



Ministry of Foreign Affairs

Texas Playbook

Commissioned by the Netherlands Enterprise Agency

>> Sustainable. Agricultural. Innovative.
International.

TEXAS PLAYBOOK

For Start-Ups and Scale-Ups



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A BRIEF BACKGROUND

“Everything is bigger in Texas”

Although Texas is known for its massive size in both land and spirit, the state’s motto is “Friendship.” These two characteristics do a great job of defining the people of this great state who are always hungry for opportunity and are willing to help each other out to get there. Texas is the second largest State in the USA, with a population of 29 million and a GDP of \$1,886 billion in 2019, so it offers interesting opportunities for your company. More than 70 percent of the total population of the state lives in the aptly named Texas Triangle, which covers the region between Dallas-Fort Worth, Houston, San Antonio and Austin, and is one of the eleven [megaregions in the United States](#).

Trade between the United States and the Netherlands is hugely important for both economies. The result of this trade is 825,000 jobs created in the U.S., and Texas is the strongest trade partner with the Netherlands among the 50 states. An estimated 80,000 jobs in Texas are supported by Dutch-American investment.

Historically, Silicon Valley and Seattle have been the tech destinations for the U.S., but over the last two decades the trend has shifted towards other parts of the country. Companies that once looked at a location on either American coast as an advantage are increasingly considering the logistical and cost advantages of locating in Texas.

Why Texas?

Do you want to learn why Dutch entrepreneurs think Texas is one of the best places to run a business? [Watch the video “Why Texas”](#).

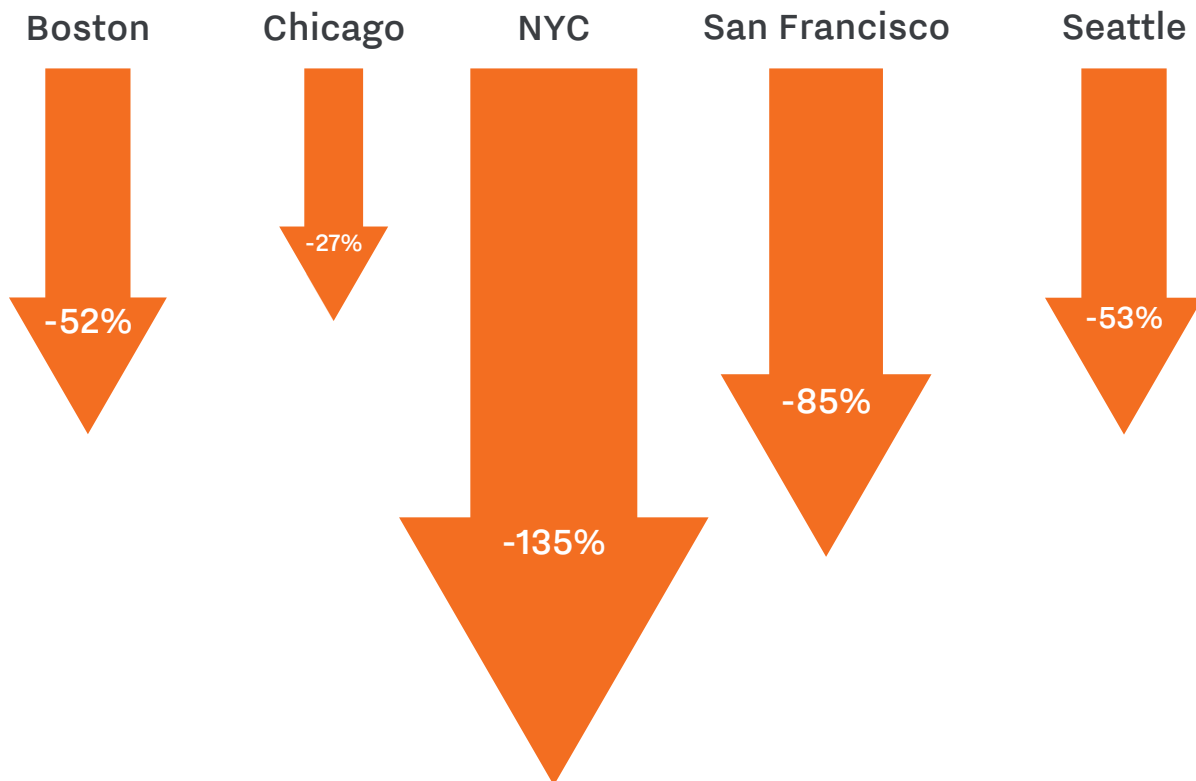


Overall Cost of living index

Some of the advantages of Texas include:

- Low cost of living compared to other tech hubs like Boston, Chicago, New York, San Francisco and Seattle.
- No personal income tax and no corporate tax.
- Mild regulations and weak unions result in lower costs to start a business in Texas. Utilities like gas, water and electricity are also relatively cheap because Texas has its own power grid, and provides its own oil and gas.
- Texas is a massive state, and because this land-richness real estate is relatively inexpensive.
- The strong economy, high quality of life, low unemployment rate, and excellent school system make Texas an attractive state to move to with your family members.

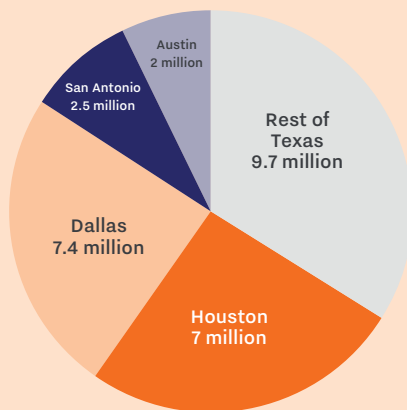
Austin compared to...



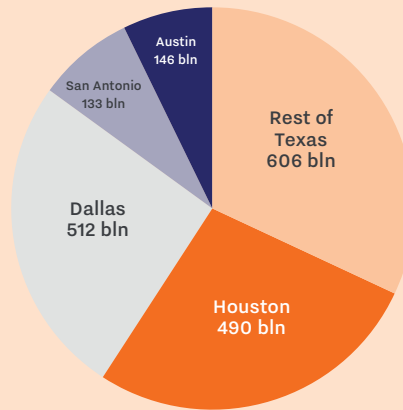
The central location of Texas is a great advantage when you want to set up your business. Startup hubs around the U.S. that are more well-known than Texas have more tax regulations and barriers to entry. These costs must be calculated into your business plan. Austin, Houston San Antonio, and Dallas are very attractive and relatively cheap alternatives to Silicon Valley, New York, Chicago or Boston. This brochure is an indispensable guide to start-ups and scale-ups in Texas.

A directory to all the business incubators in Texas organized by location and specialization.

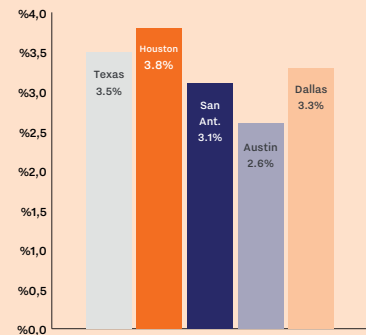
[Link](#)



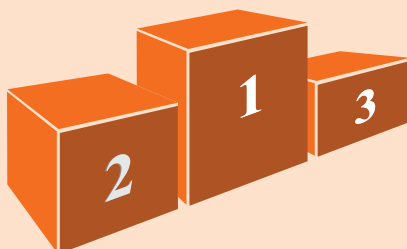
TEXAS
29 million



TEXAS
GDP \$1,887 bln



TEXAS
3.5% unemployment



Texas is:

- #1 for business, infrastructure, export leader
- #1 in Energy, Wind energy, Biodiesel
- #1 in Medical Center, Medical & Clinical Lab, Agri Sciences
- #2 High tech employment, FDI in IT

Houston is:

- #1 in Energy
- #1 in International Trade
- #1 in Medical Center

Austin is:

- #1 in Best for Start Ups and Freelancers
- #3 in R&D spending



1. HOUSTON

Houston is the largest city in Texas and is a main hub in the region. George Bush Intercontinental Airport is a hub for many direct flights to international destinations; the Houston Airport System boarded and deplaned almost 60 million passengers in 2019. The Port of Houston ranks first in the nation for water-borne tonnage, imports, export tonnage and breakbulk. It is strategically located at the Gulf of Mexico and connected with the hinterland via the largest U.S. rail and road infrastructure.

“If you can dream it, you can do it in Houston”

The entrepreneurial spirit runs deep in Houston.

“Alive with energy and rich in diversity, Houston is a dynamic mix of imagination, talent and first-class attractions that makes it a world-class city. Home to a vibrant economy, beautiful surroundings and a population full of optimism and spirit”, the city stands out.

