5TH YEAR ANNIVERSARY ISSUE

IMPACT REPORT 2022

FIVE YEARS—PHENOMENAL IMPACT

nextcorps

the nextcorps community

nextcorps
forward faster

Celebrating What's *Next*

Dear Community Members,

NextCorps was 'born' on the sixth floor of the Sibley building five years ago. Now, as we reflect upon the journey that we and our partners have been on, I am filled with pride and gratitude for the positive impact we have collectively made here in our community. As you look through this detailed impact report, I hope that you will share in this pride as well.

During these years, NextCorps has had the privilege of supporting and empowering hundreds of entrepreneurs and business owners within our community. From the earliest stages of their ventures to their exceptional growth and accomplishments, we have stood by their side, providing them with the necessary resources and guidance to help them move forward faster. Our journey has taught us the immense value of partnerships. Together, we have cultivated a strong and interconnected ecosystem, bringing together entrepreneurs, investors, mentors, universities, and many more resources. This collaborative approach has been pivotal in fostering economic growth and moving our community into the future. As we look ahead to the next five years, we recognize the importance of continuously seeking the *next* opportunity and fostering the *next* connections that will help our entrepreneurs and our region flourish.

The future holds boundless promise, and we stand ready to seize the possibilities before us. Together, we can build upon the foundation we have laid, and continue to create an environment where bold ideas can be explored and transformative ventures can thrive.

I would like to express my heartfelt gratitude to the entire community for being an integral part of this journey – our staff, community partners, board members, and donors. Your enthusiasm, commitment, and collaborative spirit have been instrumental in our collective success. I am truly humbled by the dedication and passion that each of you brings to our shared mission.

Let us all embrace the *next* chapter of our collective story with renewed energy and determination. Together, we will unlock new horizons, drive economic growth, and create a future that surpasses even our boldest aspirations.

Jim Senall, President

IMPACT

Five Years. Real Progress.

The last five years of our 35-year history have been remarkable. Here's a snap shot of our collective impact since opening our new incubator for tech startups in 2018 at Sibley Square—the heart of Rochester's Innovation Zone.

2018–2022 Collective Impact

536
Companies Served

6
New Programs Launched

$562M
Funds Raised By Startup Clients

926
Jobs Created By Startup Clients

591
Projects Completed with Manufacturing Clients

4,374
Jobs Created and Retained by Manufacturing Clients

$824M
Economic Impact from Manufacturing Clients

Data is based on reported metrics from individual companies in all programs, as well as publicly available data and internal estimates.

All In.
All Positive.

The results against the goals we set five years ago in 2018 for our incubator definitively show that we delivered more than we could have imagined. That's the magic that can happen when your mission is to help innovative companies launch and grow.

5-Year Incubator Actual

148
Startups Supported

Plus

24
University of Rochester Student Startups

$27M
Funds Raised

350
Jobs Created

2,143
1:1 Mentor / EIR Meetings

621
Founders Supported at Roundtables

$900K
In Ignition Grants to 36 Companies

23,896
Attendees at Events, Workshops, and Webinars

360
Pro Bono Consulting Hours Donated

IMPACT

In 2022, NextCorps provided incubation services to 80 early-stage technology companies, along with eight University of Rochester student startups. This valuable support included mentorship, education, access to investors, and resources such as monthly office hours with expert advice on topics like market research, intellectual property, legal, accounting, banking, marketing, and fundraising.

Through their membership, NextCorps clients can also access tools that are important to setting up their business like regional grants, Amazon Web Services credits, a 90% discount on HubSpot for Startups, and Google Cloud for Startups. With benefits like these, it's not surprising that NextCorps' facility is quickly running out of startup office space due to the increasing demand for support in moving through the multiple stages of business growth.

INCUBATION SERVICES

nextcorps
INCUBATION

2022 Incubation Services Data

80
Clients

100%
Headquartered in Rochester 9-County Region

74%
Software Companies

66%
Self-Funded*

56%
Earning Revenue

44%
Minority/Woman Owned

$225K
In Ignition Grants to 9 Companies

***Figure is estimated**

Matt Foley
Managing Director, Incubation Services

Matt is a serial entrepreneur working primarily on software startups. He is the founder and CEO of FocusGroupIt, a web-based platform for capturing qualitative feedback online, and was the co-founder of PluggedIN, which was acquired in 2011 by Edelman, the world's largest independent PR firm.

POWERING

Incubation Services Companies

The art and business of serving photographers

While art defines civilization, artists often struggle to make a living. Photographers are no exception. So, three visionaries (two of them artists themselves) founded Kavyar to help photographers navigate the business world more successfully. Kavyar launched a platform where people can market their work, build their network, and connect with ideal clients. Founders Justin Kramer, Sean Charles Morris, and Nate Sarr first worked with NextCorps to help them launch the business. Since then, Kavyar's platform has grown from a few hundred users to 350,000. Kavyar connects these users to 800 media outlets and 1,000 agencies in 192 countries. The team still works closely with NextCorps through Founder Roundtables and regular Entrepreneur-in-Residence consultations.

Now that Kavyar's the primary independent publishing channel in fashion, what's next? Finding fresh ways to help users spend less time on business and more time on art. Learn more at Kavyar.com.

