

Conductor 2023 ANNUAL REPORT



THIS TIME MORE INTELLIGENTLY.

-HILFORD-



NOTE FROM THE TEAM

2023 was a year of growth! Our team is proud to release this year's report with new services and growth in our clients, consults, and overall reach. We expanded services through our Conductor Connect SME network, AIC Lending Library, and AIC Peer Groups. We expanded reach through outreach efforts across central Arkansas and the state.

We could not do all that we do without the wonderful support of our partners and funders who allow our team to provide our services at no cost to the entrepreneurs, innovators, and small business leaders we serve. We also appreciate the support of our Conductor community. Here's to continued growth in 2024!

SUPPORTERS



U.S. Small Business Administration



First Security Bank



WHO WE ARE

Conductor is a public-private partnership between Startup Junkie Consulting and the University of Central Arkansas. Our mission is to empower entrepreneurs, innovators, and small business leaders in Arkansas at no cost to our clients. The way we do that is through 1:1 consults with the Conductor team and a network of subject matter experts from various industries, monthly workshops and events, networking opportunities and pitch competitions. In addition to our services, we oversee the AIC, an affordable coworking space, powered by Conway Corporation.



OUR STORY

November 2016 - Startup Junkie Consulting DBA Conductor launches with the University of Central Arkansas as the founding partner

March 2017 - Pledge from Conway Corporation to launch the Arnold Innovation Center, a startup space to be operated by the Conductor

March 2018 - Establishment of the Conductor 10X Growth Accelerator program, in partnership with the State of Arkansas, Metova, and the Arkansas Economic Development Commission

January 2019 - Conductor is awarded a regional innovation cluster contract through the Small Business Administration to expand offerings to 11 counties in Central Arkansas

June 2020 - Partnered with rural LISC to be a Kiva Trustee and endorse 0% interest loans for rural entrepreneurs.

December 2021 - Rural LISC names Conductor as a spoke for the Community Navigator Pilot Program through the SBA.

July 2022 - The Arnold Innovation Center, powered by Conway Corporation, opens to provide a coworking space for small business owners.



9,429

participants reached through events & services

49%

of clients reported entering a new market

60.5%

increase in outreach engagements over 2022

96.1%

of attendees reported they learned something new at Conductor activities

92%

of attendees reported meeting someone new at Conductor activities

39.5%

increase in overall reach

more than
30.2%

of clients reported adding new positions to their business

52.8%

of clients reported adding new products or services

55.9%

of clients were women owned businesses

clients reported an average of

24.5%

growth in revenue

49.4%

increase in new consults over 2022

88+

Net Promoter Score

"Being surrounded by other people striving to build a foundation on which to build their ethos has been energizing!"

-Entrepreneur

"The perfect resource for startups."

-Beauty Company

"Conductor continues to provide unique services to new and experienced entrepreneurs. When your issues are complex, they can provide clarity and help identify a path forward!"

-Entrepreneur,
Manufacturing Company

"My experience with the Conductor has been life-changing. From friendships, mentors, and a community of like-minded people around me, I can honestly say I don't think I would have the success I've had thus far without them."

-Entrepreneur,
Marketing Company

"The Conductor and its team members are knowledgeable, well-networked, adaptable, and prompt. They take the initiative to forward potentially fruitful business opportunities and ideas. And, they are consistently positive, encouraging, and innovative. We are thrilled to have them as partners during this season of our business development and extension."

-Entrepreneur, Agriculture Company

"Conductor is an extremely valuable resource for our business community. If you have not experienced it, you need to!"

-Entrepreneur, Finance,
RealEstate, & Insurance
Company

"The Conductor is truly an amazing resource that is doing incredible things for small businesses! It has been one of the most crucial aspects of our agency gaining an established presence in our community."

-Entrepreneur,
Digital Advertising Company

"The Conductor is a fantastic resource for business owners and start-ups in Central Arkansas that is invaluable and supportive, helping us navigate the challenges with great advice and mentorship and pointing us to additional resources to help us overcome the many obstacles of running a business."

-Entrepreneur, Marketing & User Support
Services

"The Conductor has been a key piece of success for my business! By providing me a dedicated place to work and learn I am a better business owner because of this place and this team!"

-Entrepreneur, Food Service &
Hospitality Company

Conductor
FROM OUR
CLIENTS

OUTREACH

9,429
entrepreneurs
served

SPANISH PROGRAMMING



We held a three-part workshop series in Spanish focused on financial education and resources, made possible through our collaboration with First Community Bank, Arvest Bank, TruService Community, and Crye-Leike.

UCA STUDENT ENGAGEMENT



We hosted monthly programming at the UCA College of Business in partnership to provide programming for students covering entrepreneurship, marketing, and the basics of starting a business.

RURAL WORKSHOP SERIES



We organized a series of rural workshops in Searcy and Morrilton, ending in engaging pitch nights for entrepreneurs.



Conductor Connect was launched in March of 2023 to serve as the ultimate destination for businesses seeking expert guidance and advice. With our powerful network of subject matter experts, entrepreneurs tap into a vast array of knowledge and experience at no cost. Our SME network held monthly office hours hosted at the Arnold Innovation Center.

10

subject matter experts



131

consultations



85

entrepreneurs served through Conductor Connect





THE PEOPLE OF THE ARNOLD INNOVATION CENTER



ARNOLD
INNOVATION
CENTER

POWERED BY  ConwayCorp

A SPACE FOR STARTUPS &
SMALL BUSINESSES
TO LAUNCH, COLLABORATE,
AND GROW



141
AIC MEMBERS

8
RENTED OFFICES

4,943
MEETING
HOURS

538
DAYS IN
OPERATION

164+
EVENTS HELD

3
RENTED DESK
SPACES

10X GROWTH ACCELERATOR

SCALING ARKANSAS' HIGH-GROWTH VENTURES



100%

of cohort 7 would recommend the program

100%

of cohort 7 feel more equipped to scale their business because of the 10X Growth Accelerator

100%

of cohort 7 believe it is a valuable program for scalable companies in Arkansas

"I am so very grateful that I was able to attend cohort 7 of 10x. I am beyond impressed with the information and how helpful everyone was/is."

-Cohort 7 Member





HEALTHCARE INNOVATION SPRINT

The Healthcare Innovation Sprint guides students through an immersive, five-day training program in which they learn about healthcare innovation, how to identify potential problems, talk to key stakeholders and customers to gather information, and develop a solution.

5

new venture ideas to solve complex healthcare problems

6

universities across the state represented

40+

mentors, speakers, advisors, & subject matter experts

"This was a great camp to exercise that I needed to solidify the problem to ensure the best solution. This gave me an advantage in my future career, as I will be able to look at different situations with a better perspective."

-Healthcare Innovation Sprint Participant





EMPOWERING ENTREPRENEURS, INNOVATORS & SMALL BUSINESS LEADERS



Conductor