In fact, the Kauffman Index for Entrepreneurial Activity ranked Houston among the top big cities. In the last couple of years there has been a boom in specialized organizations, such as incubators, accelerators, hackathons, demo days and meetups.

Houston has a long tradition as an energy hub; it's home to more than 4.650 energy-related firms. Not surprisingly, a good deal of start-up activity is focused on energy services and clean energy. At the same time, the wealth created by the energy business has spilled over to other areas, including education, the arts and healthcare.

[The Texas Medical Center](#) is the largest medical center in the world and a center of research and health-care ventures focusing on everything from curing cancer to improving medical advice.

It is the 4th largest urban area in the USA. Houston has a young and diverse population. The median age is only 32.9 years and one in four of the residents are foreign-born.

Houston boasts more than 40 colleges, university and institutions - offering higher education options to suit all interests. The leading economic sectors in Houston are, energy and energy services, manufacturing, logistics (Port Houston) medical services (Texas Medical Center) and technology development across these fields. The Netherlands is the 5th largest trading partner of Houston.



INHABITANTS

City of Houston	2.3 Million
Greater Houston Area	7.1 Million



UNIVERSITIES

14



AVERAGE HOURLY WAGE

\$26.20



START-UPS

1.861



TOP SECTORS

- Advanced Tech & Manufacturing
- Chemicals
- Aerospace & Aviation
- Life Science & Health
- Information Technology
- Renewable Energy

**Houston
by the
NUMBERS**

1.1 Events

NBSO Houston Events Calendar

Our NBSO Houston website includes an upcoming events calendar that is updated regularly.

[Link](#)

Houston's Start-up demo day

Come out to hear a select group of Houston's local startups come pitch their company, status and where they are headed next. Hear feedback from local mentors & entrepreneurs as they offer insight to each pitch.

[Link](#)

Houston Start-up Digest

Comparable to Eventbrite, however StartupDigest is focused on start-up events. You can subscribe to weekly overviews of future events on the website.

[Link](#)

Houston Exponential

Houston Exponential organizes several events and trainings each month for entrepreneurs and people who are interested in new opportunities within Houston's tech ecosystem.

[Link](#)

George R. Brown Convention Center Calendar

The George R. Brown Convention Center (GRB) hosts large trade shows and business forums throughout the year, which you can find in its online event calendar.

[Link](#)

Station Houston Events

One of Houston's tech-oriented coworking spaces, Station Houston, regularly hosts events with expert speakers that are open to the public to connect the startup and tech communities in Houston.

[Link](#)

Houston Lean Startup Circle Meetup

The Houston Lean Startup Circle meetup group was inspired by Eric Ries and Steve Blank to provide entrepreneurs with education on lean startup practices.

[Link](#)

City of Houston Hackathon

The Houston Hackathon is a civic hackathon to solve problems that affect the greater public—such as traffic information, voter registration, or recycling programs, just to name a few.

[Link](#)

HATCH Pitch

HATCH Pitch is competition with an integrated mentorship component. They started at SXSW interactive, and then they became an independent program and event.

[Link](#)

Open Houston

This organization promotes Houston ecosystem through events, programs, and by connecting entrepreneurs, investors, and experts.

[Link](#)

1.2 Main players

Houston Exponential

Houston Exponential (HX) is a non-profit organization created to accelerate the growth of Houston's innovation ecosystem. HX is leading the charge to turn Houston into a hub for high-growth high-potential companies by creating pathways for innovation to flow at scale. They attract and promote startups, investors, corporations, government, and universities.

[Link](#)

Impact Hub

Impact Hub Houston is a nonprofit organization that inspires, connects and empowers people working to solve social problems in the city and beyond. Impact Hub Houston designs places, platforms and programs to build an inclusive innovation ecosystem and equitably empower diverse changemakers, social entrepreneurs, and impact supporters.

[Link](#)



1.2.1 Coworking spaces and Innovation hubs

Coworking spaces and innovation hubs are valuable places for start-ups to collaborate and network while keeping overhead low. Such buildings have been booming in Houston in recent years, offering budding entrepreneurs cheap, short-term office space, a coveted downtown address, and infrastructure like IT support staff that small business couldn't afford otherwise.

One of the most important innovation hubs in the city is [Houston Exponential \(HX\)](#), that aims to make Houston one of the top innovation "ecosystems" in the country and create 10,000 new technology jobs by 2022. It's also looking to help Houston-based startups land \$2 billion in venture capital investments. HX also offers collaborative and flexible working spaces in the heart of Midtown, where entrepreneurs can



have access to multiple benefits with a high-growth environment.

In this same line, [Station Houston](#) is a true hub for Houston's tech startups and entrepreneurs. Though it opened only in 2016, it has grown quickly to include 180 startups, 350 members, and 130 mentors from the Houston community. Station goes beyond coworking by hosting regular workshops to help startups become integrated into Houston's tech community and learn the skills they need to secure their first customers. Their network of expert mentors is also invaluable to those new to the Houston community.

Other example of Houston's new economy is [Republic Square](#), located in the former ExxonMobil Chemical campus in the Energy Corridor. Plans to develop the property with office towers, a hotel, luxury apartments, shops, and restaurants got scrapped during the latest oil bust. Now the place reborn as a 35-acre coworking space and has already attracted 70 new tenants, including entrepreneurs and incubators.

Overview of coworking spaces

The Cannon

With 3 different locations in Houston, The Cannon is an innovation infrastructure provider that operates a growing network of innovation hubs for startups, entrepreneurs, investors and corporate innovators. From adviser and investor networks to educational seminars to professional networking events to co-working space, The Cannon offers a spectrum of critical resources.

[Link](#)

The Ion

The Ion is a 300,000 square-foot structure designed to bring Houston's entrepreneurial, corporate, and academic communities together into collaborative spaces and programs. The former Sears Building will support businesses at all stages of the innovation lifecycle and provide resources for Houstonians seeking to participate in the innovation economy as a part of the South Main Innovation District.

[Link](#)

Overview of coworking spaces (continued)

Wi-CO WORK

This coworking space is a completely renovated house turned shared office space, it is beautifully decorated and is full of character. The staff encourages a true coworking atmosphere with weekly happy hours and seminars.

[Link](#)

RED Labs at the University of Houston

RED Labs co working space and accelerator program gives students access to space, mentors and other resources, including unlimited coffee and ramen to launch their ideas.

[Link](#)

The Work Lodge

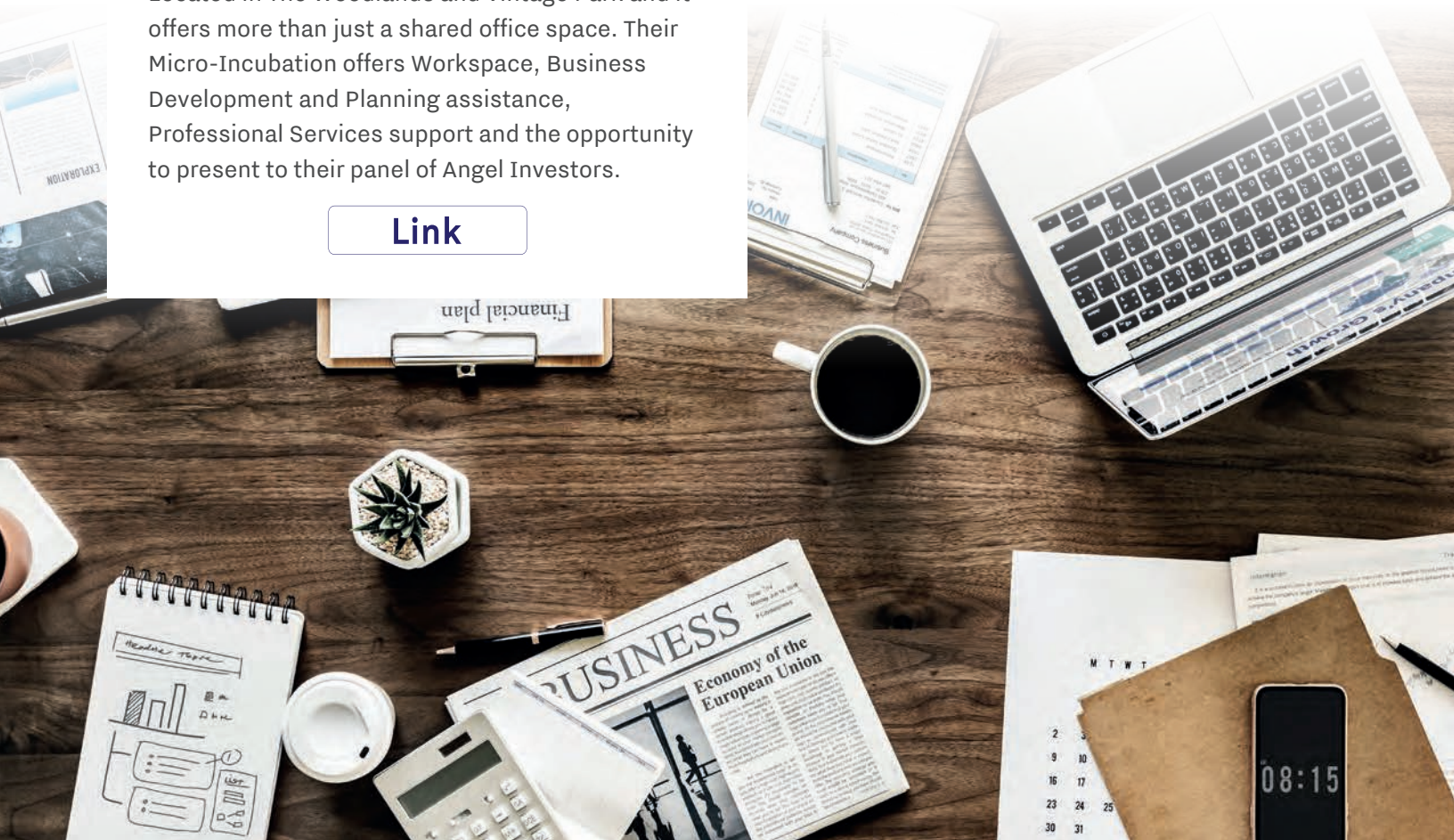
Located in The Woodlands and Vintage Park and it offers more than just a shared office space. Their Micro-Incubation offers Workspace, Business Development and Planning assistance, Professional Services support and the opportunity to present to their panel of Angel Investors.

