



ChargeAssist Sponsors First EV Charging Station Training in Colorado



STT
E

VentureFEEST

YEAR 2, 2024



VELA WOOD

STTE FOUNDATION



Education

Workforce

Startups

Education



Unicorn

Academy
AI & AR Entrepreneurship
Education Textbook (300
impacted).



La

Nube
Interactive STEAM Career
AR Mirrors (110K impacted).



LatinX Edtech

Co-Creator of EdTech
National Conference

Workforce



By The Numbers	Registrants	Enrollment	Retention	Graduates	Hires
Cohort A: Wastewater	75	30	66%	20	13
Cohort B: Water Tech	234	36	94%	34	22
Cohort C: Wastewater and Water Tech	241	56	89%	50	44

Startups



Industry -Driven AI Hackathons

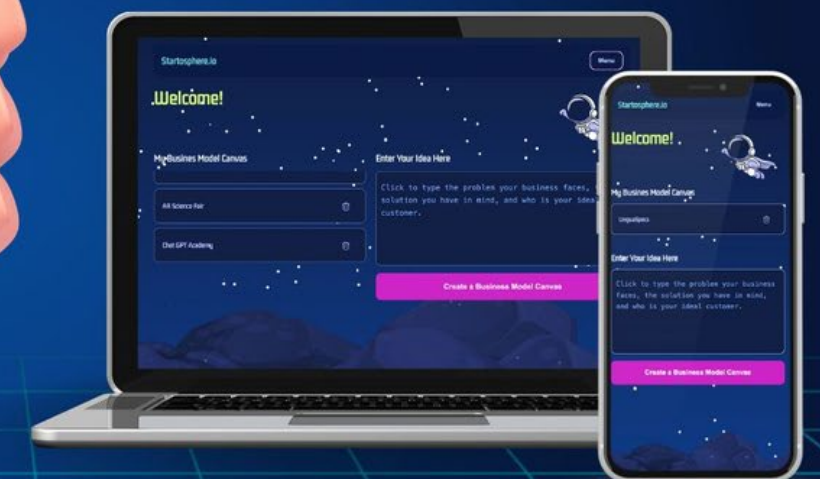
- 5 Borderland Themes
- 30 Competitors
- 10 Working AI Prototypes

AI Entrepreneurship Programming

- Unicorn Academy: AI & AR Phygital Textbook
- Startopshere.io: AI Accelerator Program & AI BMC Generator
- AI LOBO: AI Startup Legal Voice to Text (in development)



