



# FACT SHEET

## What It Is ▶▶▶▶▶

Venture Atlanta brings innovative companies, disruptive technologies, and top-tier investors together for the largest venture capital conference in the Southeast.

## Where It Began ▶▶▶▶▶

Venture Atlanta began 14 years ago with one mission: to connect companies to capital. Today, this mission has expanded beyond monetary capital to connect businesses with the resources, network, clients, partnerships, and talent they need to grow. Venture Atlanta has played an essential role in the tech ecosystem of the South and is proud to be a part of so many success stories throughout the community.

Starting in 2007 with a couple of hundred attendees and only 20 funds, Venture Atlanta now welcomes more than 1,200 annual attendees and 200 funds, many of which come from out of state. The conference's network and events have led to \$5 billion in funding raised and \$15 billion in successful exits.

Beyond the opportunity to raise money, Venture Atlanta offers a way for entrepreneurs, investors, sponsors, and service providers from across the region to make other meaningful connections that could prove valuable to their business.

Past attendees have met people who went on to become partners, customers, mentors, employees, and more. Venture Atlanta serves as a connection point for all who attend, and that connection may be just the thing a company needs to take it to the next level.

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## How It's Making an Impact ▶▶▶▶▶

For years, there was a misconception that the only emerging tech companies worth paying attention to were the ones coming out of the Valley. This no longer rings true; as the companies in the Southeast have changed the tech industry as we know it. Venture Atlanta is the catalyst and the connection point for so many of these businesses. It has fueled a powerful ecosystem that introduces companies to capital, but also talent, mentors, partners, and customers. Two days a year, hundreds of investors from across the nation travel to Atlanta to see the best in the region in the event that truly changes the course of these companies forever.

## 2021 Details ▶▶▶▶▶

The 14th annual Venture Atlanta conference will be held October 20-21 at 200 Peachtree in Atlanta, GA. The event will also be offered virtually (with the same highly-applauded production quality and innovation from last year's virtual event).

The Venture Atlanta 2021 season is in full swing. Please visit [ventureatlanta.org](http://ventureatlanta.org) for all conference updates — including speaker announcements, sponsorship opportunities, our call for companies, registration dates, and more.

**575**

Alumni Companies

**\$5B**

in Capital Raised

**\$15B**

in Exits

**1,200**

Annual Attendees

## Who Should Apply ▶▶▶▶▶

Venture Atlanta seeks companies in all stages of growth (ranging from very early to growth stage) from anywhere across the Southeast (as far west as Texas and as far north as D.C.). Companies should be tech-enabled and looking to raise capital sometime in the next 18 months. There is no cost to apply and no cost if selected, so this is a no-risk opportunity! Selected pitch companies will gain exposure to 200 investor funds from across the nation (including angels, VCs, and private equity firms). Founders can choose to either pre-record their pitch or pitch live on stage at the event.

## Benefits for Investors ▶▶▶▶▶

- See the top-emerging tech companies from across the entire Southeast! Venture Atlanta has a very rigorous, competitive selection process that ensures you see the best of the best. In 2020 a record-breaking 400 companies applied to pitch, and 100 were selected.
- Get months worth of work, research, connections, and meetings done in just two days. Each company is handpicked and goes through rounds of coaching so that every pitch is worth your time. The event also includes dinners, breakfasts, matchmaking, and ample meeting space to foster networking.
- Be among the 300+ investors (representing 200+ funds nationwide) who attend. Selected pitch companies range from early-stage to late-stage, so we are looking for angel investors, VCs, and PEs.

## Notable Alumni ▶▶▶▶▶

