



# IT'S TIME TO TAKE A LOOK AT **BALTIMORE TECH**



## Building a Tech City 3.0, led by UpSurge Baltimore

In 2021, a group of private sector leaders launched UpSurge to align Baltimore's world-class assets and talent around the goals of becoming a top-tier tech city and the first Equitech city in the country. A city where diverse entrepreneurs found transformative companies; where the tech workforce of the future is growing up in our neighborhoods; where prosperity is shared across every Zip code; and where the technologies reshaping society are born.

Think tech city 3.0, where a great tech city can be built to drive economic growth – without the deep inequities that have occurred elsewhere in tech cities across the country. We play a strategic role at the intersection of social, network, and economic capital, to facilitate connections between funders, founders, accelerators & incubators, academia, corporations, workforce development partners, and government.

## We Are On The Move

Baltimore is poised to take its place among the world's leading brain hubs. Our unique assets – prime East Coast location, world class universities, major corporations, unmatched federal spending on research and development, concentration of diverse talent and relatively low cost of living – make Baltimore competitive with any top-tier tech hub.



**By every metric — companies, dollars invested, average deal size, megadeals, diversity — our city is a tech economy on the rise**



## TLDR

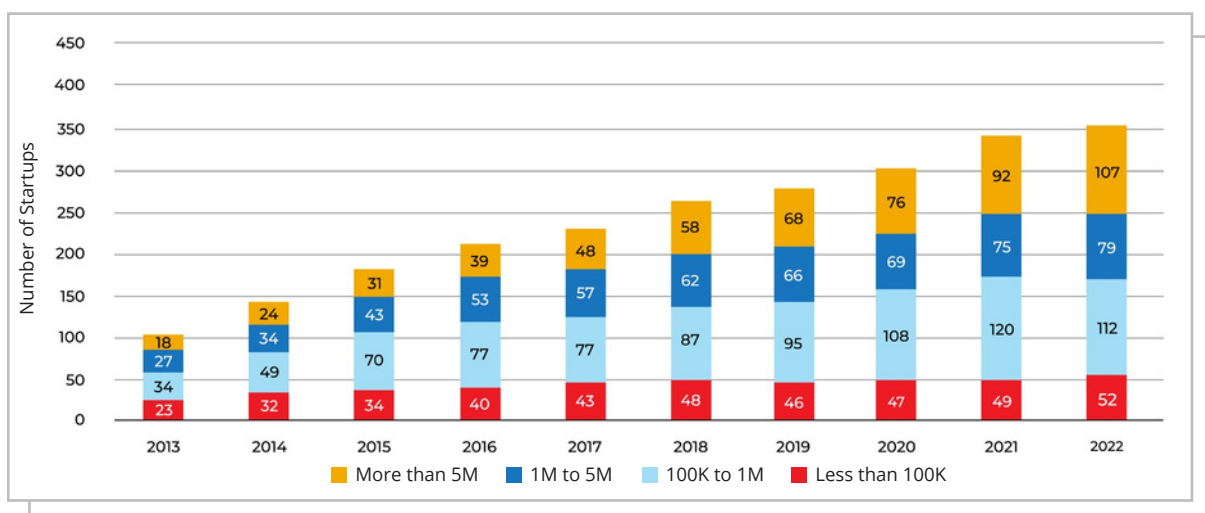
- **Baltimore has more than 400 emerging and scale startups.**
- **Venture-funded startups are up 243% since 2013, with a CAGR of 15%.**
- **Healthcare and info-tech/cyber are dominant sectors**, at 64% of startups, but there is also a strong base of fintech and consumer tech.
- **Total deal value (VC funding + exits) topped \$3B for second straight year**
- **Baltimore startups raised \$256 million more than their closest post-industrial counterpart, Pittsburgh, in 2022.**
- **The percent of investors making two investments in Baltimore in a three-year period almost doubled.**
- **More than 50% of the most active investors in Baltimore tech weren't on the list three years ago.**
- **Baltimore tech is twice as diverse as the national average tech city**, and has a strong base of startups led by historically underestimated founders.

## Baltimore Tech is on the Rise

Baltimore has experienced rapid growth in the number of funded startups for more than a decade. Growth is occurring across every category we measure, showing that companies launch, scale and exit successfully in our city. There are more than 400 startups in the Baltimore ecosystem, with 370 funded companies.

- **Bucking the trend:** In 2022, Baltimore companies received VC funding of \$833 million, up 2.5% year over year compared to the national decline of 31%.
- **Big Deals:** Baltimore had five deals greater than \$100M in 2021/2022 and two “unicorn” exits (Thrive and ZeroFox). This compares to three \$100M deals in the five years between 2016-2020 and no “unicorn” exits.
- **Outperforming peers:** Baltimore tops the list of its post-industrial counterparts in VC funding, despite a lower profile on the national stage.

