SEPTEMBER 2012

The Starting Place for Startups: The Growing iStart Community

istart.org

2010

Kauffman Foundation launches iStart to join communities of like-minded, engaged entrepreneurs.

2012

The site has rapidly grown to become the world's leading online destination for connecting entrepreneurs and their ideas with a rich, global network of other founders, mentors, and advisors.

Networks are the most important tools entrepreneurs have for starting and growing their companies—next to their business ideas.

On iStart, you can:

- Find business competitions that offer experience, feedback, and prizes
- Post a profile of your business idea
- List what you need to start or grow your business (partners, mentoring, marketing analysis, legal help, and more)
- Search hundreds of other ideas
- Find connections to resources

8,754 BUSINESS IDEAS SUBMITTED ON iSTART

1,655 founders registered with iStart that have posted needs for their companies, such as...

- **793** are seeking partners
- **1,462** are seeking funding/finance
- **946** are seeking mentors

743 iStart site visitors made connections with founders

Who's on iStart?

29% FEMALE | 71% MALE

Takin' Care of Business: Finding Business Competitions on iStart

iStart is the premier go-to site for aspiring founders to enter business competitions from around the world. In these competitions, entrepreneurs can test their ideas and win exposure and prizes.

168 COMPETITIONS

Where the competitors are

50 U.S. STATES

112 COUNTRIES

70% of competitors have shared their business ideas on iStart

www.istart.org

powered by the Kauffman Foundation