[Link](#)

TMC3

This is a new facility in the heart of the Texas medical center that will bring 30,000 new jobs and \$5.2 billion to Houston. The new research facility will bring research and scientists from top facilities like Baylor College of Medicine, Texas A&M University Health Science Center, The University of Texas Health Science Center at Houston and The University of Texas MD Anderson Cancer Center. The massive new hub will boast 139,354 square meters of collaborative research space.

[Link](#)



1.2.2 Incubators & Accelerators



JLABS @ TMC (Johnson & Johnson Innovation)

The motto of JLABS is “giving early discovery every advantage for success.” JLABS focuses on supporting emerging pharmaceutical, medical device, consumer and digital health companies through the tenuous time between early discovery and having the necessary resources to move a product through the path to commercialization.

They give companies every tangible advantage to succeed, providing access to core research facilities hosting specialized capital equipment, educational programs, operational capabilities and a community of like-minded entrepreneurs. JLABS also provides access to Johnson & Johnson Innovation deal teams expanding opportunities for venture capital funding, as well as the deal-making, therapeutic and technology area, product development and commercialization expertise of Johnson & Johnson. Therapeutic areas of focus include oncology, immunology, neuroscience, cardiovascular and metabolism, infectious diseases and vaccines.

Jlabs can offer more resources than TMCx (including dry and wet labs), but they do have a profit objective. As a startup you’ll need to bring 6 months’ worth of profit to the table. J-labs is the bird’s eye for innovations for Johnson & Johnson.

[Link](#)

Texas Medical Center accelerator (TMCx)

The TMCx accelerator advances the development of health and medical technology companies by connecting visionary entrepreneurs to the abundant resources of the Texas Medical Center. Located in the TMC Innovation Institute, the program provides startup companies with shared workspace, a curriculum tailored to the needs of health care entrepreneurs, a variety of workshops and hands-on events and the guidance of over 120 advisors from the front lines of the industry. Companies have access to the world’s largest medical center, all without membership fees or equity sharing.

TMC is a nonprofit organization. They offer an accelerator program (TMCx) for early stage startups. They’ll provide mandatory classes on how to start a business, from a legal, medical, financial and business perspective. They also offer a Biodesign Fellowship, providing an opportunity for eight people to develop a medical novelty and test the marketability of that device.

The teams are a mixture of people with a medical (clinical), business or engineering background, there are two teams divided by their focus on either digital health or biotech.

TMC Innovation also offers an incubator program (TMCx plus) for further established start-ups.

[Link](#)

Greentown Labs

As the largest climatetech startup incubator in North America, Greentown Labs brings together startups, corporates, investors, politicians, and many others with a focus on scaling climate solutions. Through their new location in Houston, Greentown Labs aims to be the catalyst for Houston's energy transition by creating a supportive, collaborative, and inspiring community for early-stage climatetech entrepreneurs to grow their businesses.

[Link](#)

South Main Innovation District

The South Main Innovation District is centrally located at the intersection of innovation activity in Houston. The district will offer a mix of uses to create a thriving innovation ecosystem, accompanied by a diverse and inclusive public realm, that will foster technology, startups and entrepreneurship.

[Link](#)

Pumps and Pipes

Pumps and Pipes is an accelerator for innovative technology development and has various partner programs to encourage private innovation initiatives and application of space technology in areas related to the space industry, like biomedical, life sciences and the energy sector.

[Link](#)



There are many Incubators & Accelerators in Houston. They are listed below based on the sector. More information can be found when you click on the link.

University incubators

- [RED Labs at the University of Houston](#)
- [Rice Alliance for Technology and Entrepreneurship](#)
- [Small Business Development Center \(SBDC\) at the University of Houston](#)
- [3 Day Startup \(3DS\)](#)

High Tech & Energy

- [Business Technology Center \(BTC\) at Houston Business Development Inc.](#)
- [MIT Enterprise Forum Texas](#)
- [Red House Associates](#)
- [Shell Game Changer](#)
- [Station Houston](#)
- [Technology Incubator West Houston \(TIWH\)](#)
- <https://www.houstonh2o.org/>
- <http://www.accelerateh2o.org/>

Social and environmental

- [Fruition Technology Lab](#)
- [Greentown Labs](#)

Life Science & Health

- [BioHouston](#)
- [Biotechnology Commercialization Center \(BCC\) at the University of Texas Health Science Center at Houston](#)
- [Fannin Innovation Studios](#)
- [NextHIT \(Houston Health Ventures\)](#)
- [NSBRI Industry Forum \(National Space Bio-medical Research Institute\)](#)

Creative

- [Houston Arts Incubator](#)
- [TechShop](#)

Port Houston

Port Houston has a special program to support local small businesses, through its [Small Business Development Program](#) and the [Local Preference Procurement Program](#). By registering with this program, small businesses are enabled and encouraged to bid for contracts in the Port.

International trade development and trade financing programs are further available via for example the EXIM Bank, the Small Business Support Office's International Trade Agencies and the Texas District Export Councils, amongst others. Partnering with other US startups can be a great way to access these programs.

1.2.3 Crowdfunding

For both investors and entrepreneurs looking for investors, a good online platform ‘to empower business owners and everyday people to invest in one another’.

[Link](#)

1.2.4 Venture capital & Angel investors

Cannon Ventures

This investor network helps angel and institutional investors connect with promising startups and master venture investing.

[Link](#)

Mercury Fund

Mercury Fund focuses solely on seed and early-stage ventures.

[Link](#)

HX Venture Fund

HX Venture Fund links world-class corporations, technology innovation, and high-growth startups with proven venture investment talent, company-building expertise, and capital.

[Link](#)

Houston Angel Network

The largest Angel Network in the state of Texas.

[Link](#)



1.3 Online resources

Houston Start-ups List

A very convenient map of the local innovation Industry in Houston. It provides a list of the newest startups based in Houston, relevant events, coworking spaces and job advertisements.

[Link](#)

Visit Houston-Texas

A general and complete guide with useful information on Houston. From Fact and Figures, a description of the industries to events and things to do in Houston.

[Link](#)

Angels Houston

A search engine to find start-ups, start-up jobs, investors, incubators and many more related items.

[Link](#)

InnovationMap

InnovationMap is the guide of innovation in Houston within startups, tech, health, energy, social impact, and more.

[Link](#)

Houston Business Journal

The Business Journals are newspapers that report on everything business in many cities, including the four major ones in Texas. They have great resources to read about the economic climate of each city, and their events calendar highlights many corporate and networking events.

[Link](#)

Startup Houston

An online platform the get in touch with other start-ups and the possibility to discuss topics on a live chat.

