

A nighttime photograph of a city street. In the foreground, a green traffic light pole stands on the left, with a yellow traffic light and a red pedestrian crossing sign. In the background, a large, ornate building with many windows is illuminated. The sky is dark, and there are some light flares from the camera.

# Pioneers 21

## Technology Incubator

Goal 1: Create an Environment Conducive to Strong, Sustainable Economic Development

1.1 Stabilize and expand El Paso's tax base

November 12, 2019

Pioneers 21

## PROJECT SUMMARY

- The **Pioneers 21** provides incubation and related business development services to appropriate emerging technology and high-growth companies.
- Currently, the CoEP and **Pioneers 21** are engaged in structuring a new **2-year**, Chapter 380 agreement. **(\$500,000)**
- In order to be eligible for grant disbursements, **Pioneers 21** will be required to submit documentation verifying compliance with the set of metrics outlined in the following slides.



## Pioneers 21

# KEY METRICS

### Section 1. Project Budget

In order for the Applicant to be eligible for any Grant Payment, Applicant is required to provide an annual report that demonstrates full-compliance with the **budget items** specifically described and defined in the Chapter 380 agreement.

PIONEERS 21 - BUDGET		
Item	2020-21	Percent of Total Grant
<b>Business Support Salaries</b>	<b>\$158,050</b>	<b>63%</b>
CEO (Full-Time Employment)	\$116,000	46%
Program Assistant (Full-Time Employment)	\$28,100	11%
Finance and Accounting	\$13,950	6%
<b>Fringes</b>	<b>\$12,270</b>	<b>5%</b>
CEO	\$9,330	4%
Program Assistant	\$2,440	1%
Finance and Accounting	\$500	0%
<b>Marketing / Education Program</b>	<b>\$1,500</b>	<b>1%</b>
<b>Supplies and Equipment</b>	<b>\$6,100</b>	<b>2%</b>
Equipment rental	\$3,100	1%
Software	\$3,000	1%
<b>Contract Services</b>	<b>\$48,220</b>	<b>19%</b>
Accounting	\$2,200	1%
Business Support (Coaching / Mentoring)	\$37,200	15%
Payroll Processing	\$1,120	0%
Phone Telecommunications	\$7,700	3%
<b>Travel</b>	<b>\$2,000</b>	<b>1%</b>
<b>Workshops, training, rent</b>	<b>\$21,860</b>	<b>9%</b>
Space (CAM , rent is donated)	\$19,560	8%
Insurance	\$2,300	1%
<b>TOTAL EXPENSES</b>	<b>\$250,000</b>	<b>100%</b>

# KEY METRICS

## Section 2. Performance Metrics

In order for the Applicant to be eligible for any Grant Payment, Applicant is required to provide an annual report that demonstrates full-compliance with the **performance metrics** described below.

Item	New Metric	Previous Metric
Percent Revenue from Hub Operations vs Expenses	12-16%	12-16%
Total number of new client companies	<b>12</b>	10
Free Workshops / Seminars / Events	<b>12</b>	4
Entrepreneurs / Innovator @ Workshops / Seminars / Events.	400	400
Entrepreneurs / Innovator Trained.	115	115
Micro-Enterprises / SMEs Trained	<b>20</b>	<i>NEW</i>
Targeted Audience/Sector Workshops.	<b>6</b>	<i>NEW</i>
Free Roaming Workshops	<b>8</b>	<i>NEW</i>

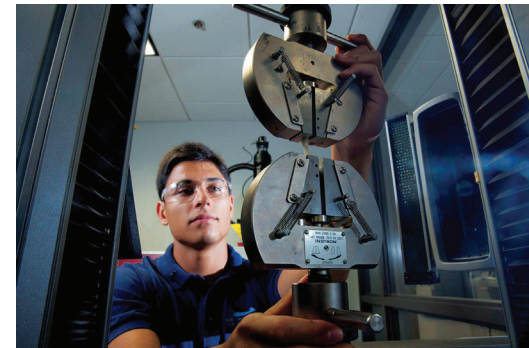


## KEY METRICS

### Section 3. Outcome Metric Report

In order for the Applicant to be eligible for any Grant Payment, Applicant is required to provide an annual report that includes descriptions reporting on the **outcome metrics** detailed below.

1. The **number of** Client Company firms that have achieved **Graduate Company** status.
2. Number of people currently **employed full-time and part-time** by each **Client Company** and each **Graduate Company**.
3. Current **monthly salaries and wages** paid by each **Client Company** and each Graduate Company.
4. **Gross revenues** for the most recent full year for each **Client Company** and each **Graduate Company**.
5. Total **capital raised** or Self-Invested Equity and Debt (bank loans, loans from family and friends, revolving loan funds and/or other loans sources) by each Client Company and each Graduate Company.



# THANK YOU

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