Startosphere

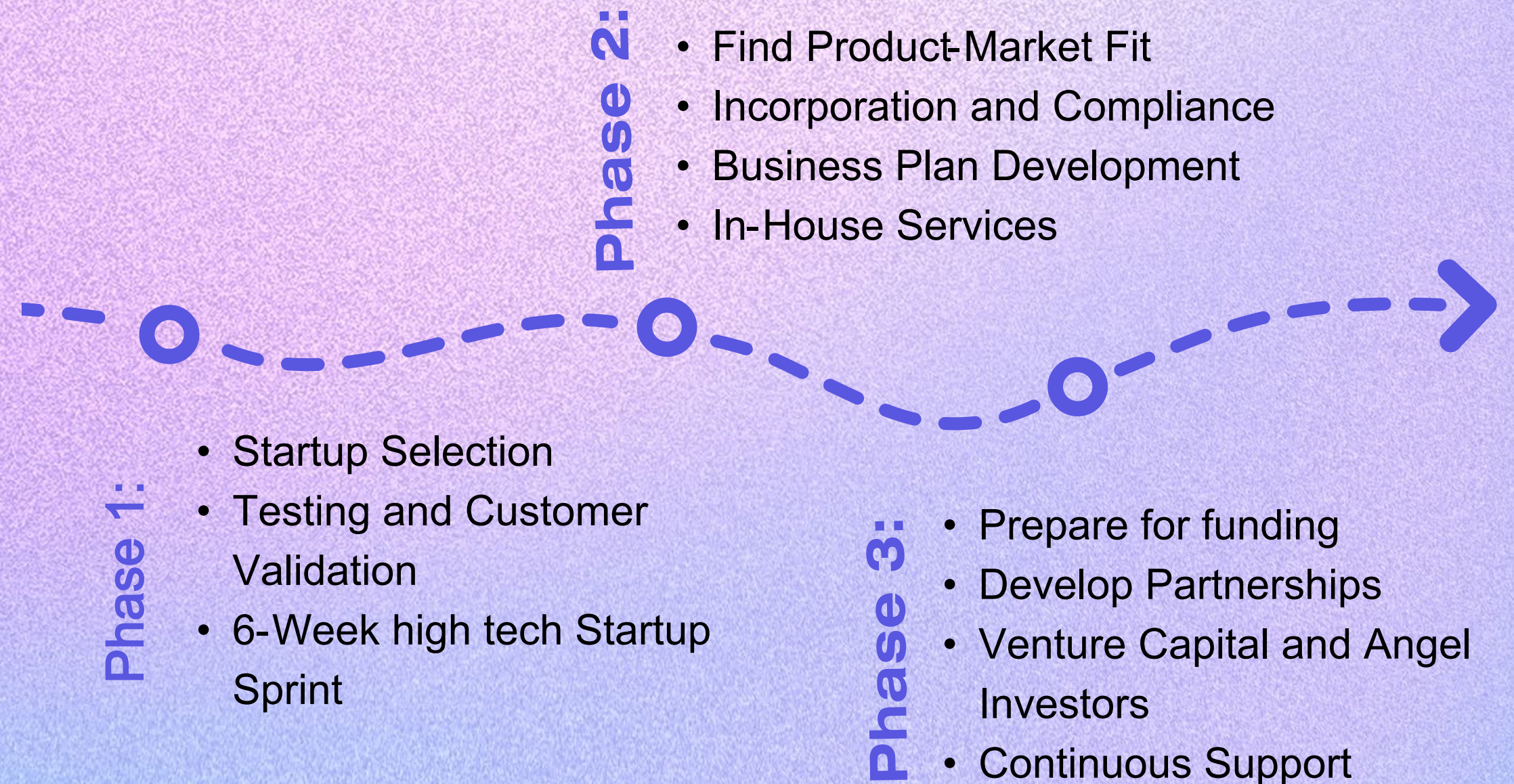


STTE Ventures



4 Year Investment

In April 2023, STTE received a grant through the City of El Paso Economic Development Department for a **4 year Venture Program** to advance **20 startups** with a **total investment of \$500,000**.





STTE FOUNDATION

Measurements & Outcomes



	Target	Actual	Exceeded
Identify New Customer Segments (validation of ideal markets)	5	18	↑
Increase in Users (national growth in partners & downloads)	10	170	↑
Increase in Revenue (early adopters - new customers)	\$10K	\$182K	↑
Access to Capital (fundraising - not loans)	\$100K	\$340K	↑
Growth in Contractors/Staff (co-founder and team expansion)	5	9	↑