[Link](#)

HTX Tech List

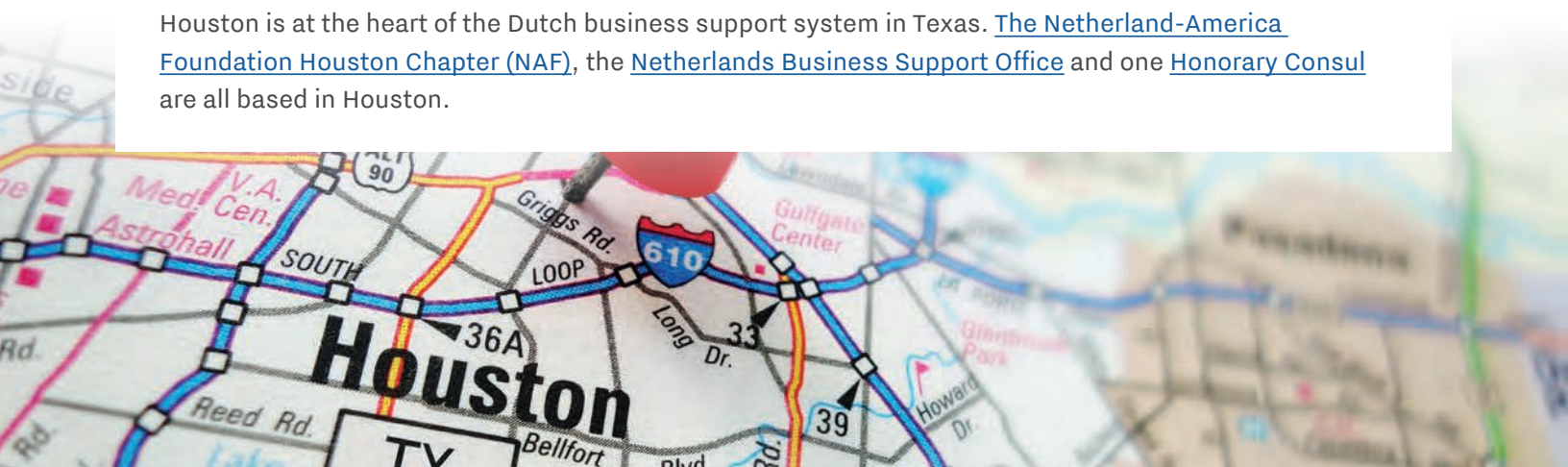
HTX TechList is the newest platform for in-depth information about Houston startups, investors, hubs, and corporations.

[Link](#)

1.4 Beyond business

The [Greater Houston Partnership \(GHP\)](#) represents Houston's business interests and is an influential (membership-based) business network. The GHP is a great source of information on local trends and the economy when considering opening shop in the greater Houston area. The GHP partnered with Accenture to create a strategic plan for Houston to be an innovation city at a world-class level.

Houston is at the heart of the Dutch business support system in Texas. [The Netherland-America Foundation Houston Chapter \(NAF\)](#), the [Netherlands Business Support Office](#) and one [Honorary Consul](#) are all based in Houston.





2. AUSTIN

“Keep Austin weird”

Austin has a vibrant, creative and entrepreneurial spirit but has kept a smaller town atmosphere. The University of Texas Campus, which is in the middle of the city, keeps the heart of the city youthful and wanting more.

Known as the land of the perpetual boom, it is a growth corridor that is expanding and attracting residents and jobs with impressive numbers, leaving the rest of the big metro areas in the United States in the dust. Austin ranks best in the country for freelancers (Nerdwallet), best for start-ups (Kaufmann index), best American city for LGBT seniors (SeniorAdvice) and is expected to double its population by 2040.

The Austin-Round Rock metropolitan area is the fourth largest in Texas. Austin’s population has a high concentration of well-educated millennials. The median age is 33. The city’s population has grown by 30.9% in the last decade.

Since 2000, employment in the Austin area has expanded by 52.3 percent. Austin’s job growth has been roughly three times that of New York, more than four times that of San Francisco, five times of Los Angeles and 10 times of Chicago. For two years in a row, Austin has taken the number one spot in the United States on the influential Kauffman start-up index with the most start-ups per capita, unseating Silicon Valley as the traditional start-up capital of the US. Following this data, roughly 555 out of every 100,000 adults in the Austin region became entrepreneurs in a given month during the last years, on average.

Furthermore, nearly eight out of 10 new entrepreneurs in the Austin area were employed at the time they created their start-ups. Lastly, Austin claims about 4.250 start-up businesses.



INHABITANTS

City of Austin	978,908
Austin-Round Rock Metropolitan Area	2.22 Million



UNIVERSITIES

11



AVERAGE HOURLY WAGE

\$26.53



START-UPS

4.259

**Austin
by the
NUMBERS**



TOP SECTORS

- Advanced Tech & Manufacturing
- Life Science & Health
- Creative Industry
- Information Technology
- Defense and Security

2.1 Events

SXSW

South by Southwest (SXSW) Interactive Festival is an annual international must-visit, showcasing emerging multimedia technologies and the growing prominence of the Texas gaming, software, and social media industries. The “Start-up Village track” brings together start-ups, entrepreneurs and investors from all over the world.

Over the last years, the event has become a launching pad for the latest innovations set to positively impact society and the environment, and serves as a place of discovery for investors, corporations, government officials, foundations and media outlets.

[Link](#)

Austin Convention Center Events Calendar

You can view a list of upcoming exhibitions in Austin via the online events calendar for the Austin Convention Center.

[Link](#)

Capital Factory Austin Events Calendar

This Austin accelerator hosts events that connect the technology community in Austin. Their online events calendar is updated regularly with events hosted by Capital Factory, as well as Meetups that use the Capital Factory space for a meeting place.

[Link](#)

Smart Cities Connect Conference & Expo

Smart Cities Connect Conference & Expo brings together over 200 Cities and their respective leadership to prospect and partner with innovative technology and service providers; linking progressive cities with state-of-the-art solutions and best practices.

Start-up Technology and Service Companies with innovative Smart City solutions can demonstrate their solutions to the global community of city leaders, other technology and solution providers, investors and innovators who are working together on the next generation of Smart City solutions.

[Link](#)

Developer Week

DeveloperWeek Austin is the largest developer event in Texas and the South, with 3,000+ application developers/engineers, developer managers & executives coming together in Austin.

[Link](#)

Austin Start-up Week

Five days of events showcasing the Austin start-up community to both locals and visitors.

[Link](#)

2.2 Main players

2.2.1 Coworking spaces

WeWork

WeWork has two locations in Austin. There are many common areas where you can find like-minded entrepreneurs. Both buildings have lounge areas and easy access to great restaurants and the city's unparalleled music scene. WeWork has offices worldwide, including in Houston and Amsterdam, and your membership allows you entry into any of their spaces.

[Link](#)

Createscape

Createscape is a coworking office space in the heart of Austin with an aesthetic design and an open-workplace environment for freelancers, start-ups, remote teams, non-profits, and small business entrepreneurs to work, collaborate and create.

[Link](#)

Overview

An overview and rating of all the available coworking spaces in Austin are at Yelp .

[Link](#)



2.2.2 Incubators & Accelerators

Capital Factory

Located right in the middle of downtown Austin, Capital Factory is the ultimate place for entrepreneurs to learn, work, and accelerate their companies. The 16th floor is an open floor plan with coworking, dedicated desks, meeting rooms, event space, a classroom and a fantastic break room. The 5th floor has private offices, dedicated desks, a game room, and a video recording studio.

Capital Factory offers a Device Lab that gives you access to a plethora of tablets, phones, and other devices for QA, research, development, expansion, and customer support. Every day there are angel investors and venture capitalist at Capital Factory. You can become part of a mentorship program. In this program a CEO (former start-up entrepreneur) will give you all the guidance you need.

Capital Factory introduces you to a great network of incubators, accelerators and venture capitalist.

[Link](#)



ATI- Clean Energy Incubator

Another well-known incubator is ATI-Clean Energy incubator, which is the longest established incubator in the US since 2001 and they are the start-up incubator of the University of Texas at Austin as part of the [IC2 Institute for the University of Texas at Austin](#).

They support university entrepreneurship and start-ups at the early stage of pre-formation funding (research grants etc.). They provide distinctive support for competitive grants, including ERC. Selected by State, Federal government as “best practices” and have raised almost \$837 million in investor capital since 2007. The ATI portfolio has provided a 3X return to investors.

ATI has a big economic impact, they have created for \$1 billion in economic value, which is more than 6,500 jobs for Austin. Five teams of the University of Texas in Austin research use ATI as a “laboratory.” ATI also teaches courses in five UT-Austin schools/colleges.

[Link](#)

Galvanize

Their campus serves as a home base to start-ups and established companies building tech-enabled innovations and has all the amenities of a coworking space, plus learning opportunities, resources, and access to the network a growing start-up needs. Galvanize Ventures offers Venture Capital. They are always looking for great early stage investments in the members and the larger community.

