

# VC: Driving Innovation in Arkansas

**146**

Startups received  
venture funding  
(2019-2023)

**\$1B**

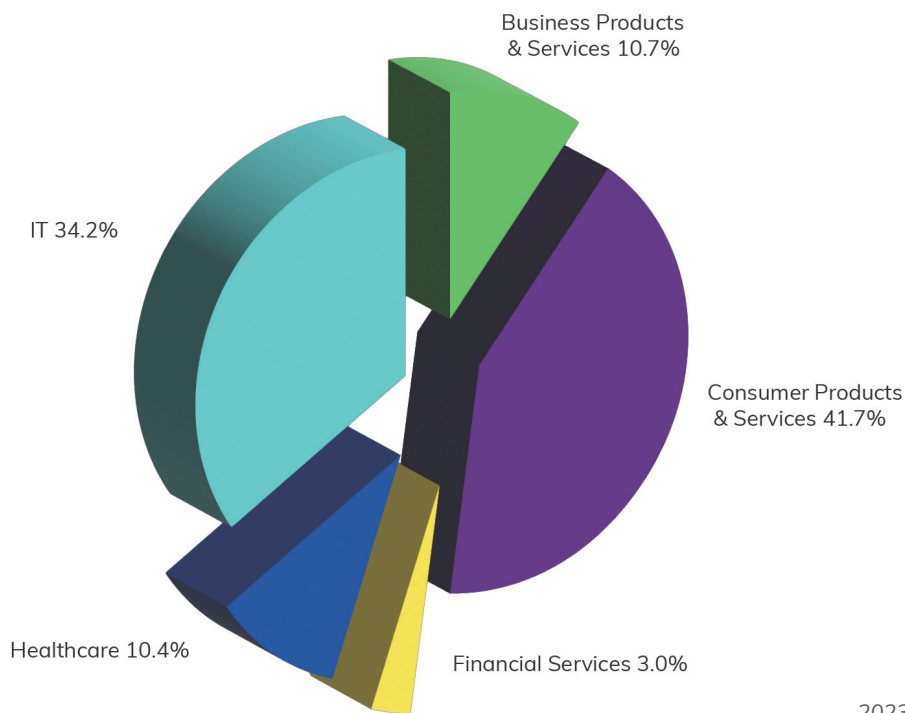
In VC investment  
in startups  
(2019-2023)

**7,406**

People employed  
by VC backed  
startups in 2022

A broad range of Arkansas-based pension funds, university endowments, and nonprofits invest in and benefit from venture. For example, the Arkansas Teacher Retirement System (ATRS), the state’s largest pension fund, supports its 100,000+ teachers and retirees through venture investments.

## 2023 VC Investment by Sector in AR



## VCs Funding AR Startups Include:



NewRoad Capital Partners invests in high-growth supply chain and logistics, retail, and marketing technology companies that seek to solve the most pressing challenges and serve unmet needs in those sectors. The Rogers-based firm invests in companies following trends that can “digitize manual processes or replace dated technologies,” such as hyper-automation, paperless trade, and ecosystem collaboration.

