels. ORIS has created more than two dozen jobs in less than two years and already has 375 brands as customers.

MentorcliQ drives employee engagement, development, and retention through an award-winning mentoring approach and technology. MentorcliQ’s cloud-based solution is currently improving the workplace for 100,000+ employees. MentorcliQ and Cardinal Health were named the 2015 Excellence in Practice award-winner for coaching and mentoring by the Association for Talent Development (ATD).

T-Pro Solutions’ cloud-based, predictive analytics SaaS solution helps Consumer Packaged Goods (CPG) manufacturers improve data-driven business decision-making about in-store promotional strategies. Over $2.5 billion in CPG trade investment runs through T-Pro each year, including leading international brands Kellogg’s, Land O’ Lakes, Welch’s, Tree Top, Ainsworth Pet Nutrition, and Sargento.

Healthy Roster connects parents, coaches, and student-athletes with certified athletic trainers to report injuries from youth sports quickly and on-the-spot and then receive a professional assessment via secure telemedicine consultations. Healthy Roster launched in 2016 and quickly grew athletes covered by 300 percent. Customers include Ohio’s largest hospital systems as well as health and orthopedic services in numerous other states.
What it takes to scale startups CBUS style

**A SMART CITY**
Columbus entrepreneurs, innovators, and the startups they create supply the “smart” behind the Smart City in Columbus’s connected, comprehensive, economic strategy.

**GROWTH CAPITAL**
The region now has $450MM in concept through early stage capital from angels, venture capitalists and the new corporate-backed $22MM Rev1 Fund I.

**PUBLIC SECTOR SUPPORT**
With the Ohio Third Frontier as the cornerstone, the engaged public sector provides support for technology-based entrepreneurial efforts.

**EXPERIENCED ADVISORS**
Nearly 100 advisors—people who have been there and done that—have donated more than 2,200 hours of advice.

**CORPORATE PARTNERS**
More than 50 Central Ohio corporations provide support; many become first customers.

**INDUSTRY EXPERTS**
Service professionals—in legal, accounting, HR, marketing, and more—support startups at the earliest stages with more than $2.4MM in reduced-fee services.

**ORGANIZED GRASSROOTS INITIATIVES**
Startup Week, Startup Weekends, BLK Hack, START Entrepreneur Giving Fund, Startup Grind, #StartupCBUS, and more connect people with great ideas to people with great experience.

**CONNECTED COMMUNITIES**
From Dublin to New Albany from Delaware County to Grove City, we collaborate to leverage our individual strengths across the entire region.

**CONNECTED RESEARCH AND TALENT**
The Columbus region is home to powerful science, technology, and research organizations, including Nationwide Children’s Hospital and The Ohio State University. The region is home to 136,000 students creating a pipeline of talent that our startups need.

**COLUMBUS SMART CITY**
U.S. Department of Transportation 2016

**Rev1 #1 VC GREAT LAKES REGION**
PitchBook 2015 & 2016

**COLUMBUS #1 SCALING STARTUPS**
Kaufman Foundation 2016

**ENTREPRENEUR SERVICES**
From market validation to experts and advisors to talent and connections to first customers, we deliver what entrepreneurs need when they need it.

**GREAT LAKES REGION**
Rev1 2015 & 2016

**PITCHBOOK**

**FOUNDATION**

**ENTREPRENEUR SERVICES**
From market validation to experts and advisors to talent and connections to first customers, we deliver what entrepreneurs need when they need it.
First and foremost, scaling is not a one-time event; it happens over several periods of growth and evolves as your business evolves. Make a commitment to understanding the core features that help your customers solve a problem and stay the course.

PAMELA SPRINGER
President & CEO
ORIS Intelligence

I started this as a technologist. As we matured as a company, I began to understand the importance of the different elements of the business plan and how it guides our progress and path forward.

HESHAM EL GAMAL, Ph.D.
Founder & CEO
Inmobly

It’s all about the talent. Go out and find those people wherever they exist. The sooner you can attract the right people to your organization to help you in any way possible—whether as an employee, a consultant, or on your advisory board—the more opportunity you have to be successful early on.

RAY SHEALY
CEO
SafeWhite

In the earliest days of your business, your customers enjoy talking about products or services that benefit their business and serve them well. Invite your customers to help tell your story. When people make a smart decision, they like to talk about it. There’s nothing more powerful for a new company than referenceable customers.

MICHAEL MORGAN
CEO
Updox

Celebrate the big and little things. Enjoy the journey. Success doesn’t always mean an IPO or an acquisition. Success might be that you challenged yourself to do something amazing that no one else has done before.

RICH WAGNER
Founder & CEO
Prevedere

The sooner you can attract the right people to your organization to help you in any way possible—whether as an employee, a consultant, or on your advisory board—the more opportunity you have to be successful early on.

ROBERT SHALWITZ, M.D.
CEO
Invirsa

Work as fast you can to preserve your space. Get help. From your friends. From the friends of your friends. From Rev1. From people, here in the region and from further afield. People do pitch in to help entrepreneurs. It’s amazing.