[Link](#)

Mass Challenge

Mass challenge currently helps companies from 5 continents, 18 countries, 12 states, and the five major Texas cities. Mass Challenge accepts start-ups from any industry from all over the Companies that apply should have raised less than \$500 thousand in equity-based funding and have less than \$1 million in sales for the previous 12 months in which they apply.

[Link](#)

More incubators & accelerators in Austin based on the sector are listed below.

Life Science & Health

- [Dreamit Ventures](#)
- [Innovation Underground](#)

High Tech

- [IBM Partnerworld – Austin and Dallas](#)
- [Tech Ranch Austin \(international\)](#)
- [TechStars \(international\)](#)

University

- [Austin Technology Incubator \(ATI\) at the University of Texas at Austin \(BIO/Health; Clean Energy; Silicon and software\)](#)
- [Jon Brumley Texas Venture Labs \(TVL\) Accelerator at the University of Texas at Austin](#)
- [Longhorn Startup lab at the University of Texas at Austin](#)
- [STAR Park at Texas State University \(in San Marcos\)](#)
- [Startup Aggieland at Texas A&M University \(in College Station\)](#)
- [Texas A&M Bioscience business accelerator \(In College Station\)](#)

General

- [Economic Growth Business Incubator \(EGBI\)](#)
- [Research Valley Innovation Center \(RVIC\) \(in College Station\)](#)
- [SKU \(FNA Incubation Station\)](#)
- [Thinktiv](#)
- [UnLtd USA](#)

Creative

- [SXSW Accelerator](#)

2.2.3 Crowdfunding

Microventures

An online platform for entrepreneurs looking for investors and investors looking for investments for both highly curated early and late stage investment opportunities.

[Link](#)



2.3 Online resources

Built in Austin

Called Austin's hub for start-ups and tech: an online platform for start-ups with start-up jobs, events, news, local start-ups and blogs.

[Link](#)

Techstars

Techstars supports new ventures, provides resources for entrepreneurs, and connects the community.

[Link](#)

2.2.4 Venture capital & Angel investors

Austin Angel Investors

Online platform to find angel investors

[Link](#)

Central Texas Angel network (CTAN)

CTAN is the most active single-chapter angel group in North America and a significant source of early-stage capital to entrepreneurs from Texas and beyond.

[Link](#)

Austin Ventures

Investment focus: early and later stage information technology or non-technology companies in Texas and the Southwest.

[Link](#)

Mercury Fund

Mercury Fund focuses solely on seed and early-stage ventures.

[Link](#)

Unorthodox Ventures

Unorthodox Ventures partners with relevant founders, providing capital and expertise to build companies faster.

[Link](#)

Austin Business Journal

The Business Journals are newspapers that report on everything business in many cities, including the four major ones in Texas. They have great resources to read about the economic climate of each city, and their events calendar highlights many corporate and networking events.

[Link](#)

Pecan street

Headquartered at The University of Texas at Austin, Pecan Street Inc. is a research and development organization focused on developing and testing advanced technology, business model and customer behavior surrounding advanced energy management systems.

[Link](#)

2.4 Beyond business

The [Netherlands Business Support Office](#) Texas supports Dutch companies looking for business opportunities in Austin. Also, the [Greater Austin Chamber of Commerce](#) helps (new) businesses looking for opportunities in Austin. The City of Austin promotes (small) business development and has several programs to support start-ups, like [BizAid](#), BizOpen, Entrepreneur Center of Austin, Locally Austin etc. and various funding programs.

The [Austin Independent Business Alliance](#) is an organization of independent, locally owned firms in Austin and is composed of over 300 member businesses, promoting small businesses in Austin. It helps communities to launch and successfully operate “buy local” campaigns; facilitate group purchasing and marketing among local businesses, and other programs to support community enterprise.





3. SAN ANTONIO

As one of the cities with the strongest growth potential, and an attractive lifestyle, San Antonio continues to be a shining star in Texas. Located in south-central Texas, San Antonio is the 7th largest city in the United States with a population of over 2.5 million. The 16 colleges and universities in the area educate 160,000 students, providing a steady supply of skilled talent to the City's workforce of 1.2 million.

San Antonio has a long-standing military heritage, and access to top technology, medicine, aerospace, and cybersecurity assets that create a thriving business environment for the private sector. Through unprecedented partnerships between the military, academic institutions, and private research organizations, San Antonio dominates cybersecurity in Texas, and is quickly becoming a global leader in the biosciences sector.

From hundreds of small companies getting their start at local tech incubators to international organizations, businesses of all sizes thrive here. The city is home to more than 400 headquarters operations, including the financial services giant USAA; the grocery and e-commerce leader, H-E-B; the oil titan, Valero, and tech innovator, Rackspace. San Antonio is also a regional hub for global brands like Ernst & Young, Accenture, TJX, and Hulu. The city's manufacturing legacy remains strong with giants like Toyota and Boeing, building and innovating in San Antonio.

Businesses are attracted to San Antonio's low-cost of doing business, skilled workforce, central North American location with proximity to Mexico, and high quality of life. In San Antonio, you'll find a business community and a local government that provides business environment that values growth and an eagerness to assist new international businesses succeed here.

For more information on San Antonio and to explore target industries, visit the international landing page of [IBDC](#).

San Antonio by the NUMBERS



INHABITANTS

City of San Antonio	1.89 Million
Greater San Antonio Metropolitan Area	2.56 Million



UNIVERSITIES & COLLEGES

16



AVERAGE HOURLY WAGE

\$22.03



START-UPS

507



TOP SECTORS

- Cybersecurity
- Manufacturing
- Life Science & Health
- Information Technology
- Financial Services
- Food Products
- Tourism

3.1 Events

San Antonio Start-up Week

A five-day event organized by volunteers to bolster the city's start-ups. The event has educational panels, workshops and city-building events.

[Link](#)

TechBloc

TechBloc wants to secure San Antonio's future as a city rife with great companies and a thriving social scene. They organize many events throughout the year including panel discussions, job fairs and networking receptions.

[Link](#)

Geekdom Events

Geekdom is a coworking space for start-ups that also serves as an event space for meetups and other community events. You can find those events on their online calendar.

[Link](#)

Henry B. Gonzales Convention Center Calendar

The Gonzales Convention Center is one of the most important spaces for conventions and tradeshows. Their events are very general, and they update their calendar regularly.

[Link](#)

San Antonio Entrepreneurship Week

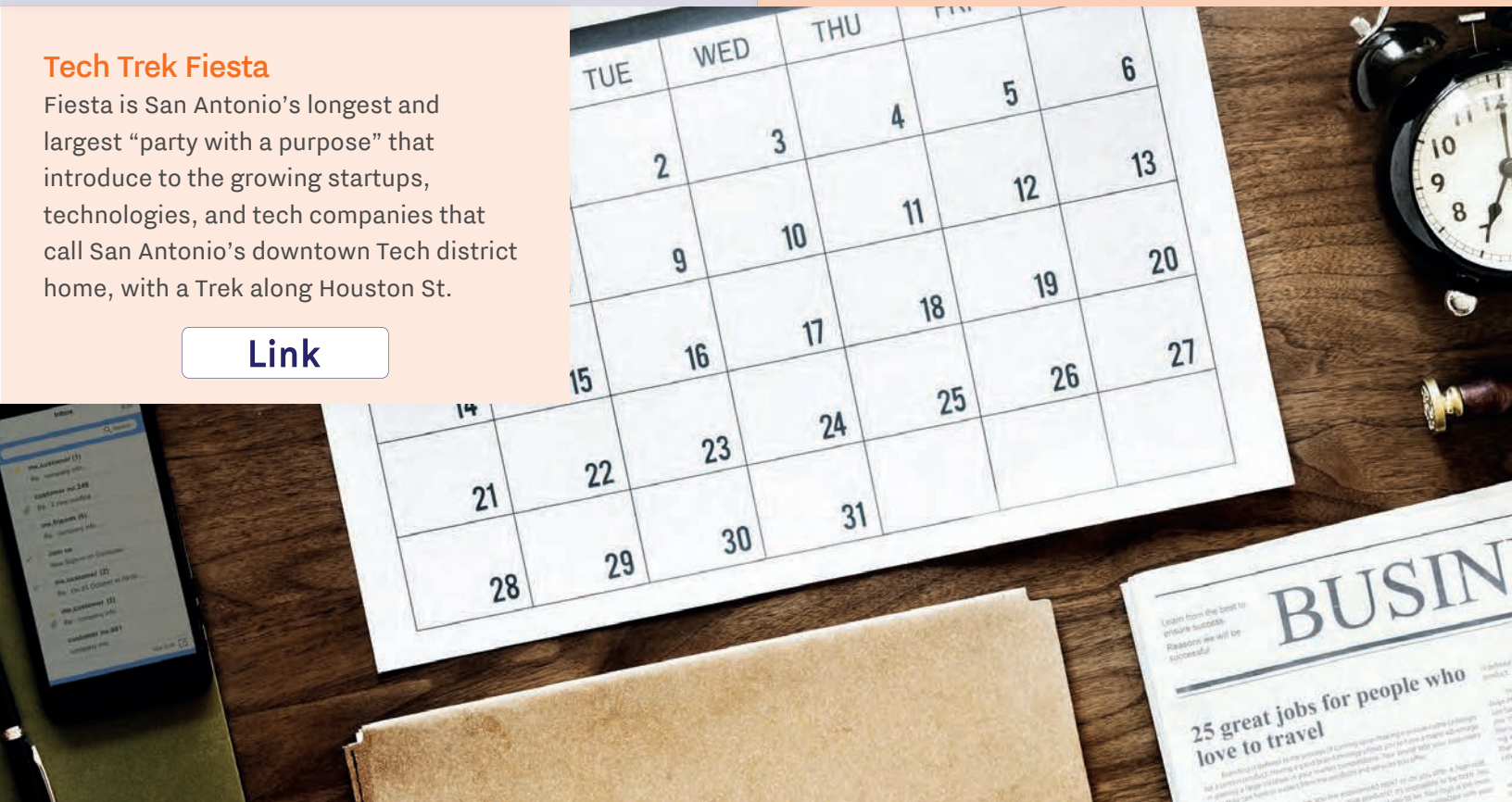
San Antonio Entrepreneurship Week is a celebration of a year of entrepreneurship in the San Antonio region. Through storytelling, perspective sharing, and community building, they ensure that entrepreneurs in the area know where to find their community.