STT

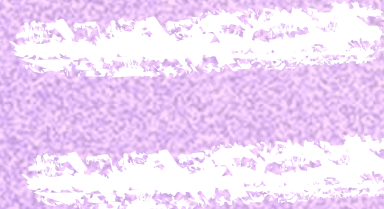
Ventures

Return of Investment



\$125,000

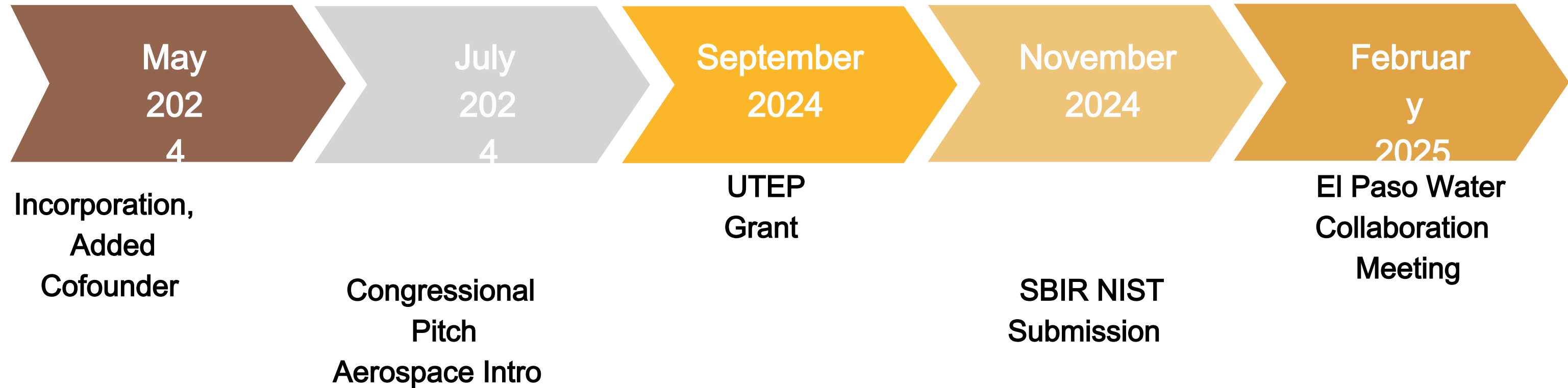
Annual Investment

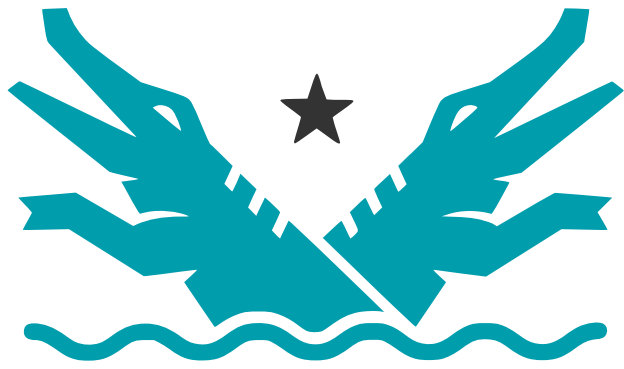
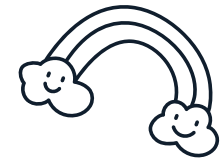