NATHAN HEERDT
CEO
HealthyRoster

Stay focused. There are going to be plenty of things that try to get you off course, but you have to stay focused on what you believe in—especially at the beginning. It is so important.

TIM NEWCOME
CEO, Ambassador
Software Works

When you are the most discouraged, the most despondent, and the sky is the darkest, that is the moment when great things will happen.

STEPHANIE HUGHES, Ph.D.
Co-Founder
SuperH

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RICH WAGNER
Founder & CEO
Prevedere

Customer success is the single most important aspect of your business. It’s what drives everything else. It’s what keeps customers coming back and referrals coming in. It’s what drives your growth and sustainability.

MICHAEL MORGAN
CEO
Updox

Qualities of a successful entrepreneur include resiliency, passion, focus, and ability to execute.

RICH WAGNER
Founder & CEO
Prevedere

Many entrepreneurs have no idea where to start when they start their business. They often don’t know what they’re trying to solve or how to solve it. They’re often overwhelmed by the scope of their idea and the amount of work that needs to be done.

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Inspiration and emotions were running high when i.c.stars launched at Rev1. i.c.stars gives bright, committed young adults, who likely faced bleak, boxed-in, low-income futures, the opportunity to develop advanced technical and leadership skills while earning an associate’s degree.

Diverse companies get better results. Woman and minorities represent huge markets for innovative products and services that no savvy startup wants to miss. Who better to understand and leverage these opportunities than women and minorities themselves?

BLK Hack is a platform for entrepreneurs of color, innovators, investors, and founders to connect monthly to become more involved with Central Ohio’s technology startups. The atmosphere is friendly and casual, encouraging comfortable connections between attendees who might not otherwise meet up. Rev1 provides the venue and promotion for each event.

START is the Columbus region’s first-ever entrepreneur giving fund—a new way for many entrepreneurs in our region to give back. Guided by an advisory board of top local company founders, START supports initiatives in Central Ohio that are “starting up” something special in the community.

Rev1 has an explicit focus on expanding inclusion and diversity.

Our initiatives and strategic partnerships encourage more woman and minorities to recognize and pursue entrepreneurship as a career.

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Rev1 Engaged Clients

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Companies Completing Rev1 Market Validation

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52% DIVERSITY
Rev1 Labs Residents

Bunker Labs, a national network of entrepreneurs founded by military veterans to help other veterans start and grow businesses, launched a new chapter in Columbus based at Rev1. Nationally Bunker Labs has already helped veteran-owned small businesses raise more than $16MM in funding and generate nearly $56MM in revenue.

45% DIVERSITY
Attendance at Rev1 events

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Sight4All, an Ohio State spinout based on technology invented by associate professor Melissa Bailey, O.D., Ph.D., is bringing safe, effective, and affordable improvements in vision diagnostics for licensed eye care providers.

The Eye Scan App (TESA) turns an iPhone into a tool to improve the way care providers measure refractive error and eye alignment.

Refill, Columbus’ first Bunker Labs startup, provides an app that, with the touch of a button, enables qualified customers to get beer, wine, and spirits delivered in 15 to 30 minutes. Two U.S. Air Force veterans founded Refill with a vision of making the days of driving to the store a thing of the past, with an eye toward increasing the safety of the community.

Juggle is a smartphone app created by four busy Ohio mommies as a solution to juggling childcare, pet care, and more. Juggle takes the hard work out of finding good help by connecting users to a pool of outstanding sitters, tutors, and personal assistants. The app provides seamless booking, payment, and on-demand services.

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52% DIVERSITY
Rev1 Engaged Clients

Solutions Vending International (SVI) is an automated retail technology company focused on opening new distribution channels (vending machines) for leading consumer product brands and providing cutting-edge Saas and DaaS platforms to provide relevant insights on customer behavior such as foot traffic, demographics or conversion rates. SVI was founded by Dawn Dickson, an award-winning serial entrepreneur.

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Rev1 Ventures is a venture fund that helps entrepreneurs build great companies. Combining investment capital with a unique blend of services through our startup studio, we propel innovation for startups and corporate innovation teams. Revenue inflows comprise corporate innovation contracts, investment fund management, community and partner support, returns from our investments, and the Ohio Third Frontier funding. Our expense outflows are 88 percent dedicated to startup studio services, concept funding for entrepreneurs, and the Rev1 Labs facility. In 2016, the investment profile was made up of concept, seed, and angel investment funds. Rev1 Ventures and its investment funds are annually audited by an independent firm.
Rev1 Ventures is a venture fund that helps entrepreneurs build great companies. Combining investment capital with a unique blend of services through our startup studio, we propel innovation for startups and corporate innovation teams. Our seasoned, data-driven team helps lay the foundation for scalable growth with the skills to evolve a product, sell to customers, and build the right team. Named a top VC investor in the Great Lakes Region, Rev1 manages a continuum of financial support from corporate and community partners, as well as the Ohio Third Frontier. Rev1 was named the Most Active VC in Ohio in 2016 by CB Insights. For more information, visit www.rev1ventures.com.