Capturing oral histories in the digital age

Storytelling has been part of human culture for millennia. TheirStory had a vision to continue that tradition with an audiovisual management platform, helping clients collect and catalog stories in digestible formats for long-term access. Founder Zack Ellis came to NextCorps in 2021 seeking help launching the business. NextCorps provided TheirStory with affordable workspace and helped the startup secure $25,000 in grant funding through the RG&E Ignition Grant Program. This helped accelerate product development and win early-stage customers. NextCorps' Entrepreneurs in Residence coached TheirStory on key decisions and how to build their team, while our startup events provided networking power. In fact, it was at one such event where Zack connected with his future CTO.

Today, TheirStory has secured $500,000+ in investments and attracted 70+ clients, including UCLA, AIDS Healthcare Foundation, The Strong Museum of Play, and the National Library Board of Singapore. The next chapter: Growing in the higher education and cultural heritage spaces. Follow TheirStory at TheirStory.io.

PROGRESS:

Harnessing the power of individual voices

It's a simple equation: civic engagement enhances communities. That's what Instant Input is all about. Through their platform, users can find, track, and weigh in on public projects posted by project owners such as municipalities and real estate developers. When founder Tanya Mooza Zwahlen came to NextCorps in 2021 looking for feedback, she quickly found expert advice from our Entrepreneurs in Residence. The startup also found mentorship. Product consultation. Business development. Marketing. And grant money. All at NextCorps.

Instant Input recently revamped its platform, adding more features and making it more user-friendly. With a growing team, the company's next priority is adding project types automatically so subscribers can claim them later. It's all part of engaging more fully with prospects. Which also means engaging in conversations about diversity and inclusion. Care to chat about it? Reach out to hello@instantinput.com.

Wellness with a side of chocolate

Mind racing? Inbox piling up? Work life takes a toll on wellness. And smart companies want to do something to reduce the stresses that threaten productivity. Licensed Social Worker Melissa Mueller-Douglas created MYRetreat to provide companies with employee instruction in the proven practice of mindfulness (a meditative exercise). She came to NextCorps to help confirm the demand. Working with NextCorps Incubation Services, Melissa set up interviews with 100+ HR and wellness pros. MYRetreat also tested different session formats and technology and collected more feedback. Two things Melissa learned: clients loved the soothing sound of her voice...and chocolate could lock in the learning and help them form a habit.

Since launching, MYRetreat has held wellness workshops for numerous clients nationwide, from American Express to Ronald McDonald House Charities to MIT. Up next: A Chocolate Mindfulness app to help clients reinforce their mindfulness efforts at work. Sound yummy? Read on at ChocolateMindfulness.co.

For a full list of startups using incubation services, go to pages 32-35.

IMPACT

One Impressive Portfolio.
53 Breakthrough Technologies.

Luminate continues to bring innovative companies from around the world to the Finger Lakes Region to take advantage of the rich optics, photonics, and imaging ecosystem here. In 2022, Luminate completed its five-year contract with Empire State Development (ESD). Of the 53 companies we've invested in, 93% are still in business and two have exited. With our strong track record, ESD awarded four more years of funding to NextCorps to continue this internationally recognized accelerator.

LUMINATE

nextcorps
LUMINATE

Impact to Date for Cohorts 1-5:

600+
Applicants

44
Countries

163
NY Jobs Created

36%
Qualify as MWBE

27
Women in C-Suite

$15M
Invested in 53 Companies

$195M
Additional Investment and Grants Secured

$646M
Estimated Combined Company Valuation

Sujatha Ramanujan, PhD
Managing Director, Luminate

Sujatha is a serial entrepreneur and seasoned executive with 25 years of experience in Clinical Devices and in Consumer Electronics. Sujatha has started, built, and grown three startup businesses in cardiac surgical equipment, optical communications, and nano materials.

POWERING Luminate Companies

Increasing worldwide reach to research through acquisition

For all of the advancements made in the world of neuroscience, the medical community's knowledge of the brain is still far from complete. Since 2015, Neurescence has been working to change that with its Multiscopes™, which allow optical signals from neurons to be monitored, and its flagship product, Chromatone, which enables scientists to better study the central nervous system through the simultaneous fluorescence imaging and optical stimulation of neurons in the brain and spinal cord regions.

When founder and CEO, Dr. Yasaman Soudagar, first came to Luminate in 2019, she took advantage of the accelerator's focus on optics-enabled hardware to advance Neurescence's technology roadmap. Last year, she leveraged Luminate's business expertise to successfully complete the company's high-profile acquisition by Bruker. The deal not only keeps Neurescence's team intact, but also significantly enhances the teams' mission to bring its technology to more researchers everywhere to deepen society's knowledge of how the brain's circuit network functions. Learn more at www.neurescence.com.

Improving energy efficiency with smart glass

Talk about checking every box: Andluca developed game-changing UV-solar-powered wireless smart glass that improves the energy efficiency, resiliency, and security of homes and commercial buildings. Founded by two Princeton scientists, the company won a place in NextCorps' Luminate 2021 cohort as it sought to establish a presence in the region and better understand the legacy resources available here. NextCorps helped Andluca set up an R&D space at Eastman Business Park and connected the company with local partners. Good move. Andluca has flourished amid Rochester's contract manufacturing landscape and relevant talent pool, which includes world-class chemists and engineers.