[Link](#)

Tech Trek Fiesta

Fiesta is San Antonio's longest and largest "party with a purpose" that introduce to the growing startups, technologies, and tech companies that call San Antonio's downtown Tech district home, with a Trek along Houston St.

[Link](#)



3.2 Main players

3.2.1 Coworking spaces

Geekdom

One of the main players in the start-up scene in San Antonio is Geekdom. The organization provides a collaborative workspace where community entrepreneurs gather to give insight, provide mentorship, and lend support to one another.

[Link](#)

Cubes at the Quonset

Quonset is just a block away from “The Pearl,” a former brewer turned shopping center with restaurants and apartments along the bank of the River Walk. Work spaces range from 250 to 800 square feet, and in total accommodate up to forty members.

[Link](#)

EPI Center

EPIcenter is a dynamic place where visionary entrepreneurs, technologists and communities come together to create a brighter energy future. Leaders from around the world will come here to research, generate and promote new ideas surrounding new energy, and to engage citizens of all ages in discussions about energy transformation. EPIcenter is San Antonio’s gift to the new energy industry worldwide, as it is a local hub with global implications for the new energy economy.

[Link](#)

Venture X

Venture X is in the North of San Antonio just 15 minutes from the airport. The space welcomes companies at every stage of their development, so you’ll be interacting with a broad range of entrepreneurs. The spaces have a modern, loft design with exposed ceilings, and outdoor patio terrace, and floor-to-ceiling windows. The space also offers a centralized cafe lounge, high-speed internet, office supplies and equipment and meeting rooms.

The coworking space also hosts weekly events for its members. It already has many locations throughout Texas and plans on expanding with multiple locations in Houston and Dallas.

[Link](#)

3.2.2 Incubators & Accelerators

IBDC: Thinking globally, growing locally

The International Business Development Center (IBDC) started in 1999 as a business incubator and accelerator program providing a soft landing for foreign companies entering the U.S. market.

Today the IBDC functions as an export accelerator program for aspiring or current exporters with short-term flexible office space for companies in the program. The program facilitates a competitive entry to a new export market through customized research, planning, sales and business development services and consulting.

[Link](#)

AccelerateH2O

AccelerateH2O discovers, invests in, and promotes new and existing technologies that have potential to fill demands and needs in Texas' water technology market by addressing critical water issues, barriers, and unique opportunities.

AccelerateH2O is a non-profit organization, born out of the Texas Research & Technology Foundation in 2014, that provides open research and resources for water technology start-ups. It plans to provide a database of technical papers and patents from Texas' academic institutions and research organizations.

[Link](#)

VelocityTX

VelocityTX at its core is an innovation hub where entrepreneurs and those who are interested in startups can access the resources they need – capital, mentors, investment opportunities, subject matter experts and connection to the San Antonio Ecosystem.

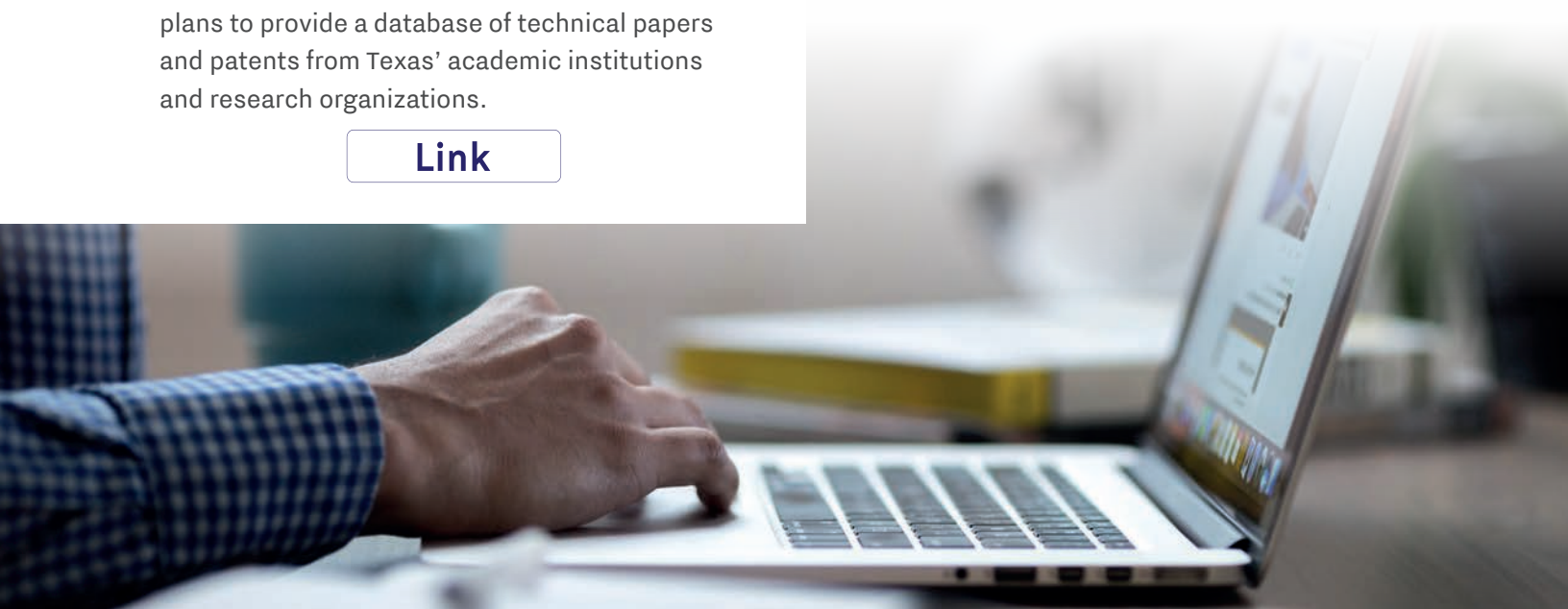
[Link](#)

RealCo

RealCo specializes in helping B2B tech start-ups with long-term support. While providing capital for its businesses, the incubator also identifies gap in your business plan and offers hands-on assistance to connect companies with seasoned experts and down-stream investors.

RealCo only takes on about 5-10 companies per year, which means your start-up would receive a lot of personalized attention while working there.

[Link](#)



3.2.3 More innovation hubs

BioMedSA

The Healthcare Bioscience Development Corporation San Antonio (BioMedSA) is a hub focused on enlarging and improving the healthcare sector in San Antonio.

[Link](#)

Build Sec Foundry

Build Sec Foundry is an incubator focused on accelerating and launching new early-stage, high-growth, product security startups.

[Link](#)

Port Innovation Center

For more than 100 years, the land that is now Port San Antonio has been a center for innovation. Today, marquee names in aero-space, manufacturing, cybersecurity, robotics and other technologically advanced industries conduct an array of projects on this large site. The Port campus is a well-established and rapidly growing national center of deep, rich technological expertise and talent.