12x Return = \$2.9 Million Impact



AURUM



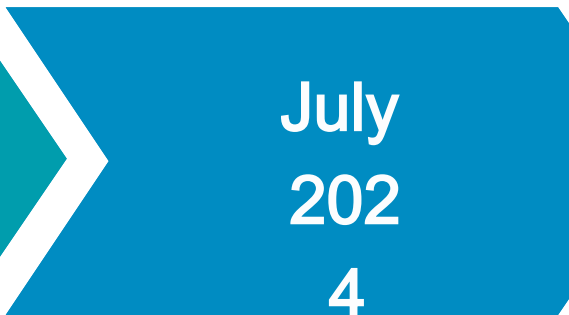


Chuco Relic

A Lifestyle Brand Celebrating Fronterizo Culture



Operations



New National Market Testing



Shopify Investment



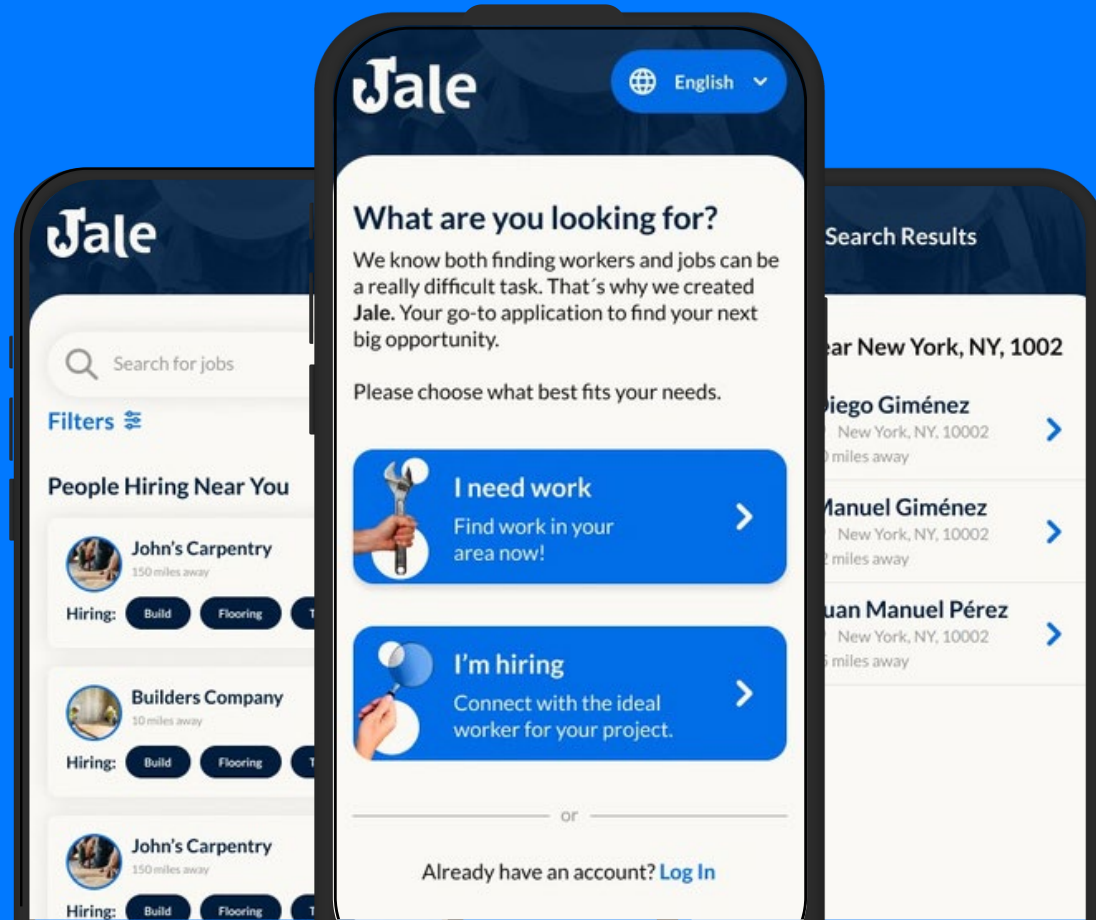
Bookkeeper Investment

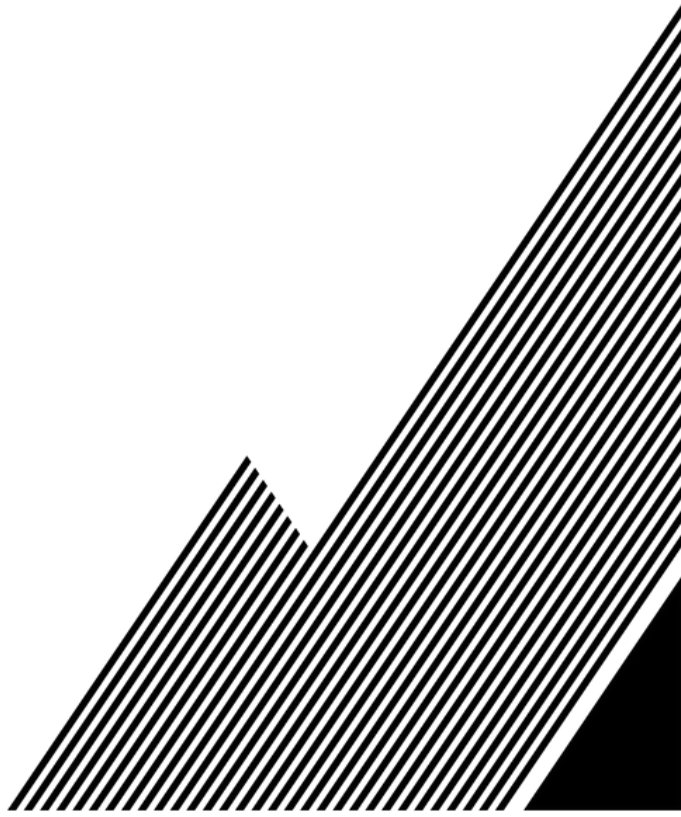


B2B Partnership Plan

Jale

Latino Employment
Marketplace





PCCG

CONCRETE | MATERIALS



Incorporation

Introductions to Industry Leaders

Refinement of Pitch Deck

Investment to move equipment to El Paso

Finalizing Investment \$300,000



Drafting for Mobile Unit

Trade Show Support

Introduction for FIFA Vendor

Secured NFL Trainer

Texas A&M Contract



STTE FOUNDATION

Cumulative Impact

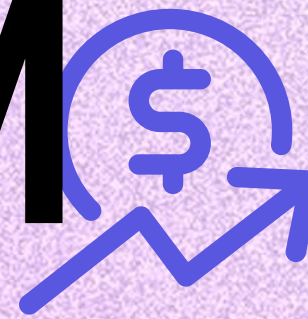
30



NEW
CUSTOMER
SEGMENTS
IDENTIFIED

\$1.2M

FUNDRAISED



\$514K

ANNUAL
RECURRING
REVENUE
(ARR)

28

NEW
JOBS
CREATED



\$2.9M

ECONOMIC
IMPACT



12X RETURN



Calculations based on \$125K annual program cost for two years with an increase in revenue in startups with a 2x, accessptac being a 1.5x, and the new employment serving as 1.2x. Includes \$25,000 in Amazon Web Services Credits that were given to the startups through our partnership with New Mexico State University.