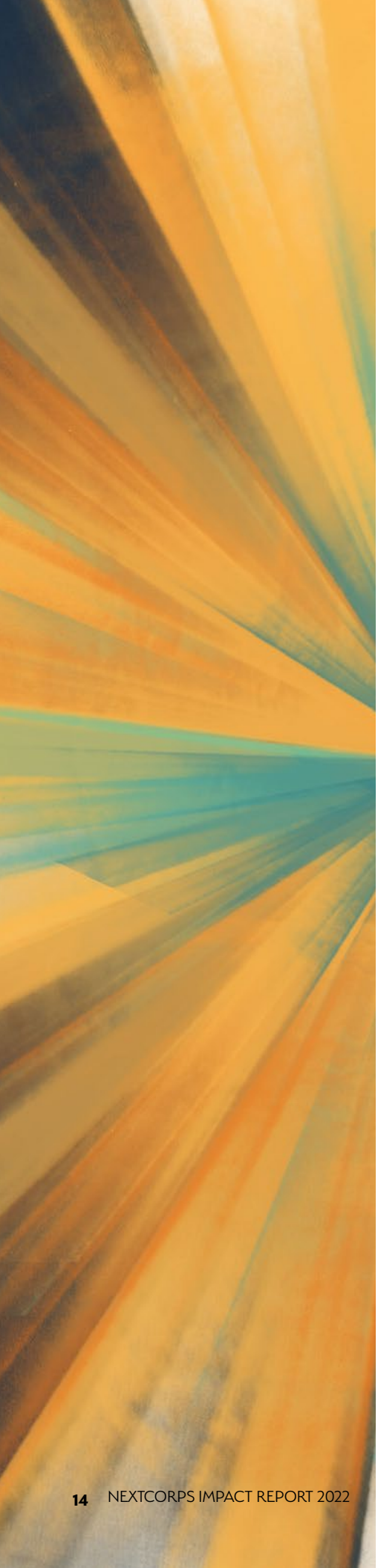
Peering through to the future, Andluca is on track to serve 90% of the architectural market by Q4 2023. Thanks to their partnership with Kodak, they now have the scalability to expand across North America and beyond. Keep an eye on this innovative team: Visit Andluca.com to subscribe to the company's newsletter, with priority access to the latest scoop.

PROGRESS:

Creating an on-ramp to safer self-driving cars

Sharing the road with cyclists and pedestrians is a chief safety concern, especially as semi-autonomous and autonomous vehicles come online. Fairport, NY-based Owl Autonomous Imaging's Monocular 3D Thermal Ranger® camera technology improves sensors to enable safer vehicle operation in all weather, day or night. Owl won a spot in Luminate in 2021 following graduation from the Silicon Catalyst accelerator program. The startup saw Rochester — with its critical mass of imaging resources and talent — as an ideal place to grow. Through coaching and connections, Luminate helped Owl mature and secure $15 million in Series A funding.

Now, with live testing that has exceeded National Highway Safety Standards, a move into larger offices, plans for up to 100+ new hires, and a debut at CES, Owl is looking to spread its wings with facilities in Silicon Valley and Santa Barbara, and plans to expand into Germany. To see the latest, check out their blog at OwlAI.us/blog.



IMPACT

Innovation with Purpose.

New innovators face so many obstacles when trying to bring ideas to market. Now starting its third cohort, Venture For ClimateTech (VFC) continues to offer founders the supportive starting place they need to validate their ideas, launch their companies, build their teams, and land their first customers. This support from NextCorps and program partner SecondMuse helped the companies attract funding from investors willing to finance the very early stages. And, it's attracted the attention of other climate tech influencers. Of the 23 companies in the first two cohorts, five have been supported by Bill Gates' Breakthrough Energy Ventures, two were selected for Department of Energy-funded fellowships at national labs, one was awarded an ARPA-E grant, and two were selected to present at the National Renewable Energy Laboratory's Industry Growth Forum in 2023.

VENTURE
For ClimateTech

VentureFor
ClimateTech

Impact to Date for Cohorts 1-2:

800+
Applications

23
Companies

$3M
Revenue Generated

$34M
Funds Raised

62
Jobs Created

39%
BIPOC Founders

60%
Women Owned

Jack Baron, Managing Director, Venture For ClimateTech

Jack is a successful entrepreneur with more than 17 years in the energy and climate tech industry. He was Co-founder and President of Sweetwater Energy, and a Co-founder of PAETEC, helping to grow the telecommunications company from launch to $2B in revenues, and through its exit and sale to Windstream.

POWERING

Venture For ClimateTech Companies

Refreshing fashion for a cleaner world

Each year, about 90 million tons of fabric are wasted. SXD technology rescues that waste through a patent-pending platform that lets the apparel industry repurpose textiles, reducing its carbon footprint and saving costs. Founder Shelly Xu came to NextCorps in 2022 shortly after incorporating her business. With Venture For ClimateTech's help, she set a plan for growth and began pursuing partners. As momentum grew, the VFC team continued connecting the startup with potential clients, legal support, and coaching. Today, SXD has expanded to five full-time staff and is engaging with engineers and designers from London to Japan. The business has completed several pilots with brands and inked early agreements.

Next up: SXD wants to help convert over one-third of the apparel industry to zero-waste designs, reduce global greenhouse gas emissions by more than two gigatons, and pioneer a roadmap for next-generation fashion design. No wonder SXD was named Top Innovative World Technology at SXSW. Follow their progress at ShellyXu.design or on Instagram at @ShellyXuDesign.