[Link](#)

Tech Novum

The accelerator at UT Health San Antonio is intended to assist investigator entrepreneurs who wish to play a more active role in the commercialization of their UT Health San Antonio-developed inventions. TechNovum provides practical commercialization-oriented educational coaching and is designed to help investigator entrepreneurs to validate their product idea through the use of customer and market feedback, and the creation and development of a compelling commercialization story.

[Link](#)



3.2.4 Crowdfunding

Venture Health

VentureHealth provides accredited investors with access to high growth opportunities in the \$2.5 trillion healthcare sector. VentureHealth's mission is to dramatically transform clinical outcomes by capitalizing breakthrough innovations.

[Link](#)

3.2.5 Venture capital and Angel investors

InCube Ventures

InCube Ventures invests in and helps promising life science companies.

[Link](#)

Alamo Angels

AlamoAngels was founded in 2017, but their portfolio already includes 10 companies.

[Link](#)

Active Capital

Active Capital is a venture firm focused on leading seed rounds for B2B SaaS companies outside of Silicon Valley.

[Link](#)

Geekdom Funds

Geekdom Fund is a venture capital fund that invests in early-stage tech startups.

[Link](#)

3.3 Online resources

City of San Antonio-Economic Development

The Economic Development landing page leads to information about initiatives and government resources for companies and entrepreneurs.

[Link](#)

San Antonio Economic Development Foundation

The San Antonio Economic Development Foundation is a private, non-profit organization that helps companies relocate and settle in San Antonio.

[Link](#)

Startup Grind San Antonio

Start-up Grind hosts events internationally and has many local chapters. They regularly host speakers, networking events and receptions.

[Link](#)

3.4 Beyond business

The [Netherlands Business Support Office](#) Texas supports Dutch companies looking for business opportunities in San Antonio. Also, the [Economic Development Department](#) of the City of San Antonio offers great information on Economic Development and the incentives when doing business in San Antonio.

The [San Antonio Economic Development Foundation](#) (SAEDF) is a private, nonprofit organization that assists businesses and industries locate and expand into the San Antonio area. SAEDF is supported by its partners (City of San Antonio, Bexar County, CPS Energy, SAWS) and more than 165 Board Members. Since 1975, SAEDF has assisted over 450 companies with their location and/or expansion plans.





4. DALLAS - FORT WORTH

Dallas has one of the strongest economies in the country. Its proximity to Fort Worth makes it a booming metroplex, and the cities are often named together. The Dallas/Fort Worth International Airport is one of the largest and busiest airports in the world; the region has become a major inland port in addition to its successful economy.

Out of the four major cities in Texas, Dallas might be the most typically Texan. It is home to the [State Fair of Texas](#), which lasts for 24 days celebrating everything about the Lone Star State while promoting agriculture and education.

With professional teams in American Football, Basketball, Baseball, Soccer and Hockey, the city is also a great destination for sports. Additionally, Dallas has made a name for itself in the fine arts world with the Dallas Museum of Art and many galleries throughout town.

Although they are often paired together as the same city, Fort Worth has its own identity and business culture as well. And the proximity to Dallas does make the metroplex a great way to access millions of hard-working Texans. Fort Worth has four great universities and is home to some of the nation's top companies, such as Pier One Imports and Acme Brick.

There are 24 Fortune 500 companies in Dallas and the surrounding areas including Exxon Mobil, AT&T, American Airlines Group, and Energy Transfer, which are all in the top 100.

Dallas-Fort Worth by the NUMBERS



INHABITANTS

City of Dallas
Dallas-Fort Worth

1.3 Million
7.4 Million



UNIVERSITIES

33



AVERAGE HOURLY WAGE

\$25.87



START-UPS

2.336



TOP SECTORS

- Aerospace & Aviation
- Information Technology
- Financial Services
- Energy
- Life Science & Health
- Transportation & Logistics
- Food Processing

4.1 Events

Dallas Start-up Week

Dallas Start-up Week is a free five-day event in downtown Dallas where start-ups go to find mentoring and partnerships. The event is presented by Techstars and sponsored by Chase for Business.

[Link](#)

Venture Dallas conference

The Venture Dallas conference convenes innovators and business around the nation who want to experience the forces propelling Dallas-Fort Worth as a premier hub of innovation.

[Link](#)

Dallas Regional Chamber

The Dallas Chamber regularly hosts economic events including educational, networking, leadership, economic development, and professional events. They also have space that can be rented.

[Link](#)

Kay Bailey Hutchison Convention Center

Kay Bailey Hutchison Convention Center hosts regular conventions, gatherings and tradeshows. They update their calendar with general events regularly.

[Link](#)

Fort Worth Chamber of Commerce

The Fort Worth Chamber of Commerce hosts events with speakers, mentorship, state of the county reports and ribbon cutting ceremonies for new businesses.

[Link](#)

4.2 Main players

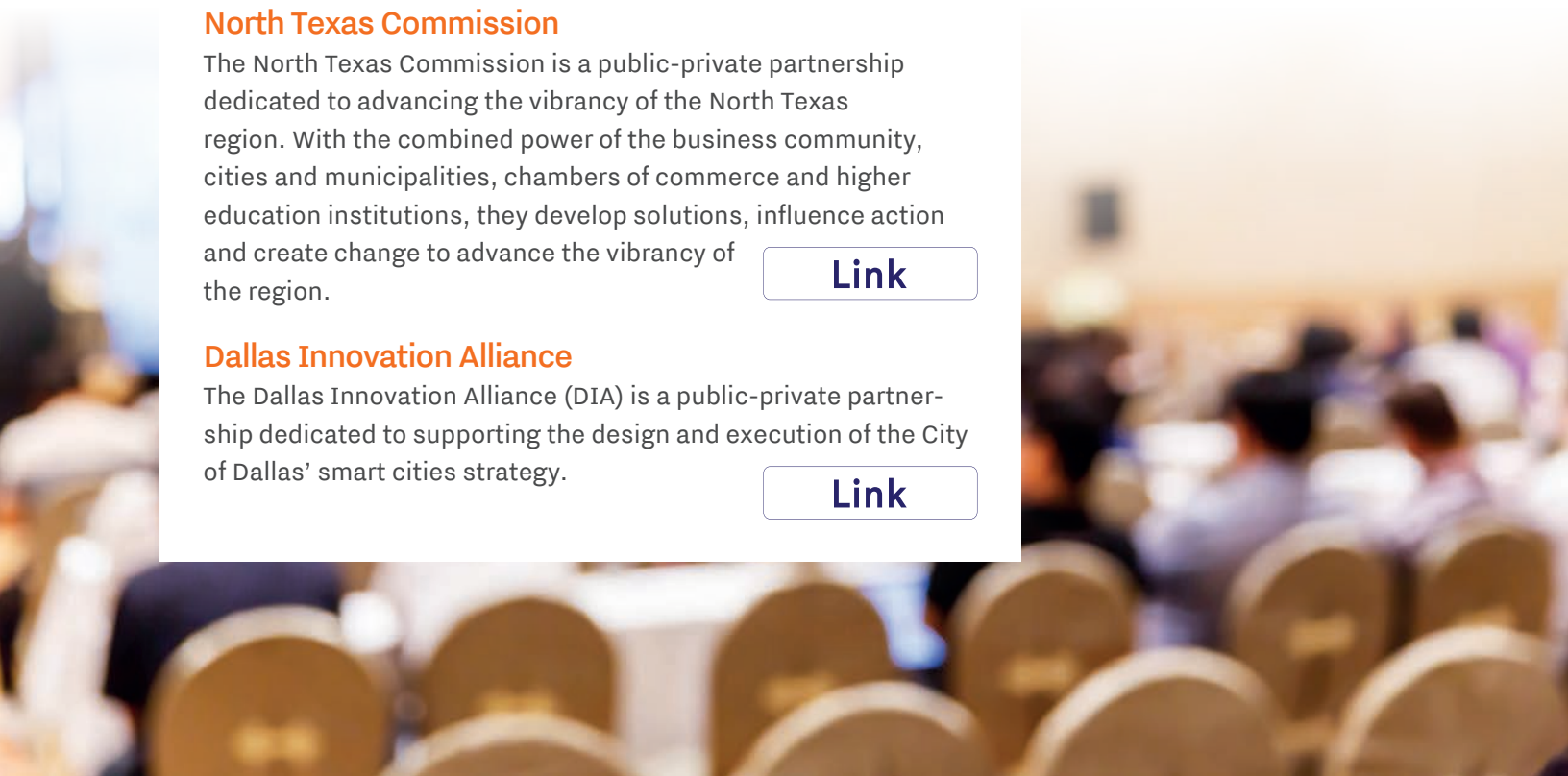
North Texas Commission

The North Texas Commission is a public-private partnership dedicated to advancing the vibrancy of the North Texas region. With the combined power of the business community, cities and municipalities, chambers of commerce and higher education institutions, they develop solutions, influence action and create change to advance the vibrancy of the region.