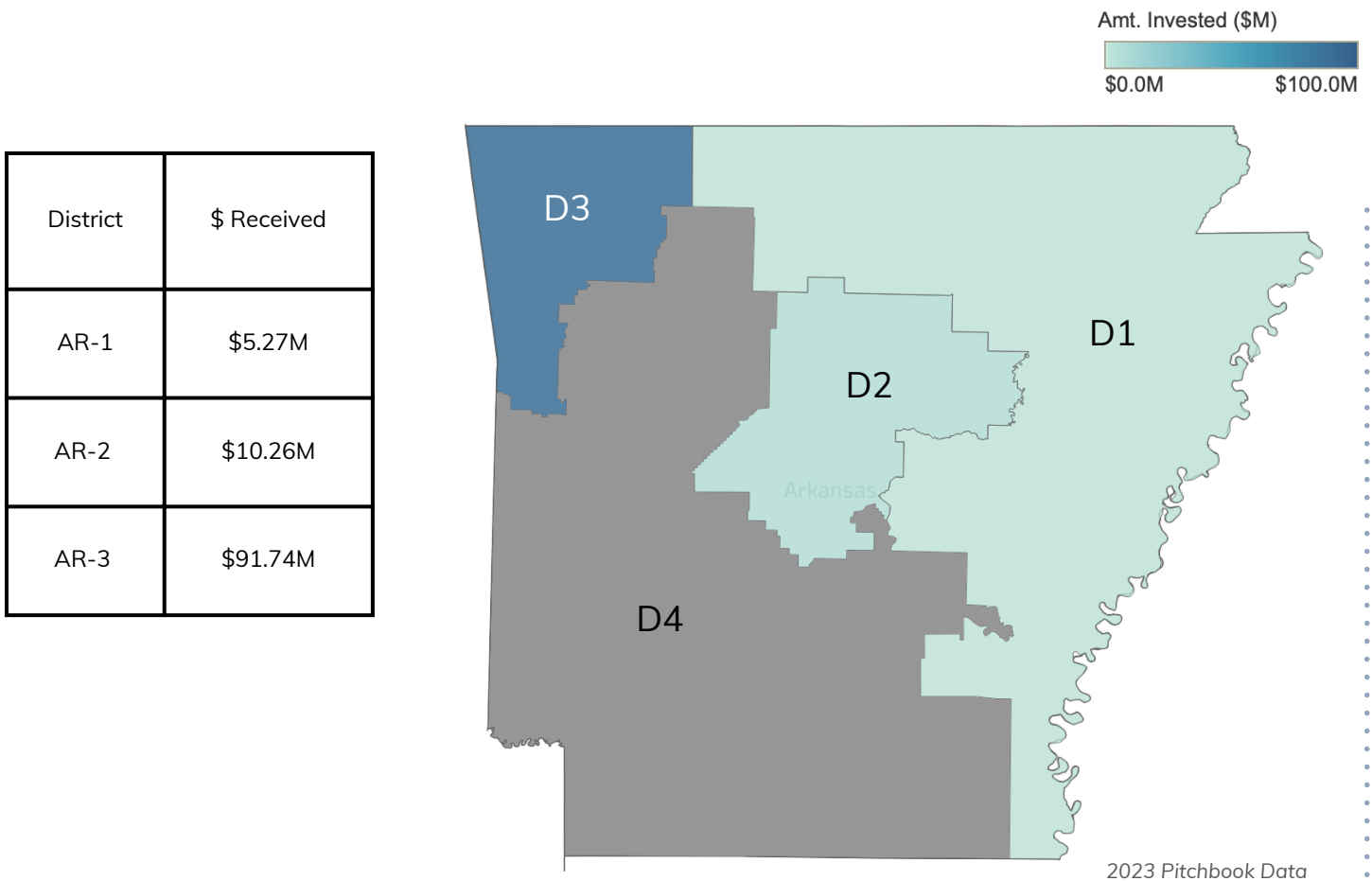


Ingeborg is a female-founded venture capital firm that focuses on direct investments into women-led, early-stage startups across multiple industries, including healthcare, women’s health, and finance. Headquartered in Bentonville, the firm’s mission is to fill gaps in “opportunity, access and equity” for women while “improving parenting, careers, financial security, women’s health, and overall quality of life.”



A-Street Ventures invests in “companies and ideas that drive coherent, differentially effective, and equitable solutions to transform the future of PreK-12 learning.” The firm was launched in the midst of the COVID-19 pandemic and is focusing on digital-first instructional materials in curriculum and new models for student assessment. The team is built of education leaders, entrepreneurs, and business builders grounded in “diverse experiences, perspectives and identities.”

# 2023 State Funding Breakdown



## VC Investment Helps AR's Startups Thrive:



GreenLab, founded by two female research scientists, is a biotechnology company producing complex proteins in corn. Jonesboro-based GreenLab currently has two patented proteins growing in corn that are already in commercial production – a protein production process that is more sustainable and virtually unlimited. After the protein is extracted the rest of the corn proceeds along the existing value chain, including for food, feed or fuel.



About 9.5 million Americans over the age of 18 have both a substance abuse disorder and a mental illness. Headquartered in Bentonville, Sober Sidekick by Empathy Health is an app and social network that anonymously connects users with others in the sober community and provides access to support meetings and health care professionals to help maintain sobriety.



As small landowners struggle with the decision to sell their land and protect their family's legacy, NativState is offering a solution that allows them to conserve their property, safeguard wildlife habitats, and generate income through the sale of forest carbon credits. Headquartered in Conway, NativState works to maximize the land's carbon potential in forestry and sell carbon credits to corporate buyers that help meet their net-zero climate goals.