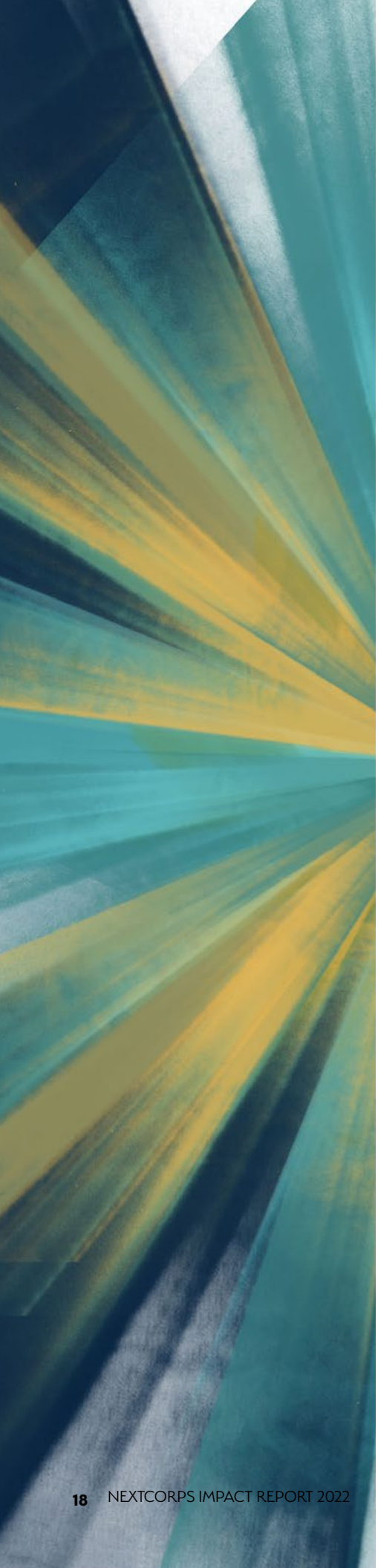
PROGRESS:

Democratizing data in a $31 trillion market

Whether it is energy or airports, no infrastructure project can get done without having bankable agreements. But there's little information on how prior projects were structured. Without a "source of truth", developers, lenders, governments, investors, and EPCs argue endlessly over what is "fair". This makes project development painful, costly, and time consuming.

Infraclear, founded in 2019 by Giridhar Srinivasan, has built an indexed repository of thousands of agreements from over 60 countries. This "Google for infrastructure" puts hard-to-find information at professionals' fingertips. It gives clients never-been-seen insights on projects' terms, pricing, and structure. It can reduce the time it takes to develop a project by 30% and reduce project costs by up to 15%.

Infraclear came to Venture for ClimateTech seeking support to raise capital. It has since secured $5.5 million in seed investment. Infraclear received marketing support, coaching on measuring GHG impact, and a $100,000 NYSERDA grant. The company has signed a distribution partnership with Refinitiv (formerly Thomson Reuters Financial), which is putting their product in front of clients around the world. Learn more at Infraclear.com.



IMPACT

Partnerships to Build On.

Since launching the Scale For ClimateTech accelerator in 2018 (originally called Hardware Scaleup and MCorps), NextCorps and its program partner SecondMuse have continued to develop the partnerships and programming critical to helping climate tech founders navigate the complexities of manufacturing. In 2022, this activity included the formal launch of learn.forclimatetech.org, which offers dozens of online educational materials for hardware development, including web-based assessment tools for advancing Manufacturing Readiness.

Program supporter NYSERDA also added $1.45M in Manufacturing Experts In Residence (MEIR) grants to address the funding gaps that are common when moving from the feasibility to scale-up stages. The grants — provided in $25,000 to $75,000 amounts — help founders complete specific manufacturing projects on their path to commercialization and to reducing greenhouse gas (GHG) emissions.

Based on the results of the program, NYSERDA awarded NextCorps and SecondMuse another contract in 2023 to continue to offer this programming to innovative climate tech companies that share the goal of reducing GHG in New York and around the world.

SCALE
For ClimateTech

ScaleFor
ClimateTech

Impact to Date for Cohorts 1-4:

2,579
Participants Engaged

35
Startups Supported

92
Projects Completed

124
Manufacturing Agreements

27,000
Units Manufactured

316
Jobs Created

$14M
Revenue Generated

$291.5M
Funds Raised

Mike Riedlinger, Managing Director, Scale For ClimateTech and Technology Commercialization

Mike has created multiple programs for NextCorps by drawing on his experiences from founding and co-founding eight startups (including one that became publicly-traded), as well as his training through the National Science Foundation iCorps Program at Stanford University.

POWERING

Scale For ClimateTech Companies

Fully charged for the future

Lithium-ion battery maker Cellec serves the defense and aerospace industries with a new technology that delivers substantial efficiency and savings to customers while preserving high performance. But they'd hit a logistical wall: To qualify to do business in their space — particularly with U.S. government agencies — Cellec needed to document their Manufacturing Readiness Level (MRL) for prospective customers.

Cellec partnered with NextCorps' Scale For ClimateTech (S4C), which provided expertise in MRL processes through mentorship, workshops, and access to the NY manufacturing ecosystem. By mastering the skill of MRL assessment, Cellec has legitimized the company with prospects and knows how to speak the industry language, enabling them to scale up manufacturing faster. S4C also supported Cellec's efforts in negotiating partner and supplier agreements.

Today, Cellec is fully energized, outgrowing its second facility. And their batteries will soon reach the next level, powering tomorrow's satellites. To catch up on the latest, visit CellecTech.com.