## Venture Funded Startups in Baltimore





## Deep Ecosystem of Aligned Partners Paving the Way

- 1 Higher Ed:** Many of the city's fastest growing companies have launched within our leading universities. Tech commercialization arms, like Johns Hopkins Technology Ventures and the University of Maryland's UM Ventures, have lifted research and science as distinct local strengths. From biotech and medical devices, to diagnostics and digital health, Baltimore boasts a rich life sciences ecosystem. Hopkins spinouts have led the charge, from Graybug Vision (company treating chronic vision diseases that raised \$90 million in its 2020 IPO) to Thrive Earlier Detection (company developing a blood test for cancer which was acquired for \$2.15B by Exact Sciences in 2021) and PGDX (a cancer genomics and liquid biopsy company, which was acquired by Lab Corporation for \$450M in 2022).
- 2 Accelerators:** Local and national accelerators anchor the ecosystem, advancing the market-readiness and investability of emerging companies, including two Techstars programs, Fast Forward at Johns Hopkins, Towson University's StarTUp Accelerator, bwtech@UMBC, Conscious Venture Lab, The LaunchPort, and Hutch.
- 3 Corporate Innovators:** Baltimore-based corporations like Carefirst, Brown Advisory, Exelon, T. Rowe Price, Under Armour, and others have leaned into the tech ecosystem - as investors, customers, partners and advisors.

## Deep Legacy of Venture Leadership

Funds like NEA, JMI, Grotech, Greenspring Associates/Stepstone, ABS Capital, and Camden Partners all have their roots and an ongoing presence in Baltimore.

### SUCCESS BREEDS SUCCESS

Tech leaders in the Baltimore region, like Advertising.com and Millennial Media, have led to a proliferation of companies, like Videology, Whitebox, Tradeswell and ZeroFox. Tenable, a leading cybersecurity company, has spawned a deep vein of high-growth cyber, dual-use and GovTech companies in the region. There are also rising-star, first-time entrepreneurs, like Fearless, a bootstrapped GovTech company which is one of the fastest growing companies in Baltimore.



Company	Total Raised	(\$M) Verticals
Thrive Early Detection	\$2,557	Life Sciences, Oncology
ZeroFox (NAS:ZFOX)	\$1,793	Cybersecurity, SaaS, TMT
Paragon Bioservices	\$1,229	Life Sciences, Manufacturing
SparkPost	\$ 860	SaaS, TMT
Tenable	\$ 806	Cybersecurity, SaaS, TMT
Personal Genome Diagnostics	\$ 790	Life Sciences, Oncology
Jellyfish Group	\$ 637	AdTech
Millennial Media	\$ 601	AdTech, Mobile
Haystack Oncology	\$ 517	Oncology, Life Sciences
Dragos	\$ 358	Cybersecurity, Industrials, IoT
Delfi Diagonostics	\$ 332	AI, Life Sciences, Oncology
Paperless Transaction Management	\$ 314	TMT
Graybug Vision	\$ 249	Life Sciences
Audacious Inquiry	\$ 248	SaaS, TMT
Harpoon Medical	\$ 200	Medical Devices
Facet Wealth	\$ 179	FinTech
NovaSom	\$ 135	HealthTech, Life Sciences, TMT
Profectus BioSciences	\$ 133	Life Sciences, Oncology
Silent Circle	\$ 130	SaaS, TMT
AbsoluteCARE	\$ 119	Primary Practice Care Clinics
Fiberight	\$ 115	CleanTech, Climate Tech, Industrials, TMT
Pixelligent	\$ 107	Nanotechnology, TMT
Gliknik	\$ 106	Life Sciences, Oncology
Huntress	\$ 100	Cybersecurity, SaaS, TMT



## Unlocking Opportunity: Diverse-led Startups

Baltimore is building the country's first Equitech city, a phrase we coined to describe an inclusive tech city. Our vision is a top-tier tech city where diverse entrepreneurs found transformative companies; where the tech workforce of the future is growing up in our neighborhoods; where prosperity is shared across every Zip code; and where the technologies reshaping society are born. We're deep with Equitech companies, and optimistic about the force-multiplier of this potent, untapped community of founders.

One of our anchor initiatives was the launch of the [Techstars Equitech accelerator](#) in 2022.

**From class 1 (2022), 7 of the 11 ventures have raised more than \$1 million and four of nine companies from outside Baltimore have relocated to the city. The 2023 Techstars Equitech class – ending April 2023 – is equally impressive.**

Other notable diverse founders include:

- From Techstars Equitech 2023 Class (current class):
  - A cybersecurity vet, Tina Williams-Koroma leads [CyDeploy](#), a B2B SaaS cybersecurity company
  - [ReBokeh](#), led by Rebecca Rosenberg, is developing an app-based assistive technology system for people with moderate vision impairments.
  - Two Black female founders are targeting the \$13B natural hair care market and \$10B wig market through [The Most](#), led by Dawn Myers, and [Divaneering](#), led by Shawna Stepp-Jones respectively.
- [Fearless](#), a GovTech company led by visionary Black founder Delali Dzirasa, is one of the fastest growing companies in Baltimore.
- [B.well](#), a game-changing digital health platform, is led by Kristen Valdez and has raised more than \$65M to date.
- [Allovue](#), the creator of a financial software platform for schools to manage resources efficiently and equitably, is led by Jess Gartner.
- [Sonavi Labs](#), a medtech company founded by SXSW pitch competition winner, Ellington West, is revolutionizing cardiopulmonary care for chronic diseases.
- [Kalocyte](#), the creator of ErythroMer, an artificial red blood cell for life-threatening blood loss, is led by Elaine Haynes.





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# *Come See for Yourself*

*Reach out to UpSurge to get plugged into Baltimore tech. We'll curate introductions or visits to help you find your next opportunity for investment or partnership.*