[Link](#)

Dallas Innovation Alliance

The Dallas Innovation Alliance (DIA) is a public-private partnership dedicated to supporting the design and execution of the City of Dallas' smart cities strategy.

[Link](#)


4.2.1 Coworking spaces

Common Desk

The Common Desk has 5 locations throughout Dallas. They focus on providing a modern experience for entrepreneurs with their onsite coffee shop, treadmill desks and many other resources and amenities for their tenants.

[Link](#)

GeniusDen

GeniusDen matches its entrepreneurs with qualified mentorship at its facility. Their focus is on early-stage growth, and they provide connections to customers, vendors and capital whenever possible.

[Link](#)

Capital Factory Dallas

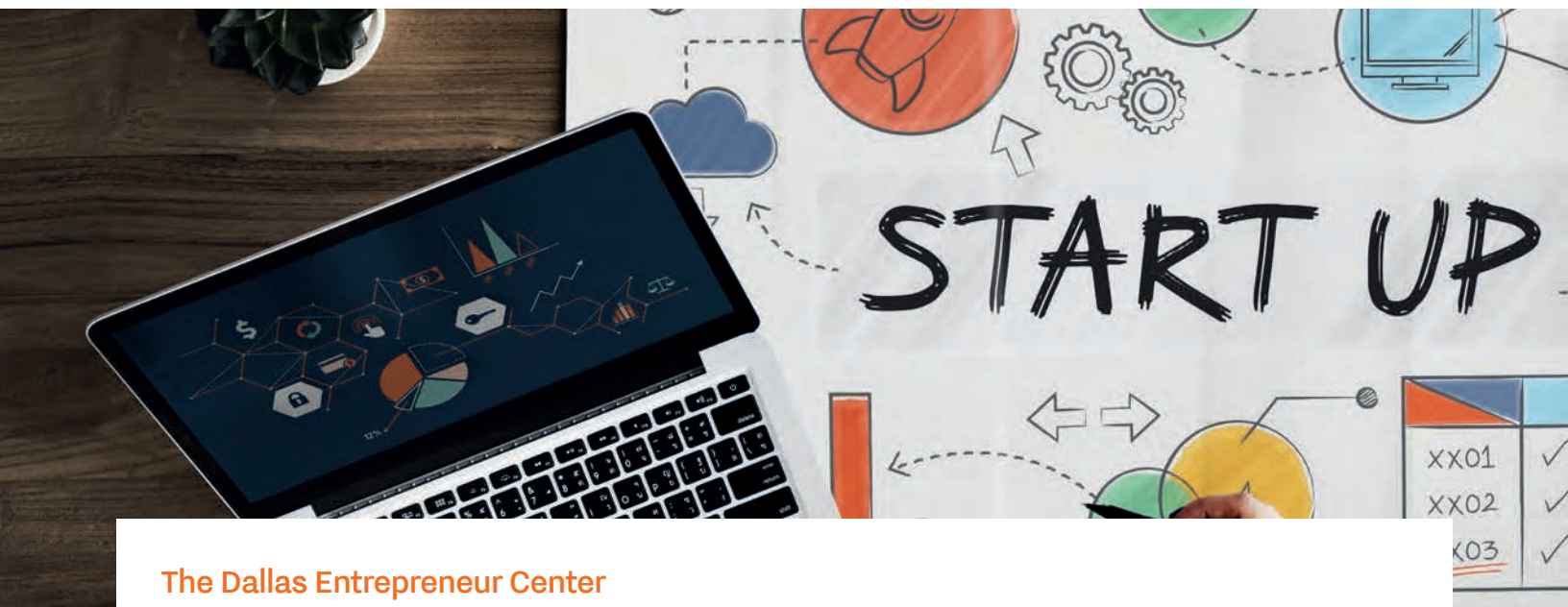
The new space is half coworking and half community space for meetups, classes and large groups. You can review their latest events here.

[Link](#)

Addison TreeHouse

The Addison TreeHouse is part of the Dallas Entrepreneur Network, and they focus on providing entrepreneurs with programming and events, mentorship and education.

[Link](#)



The Dallas Entrepreneur Center

This Center is the main player for start-ups in Dallas. It has a business support structure that focuses on stimulating job growth to boost the Dallas economy. The DEC focuses on providing services to paying members such as office spaces, high speed internet, unlimited coffee, access to the online member platform, DEC-coordinated events. Additionally, the center offers access to experts from major corporations, investment groups, academic institutions and government entities.

[Link](#)

4.2.2 Incubators & Accelerators

Innov8te

The Innov8te Smart Cities Incubator was launched in 2019 to support entrepreneurs and early-stage companies in sectors supporting urban and civic transformation. This incubator's presence in the Dallas Innovation District and Smart Cities Living Lab continues to drive a focus on smart city technology research and development for the region.

[Link](#)

TECH Fort Worth

TECH Fort Worth is a nonprofit that has been around since 1998. They focus on emerging technology companies and offer them mentorship, and coaching. They have three programs companies can join called ThinkLab, SmartStart, and FastForward.

[Link](#)

Accelerate DFW

Accelerate DFW Foundation is a non-profit organization that was formed in 1999 to create and implement programs and services that would significantly impact economic growth in Fort Worth, including incubator, startup bootcamps and courses.

[Link](#)

4.2.3 Venture capital & Angel investors

Dallas Angel Network

This is a group of angel investors seeking minority interests in small companies. Companies looking for their help should have market acceptance and be at a point where they could not grow without outside funding.

[Link](#)

Dallas Venture Partners

They invest in early-stage companies that have experienced management and disruptive technology. They focus on many industries and are particularly focused on Agriculture technology, healthcare IT, network technology, scalable mobile applications, gaming technology and web-enabled services.

[Link](#)



4.3 Online resources

The Dallas-Fort Worth Startup Ecosystem – Silicon Hills Lawyer

Silicon Hills Lawyer is a law firm and blog that helps start-ups navigate the ecosystem of venture capital, funding and anything that can be new for beginning entrepreneurs.

[Link](#)

Dallas Business Journal

The Business Journals are newspapers that report on everything business in many cities, including the four major ones in Texas. They have great resources to read about the economic climate of each city, and their events calendar highlights many corporate and networking events.

[Link](#)

Dallas Innovates

Dallas Innovates distributes relevant news, business intelligence, data, and thought-leading articles in the innovation industry. Dallas Innovates is a collaboration of the Dallas Regional Chamber and D Magazine Partners.

[Link](#)

4.4 Beyond business

The [Netherlands Business Support Office](#) Texas supports Dutch companies looking for business opportunities in the region and one [Honorary Consul](#) is based in Dallas. [The Dallas Business Resource and Information Network](#) (B.R.A.I.N) is a partnership between the City of Dallas Economic Development and the Dallas Public Library, which promotes entrepreneurial literacy among developing and established businesses.

Texas has hundreds of incubators and accelerator programs in addition to the prominent ones we listed in our guide. The full list can be found [here](#).

[Link](#)





5. ADDITIONAL RESOURCES

Small Business Administration

The Small Business Administration is an independent agency of the federal government dedicated to helping people start, build and grow their business. They help businesses with contracting, business plans, funding and have resources for anything an independent business could need.

[Link](#)

The Governor's Business and Community Development Division

The office of the Governor provides many resources for small businesses including incentives, help with licenses, robust publications and more. They even have a State Trade Expansion Program.

[Link](#)

Kick Starter

Kick Starter is an online platform where anyone can post a product or anything they've created, including movies, art and music, to receive funding from donors from around the world.

[Link](#)

REFERENCES

Economics, demographics and labor statistics

- [Office of the Texas Governor](#)
- [U.S. Bureau of Labor Statistics](#)
- [United States Census Bureau](#)
- [Statista](#)
- [PayScale](#)

Start-ups

- [Angel List](#)
- [Hackernoon](#)

Regional and local information

- [Texas Economic Development Corporation](#)
- [Greater Houston Partnership](#)
- [North Texas Commission](#)
- [Austin Chamber of Commerce](#)
- [San Antonio Economic Development Foundation](#)
- [Ewing Marion Kauffman Foundation](#)





TEXAS PLAYBOOK

For Start-Ups and Scale-Ups

This playbook is a publication made by the NBSO Texas.
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Netherlands Enterprise Agency is part of the ministry of Economic Affairs and Climate Policy.