A cleaner clean energy breakthrough

As the world looks toward clean energy, clean-burning hydrogen fuel cells have shown promise. But developing truly "green" hydrogen has been fraught with challenges. It often requires precious metals, produces forever chemicals, and relies on a large, cumbersome device called an electrolyzer. To address this, Ecolectro founders Dr. Kristina Hugar and Dr. Gabriel Rodriguez-Calero have invented an electrolyzer that is compact, inexpensive, and eco-friendly.

Ecolectro first partnered with NextCorps in 2015 through the NEXUS-NY Cleantech Accelerator. By 2019, they were participants in Scale For ClimateTech, consulting with Entrepreneurs in Residence on how to scale up their technology to a demo-ready size. Along its journey, Ecolectro has received numerous grants and investments, and raised $4 million in capital. This includes a MEIR grant, which supported their engineering prototype development. With 10 employees, the company is now looking to hire more experts to help them further scale their business.

Next for this powerhouse: targeting industries where their technology can have the most impact on reducing greenhouse gas emissions. Share their passion for disruption? Visit Ecolectro.com.

PROGRESS:

The cleanest, greenest shower ever?

RAINSTICK

While nice long showers are refreshing, they deplete water and energy. One Canada-based startup invented a product that saves up to 80% of both. RainStick Shower's co-founders, Alisha and Sean McFetridge, have created a technology that maintains a flow rate double that of a traditional low-flow shower by cleaning and circulating the water in real time as you shower. A companion app lets users track water usage to see the environmental difference they're making.

RainStick turned to NextCorps to help refine their manufacturing roadmap in consultation with a Manufacturing Expert In Residence. The MEIR worked with the company to define their sub-assemblies, fill out their build book, redesign some of the components, and improve their testing facilities, all to ready RainStick to partner successfully with a contract manufacturer. As production proceeds, RainStick also has a Bathroom Pro program that offers installation support to industry professionals.

For fresh updates, head to RainStickShower.com.

IMPACT

Manufacturing Accelerator

NextCorps launched the Manufacturing Accelerator in 2022 to help startup companies that are developing hardware reduce the risk, waste, and cost associated with getting a product from prototype to mass production.

Funded by the National Institute of Standards and Technology (NIST) / Manufacturing Extension Partnership (MEP), this effort has resulted in curriculum and program materials that can be used by business incubators located throughout the U.S. in tandem with their regional MEP center. Participants in the accelerator perform an initial Manufacturing Readiness Level (MRL) assessment, attend educational seminars, and receive guidance from mentors and expert consultants to develop a custom Manufacturing Roadmap, along with Bill of Materials and Bill of Process documents. This enables startups to identify the projects they need to complete to advance toward production, and have more informed conversations with potential partners, including investors.

To develop and test the accelerator programming, NextCorps partnered with a number of organizations. In early 2022, it held an initial pilot with five teams from the Rochester region. Innovation Works then ran the accelerator in Pittsburgh in the fall. In April 2023, NextCorps piloted an all-virtual model with 45 startups, which are set to graduate from the program in July.

nextcorps
MANUFACTURING
ACCELERATOR

Next up, NextCorps will launch an online Product Requirements Builder and Learning Management System to make this one-of-a-kind programming available to startups across the nation.

Partners in the Manufacturing Accelerator

NEW YORK STATE OF OPPORTUNITY. Division of Science, Technology & Innovation
A Division of Empire State Development

MEP • MANUFACTURING EXTENSION PARTNERSHIP

RIT Golisano Institute for Sustainability

FUZEHUB

innovation works

alphalab gear

CATALYST CONNECTION

AMT Alliance for Manufacturing and Technology

Insyte consulting

TDO TRAIN DEVELOP OPTIMIZE
Driving Growth, Innovation and Operational Excellence

IMPACT

A Boost for Area Manufacturers.

NextCorps continues to enhance the competitiveness and bottom line of manufacturers in Rochester and the Finger Lakes Region by connecting them to local and national resources, such as funding and support that's available through NIST's Manufacturing Extension Partnership (MEP) program. The Growth Services team also works with Rochester Gas & Electric to deploy the utility's Manufacturing Accelerator Grant Program, and National Grid to deploy their Manufacturing Productivity Program, both of which provide matching grants to help manufacturers invest in productivity improvement and growth-related activities that will result in increased revenues. The efforts are paying off, with visible benefits to manufacturers and significant economic growth for our region.

GROWTH SERVICES

nextcorps
GROWTH SERVICES

Impact to Date from 2018-2022:

591
Projects Completed

227
Unique Clients

$102M
New Sales

$297M
Retained Sales

$190M
New Investment

$23M
Cost Savings

4,374
Jobs Created & Retained

$824M
Economic Impact

86.6
Net Promoter Score

Annette Brenner
Senior Business Advisor, Manufacturing
Annette has been a senior research engineer and global buyer for General Motors, graphic designer, lecturer, and has held multiple machine shop positions, from office to operations.

Mike Sisson
Senior Business Advisor, Manufacturing
Mike has over 30 years of diverse manufacturing and economic development experience with manufacturing firms in the Finger Lakes Region.

POWERING
Growth Services Companies

Precision flat optics, double-digit growth

Founded in 1964, this three-generation, family-owned company offers the largest lineup of polishing machines in North America. Their high-precision optics capabilities serve clients at every stage of development in the semiconductor, telecom, life sciences, defense, and motion picture industries. These clients often come to Sydor to ensure they receive the high quality and specifications required. When Sydor was ready to take their business further, they leveraged NextCorps' help.

Starting in 2017, Growth Services helped Sydor strengthen their business processes with lean training, in addition to providing leadership and organizational training, connecting them with grant funding to upgrade their website, and putting together a solid marketing plan to move them forward. Today, those efforts are paying off with double-digit growth in bookings and sales — 2022 was a record year! Now they're teaming up to cultivate the next generation of professionals through apprenticeships, plus 100% reimbursable education for employees in optics and photonics to keep talent and good-paying jobs here in Rochester. Check out their capabilities and online store at Sydor.com.

Integration is everything

Even for a 130-year-old company, there's always room to grow — and grow smarter. Chemical manufacturer Rochester Midland Corporation (RMC) has been in business for more than a century, employs 450, and has customers in 50 countries. In recent years, its business has enjoyed dramatic growth — a factor that was straining Midland's traditional inventory system. It was becoming unreliable. There were shortages. Backlogs.

To address this challenge, NextCorps connected RMC with the resources and partners to modernize and automate their inventory and integrate it with an Enterprise Resource Planning (ERP) system. The two-phase upgrade also included a barcoding system for better inventory monitoring; a CRM system to manage contracts, billing, and payments; and staff training and on-site consulting by NextCorps to ensure that both the systems and the employees were ready to "go live." Since implementation, RMC has increased sales by two percent, while reducing costs and creating jobs. Explore their product solutions and services at rochestermidland.com

PROGRESS:

Earth-friendly, budget-friendly alternative to window replacement

Every day, building owners' money goes out the window because window glass is a poor thermal insulator. Replacement windows are exorbitantly expensive and their installation, very disruptive. But WexEnergy's signature product, WexWindows™, increases energy efficiency of existing windows, enabling building owners to defer costly replacements. In fact, recent field case studies show at least 30% savings on energy consumption for heating and cooling for less than 15% of window replacement cost.

WexEnergy first came to NextCorps in 2017 in search of workspace. But they found much more: weekly guidance from NextCorps' Entrepreneurs in Residence, professional connections, and bigger grant opportunities. In 2018, the startup landed a spot in the first cohort of Hardware Scaleup. By adding automation to their Upstate NY contract manufacturer's production process, WexEnergy reduced manufacturing costs and became the first company in the cohort to achieve MRL 8, a major goal of this program. Then in 2021-22 they worked with Growth Services to receive funding and support through the MEP program to complete four projects to develop new equipment or processes for a higher performance product design. Most important, this activity helped WexEnergy truly understand its total manufacturing costs, enabling them to identify cost reduction opportunities, which led to increased sales and more effective conversations with investors.

For a window into their latest developments, visit the company blog at WexEnergy.com/blog.

IMPACT

The Launch of New Software Companies.

At the close of the Embark pilot program, the impact was clear. By providing a supportive ecosystem and access to no-code software development tools, it is possible for non-technical people to launch software businesses without having to leave their day jobs to do so. Today, 10 new software companies are on their way to generating revenue by offering scalable web and mobile applications that solve real-world problems.

The pilot was funded by the U.S. Economic Development Administration, and included partnerships with the University of Rochester, Rochester Institute of Technology, and Excell Partners. Local software, professional services, and investment companies also played a critical role by mentoring founders on a pro-bono basis.

Based on its success, NextCorps is now working to find continued funding for the program and to identify more partners who want to mentor a second cohort.

EMBARK

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EMBARK

Embark Cohort 1 Data

40
Cohort Founders

50%
Women Founders

10
Startups Launched

29
Student Interns

130
Projects Completed by Students

43
Instructional Sessions Provided

500
Pro-Bono Office Hours

Matt Foley
Managing Director, Incubation Services
Matt is a serial entrepreneur working primarily on software startups. He is the founder and CEO of FocusGroupIt, a web-based platform for capturing qualitative feedback online, and was the co-founder of PluggedIN, which was acquired in 2011 by Edelman, the world's largest independent PR firm.

POWERING PROGRESS:

Embark Companies

Next-level leadership training

First Class Coach offers leadership programs for tech-sector individuals. Founder James Lopata spent years coaching leaders at brands like Fidelity, Meta, and Tesla, as well as with fabulously successful startup founders. A Rochester native who built his career in Boston, Lopata recently returned and found NextCorps' Embark a perfect fit. During the software accelerator, Lopata channeled his coaching background into a fresh format that directly targets the next generation of leaders. NextCorps helped him get up to speed on business fundamentals, and continues to provide expertise through its network and meetings with Entrepreneurs in Residence. Rochester itself has been an inspiration for Lopata, too. Here, he's free from the expectations of a market where he was a known quantity — and from its inherent pressures. As a new arrival, he says he can let his guard down and take risks.

Pro tip: First Class Coach is offering NextCorps participants 50% off a three-month leadership program. Learn more at FirstClassCoach.co.

The sweet smell of AromaTrust

In today's world, aromatherapy and the use of essential oils to enhance well-being has captivated the masses. In all this excitement, misinformation has become a major concern for the industry. Misinformed and uninformed usage of essential oils can have harmful consequences. That's why founder, Emily Carpenter, is creating AromaTrust, to foster a vibrant, interactive community that prioritizes education and embraces diverse sources of knowledge. AromaTrust connects enthusiasts with genuine professionals and valuable resources by offering an array of benefits to empower, enlighten, and inspire its members.

While the NextCorps Embark program provided Emily with the framework and initial support to create AromaTrust effectively and efficiently, now her NextCorps membership is keeping the company on track for success.

Most recently, Carpenter launched The Aroma Summit, an online conference bringing together professionals and enthusiasts from around the world to stay updated on the latest trends and connect with like-minded individuals. With over 2,500 attendees for two straight years, The Aroma Summit is becoming THE go-to event in the aromatherapy community. To continue providing value, AromaTrust will soon be launching a public-access website packed with helpful resources, trusted companies, renowned schools, and an Essential Oil Dilution Calculator app. This will ensure that everyone has access to the information and tools they need to use essential oils responsibly, effectively, and safely. Smell good to you? Find out more at THEaromasummit.com and aromatrust.com.

Connect with NextCorps and Our Community

There are so many ways to drive change and innovation. We recognize this entrepreneurial spirit at NextCorps by providing multiple ways to connect and become part of the growing ecosystem we're fostering here.

Expand your knowledge

You don't have to participate in one of our accelerators or be a member of our incubation services to take advantage of NextCorps' learning opportunities.

- Choose from nearly 100 episodes of our Forward Faster podcast series to hear how local entrepreneurs are solving problems through their emerging technologies, and tips from successful business owners on how to do things well, from networking to raising funds
- Join the more than 6,000 people annually who visit the NextCorps, Luminate, For ClimateTech, and RocStarts websites to find the latest educational content and stories
- Attend our monthly lunch & learns, special events, and our Founder Insights Speaker Series—which is coordinated with RIT Venture Creations—to hear the latest on technology

Share your expertise

We always say it takes a village to help a startup launch and grow. While our EIRs (Entrepreneurs in Residence) provide ongoing coaching to our members, local business professionals give their time to help our founders overcome challenges. M&T, Excell Partners, Barclay Damon, Arrow Electronics, and the Rochester Public Library are just a few of the organizations we are so very grateful to for providing these pro bono services! If your company would like to offer its assistance, give us a call at **585-214-2400.**

Become a donor

As a 501C non-profit, NextCorps operates through the support of program funders, corporate partners, and individual donors. Become a member of our Catalyst Club or join our corps by customizing a sponsorship that's right for you. All you have to do is send us an email at **info@nextcorps.org** to start the process of building a great partnership.

2022 Incubating Startup Companies

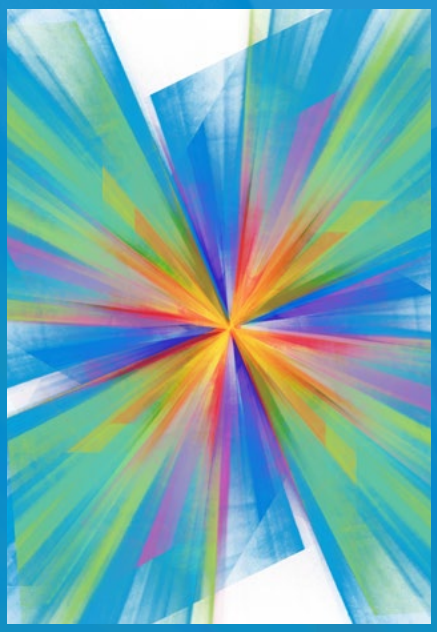
Company Name	Description
Advanced Gene Transfer Co	Biological research and cell therapy solution that uses Carbon Nanotubes to efficiently transfect cells with genetic material with high viability
Anodyne Clinical	Automated medical office visit workflow to enhance patient experience
Arbol	Platform that connects low-income students with financial and community support
AromaTrust	Connects accurate and safe information, provided by aromatherapists, to empower the millions of essential oil users to use essential oils safely and effectively
Belvista Software	Industry-leading accounts receivable management software for both third-party debt collection agencies and first-party creditors
BreadCrumb Technologies	Recruitment system that helps employers identify the best candidates for a job by crowd-sourcing their searches with referrals, and referrers split commissions
Careal Bayo	Helps young people discover their strengths, superpowers, and transferable skills and align those skills with possible career paths
Carlife Solutions	Ability to shop for vehicle services contracts without salespeople
Certainty Analytical Labs	Boutique life sciences laboratory that is committed to providing hemp and CBD suppliers with safeguards to ensure timely product placement within the hemp and CBD marketplace
Circle Optics	First parallax-free 360°camera that solves the problem of stitching
Conterra, Inc.	SaaS-enabled marketplace for on demand services and labour in the private security sector
DataCicada	Machine-learning-assisted annotation platform that uses active learning to scale researchers' domain knowledge, resulting in greater efficiencies and more impactful results
Data Product Company	AI-driven app that enables creators to build their own self-organizing private, creative library
DataRoom	Branded platforms targeting retail investors interested in supporting specific social movements
Devups Co	Software for developers that aids in onboarding and upskilling team members
Double Helix Optics	High-precision 3D images across a depth of field up to 30x that of conventional microscopy, allowing scientists to collect more data in a single image
Enterprise Cafe	Immediate visibility to sales information and incentive programs across food service distribution facilities — at chain, franchise, and customer level — all the way down to individual product or order
ExPrimary	High-performance instrumentation at a fraction of the cost of existing products and state-of-the-art assay content

Company Name	Description
Feeloh	SofActivity-based social scheduling application that eliminates the stressors of making plans
First Class Coach	Coaching practice development tool that assists executive coaches in building their businesses
Frintz	Patented advertising service that provides consumers with free photographs of exceptional quality
GimmeeCredit	Provides expert support to helps motivated professionals make successful career transitions
Great Lakes Gaming	Professional experience for the amateur gaming scene with Rochester's only esports facility
Health Care Originals	Products for the management of chronic respiratory diseases
I2r LLC	Software to assist child care centers with food service
iNESS 360	Creates data twins of commercial buildings to analyze human behavior and usage patterns, and integrates sensors to optimize operations for businesses and real estate investors
Infamous Street Co	High-end streetwear company that caters to skateboarders, BMX riders, and graffiti artists
ingenID Biometric Innovations	SaaS voice biometric solutions
Instant Input	App-based public engagement platform that allows local decision makers to share projects with the community, and the public to share feedback on the projects they care about
Intelon Optics	Brillouin Optical Scanner System (BOSS™) that enables point-by-point biomechanical imaging of eye structures
Kavyar	Software that makes it easy for artists to get published and collaborate with publishers on photography and other creative needs
K-Neesio	Creator of NuNee™ which relieves chronic knee pain that can affect mobility
Layer Metrics	Precision measurement and optical inspection system that enables reliable metal additive manufacturing (AM) by certifying part integrity, layer-by-layer, during the build
Mango Future America	Violy app that follows musical instrument practice and provides instant feedback on pitch and rhythm accuracy
Mumkin Studio	Design studio that creates learning programs, products, and services with a clear impact
MyPayView	Accurate and secure proof of funds confirmation for real estate clients and transactions

2022 Incubating Startup Companies

Company Name	Description
MYRetreat	Mobile app along with team building to decrease stress and increase mindfulness in the workplace using chocolate instead of trust falls
NewVolt Solutions	Engineering and tech consulting for enterprise software
Nordetect	Portable device and test kit for quick sample analysis for soil fertilizer optimization
Nudge Solutions	AI/ML based solution that addresses financial wellness inefficiencies for the masses
O-vitz	Handheld equipment that delivers eye care in and out of the doctor's office by measuring the refractive error to diagnose nearsightedness, farsightedness, and astigmatism
parVerio	Imaging and machine learning to detect and enumerate micro debris in liquid samples
Perdix Software	Software process improvement for manufacturers of all sizes
Phlotonics	Integrated photonics for point-of-care diagnostics
Photonect	Telecommunications equipment supplier
Pindrop	Web-based content publishing and marketing platform that allows subscribers to create, organize, and manage content and assets, segment audiences, and monitor engagement
PlankeApp	Mobile app that makes the hiring experience for boutique fitness faster, easier, and more effective
Power2peer	Mobile app that allows producers of solar, wind, and other forms of clean energy to connect with consumers who wish to purchase renewable energy
PreAct Technologies	World's fastest flash Lidar with optimized object-tracking software
Product Cowboy	Stakeholder engagement SaaS for Product Managers
Prolivio	Advanced hyper-cooling headband that helps relieve symptoms of migraines with immediate pain reduction through cold therapy
Qualer	Solutions that allow heavily-regulated, quality-driven organizations to view, manage, and integrate every asset maintenance process in one place
Refresh Water	Solution that selectively removes highly toxic chemicals from water and gases
RescueHub	All-in-one fire service training and tracking system
Reviewtamer	Collects honest customer reviews through post-purchase surveys, and provides real-time customer feedback to protect brand reputations
Revops Rangers	Certified Salesforce Developers and Architects that help revenue teams overcome unique challenges
Roc Group Software	IT consulting and open source, full-stack software services
RHM Innovations	Shower chair accessory that aids in injury prevention within the aging community
Sanatela Medical Solutions	Advanced biomaterial tissue that revolutionizes precision diagnostics to profoundly improve the screening of cancer stem cells

Company Name	Description
Sanworks	Behavior measurement systems for life science research
Shifter	Mobile/web app to support the growing gig economy
Sidekick Films	Video services for startup companies
SimpliCollege	Virtual college coach / tools that help people make the most affordable college decision
Smoother Nutrition	Integrates food directly into healthcare delivery models for the prevention, treatment, and reversal of chronic disease
SunDensity	Photonic Smart Coatings (PSC™) that improve solar output by 20% or more than other coatings for solar panels
The Adventure Nexus	Networking and e-commerce app for users to find and play tabletop games both online and locally
Theia Eye Tracking	Novel eye tracking software for academia
TheirStory	Software that enables historical preservation of personal and community stories
TESroch	Software to speed up the real estate closing process
Think BioSolution	Chronic disease prevention platform for assisted living facility and Covid-19 monitoring platform for long-term care facilities
Train With Susanna	Holistic wellness coaching online
Wanderlust Game Co	Unique games such as Wanderlust Table, which helps people make connections with family, friends, or even strangers around the purpose and impact of their adventures
WeRadiate	Enabling compost facilities to improve compost health, quality, and safety enhancing value
WetWare	Incorporates new medical technologies into existing personal protective equipment to significantly improve patient outcomes
WexEnergy	Easy to install WexWindows™ that improve energy efficiency and help to reduce energy bills
What's Good	'Not-just-for profit' online store specializing in environmentally and socially responsible products for home and office
Wondervision	Targeted video content that help B2B organizations and manufacturers generate new leads and close more deals
X3i Solutions	Innovative solutions for telecomm service providers, such as Local Number Portability
Zetifi	Scalable solution for in-field connectivity in areas lacking reliable cellular coverage



nextcorps
forward faster

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