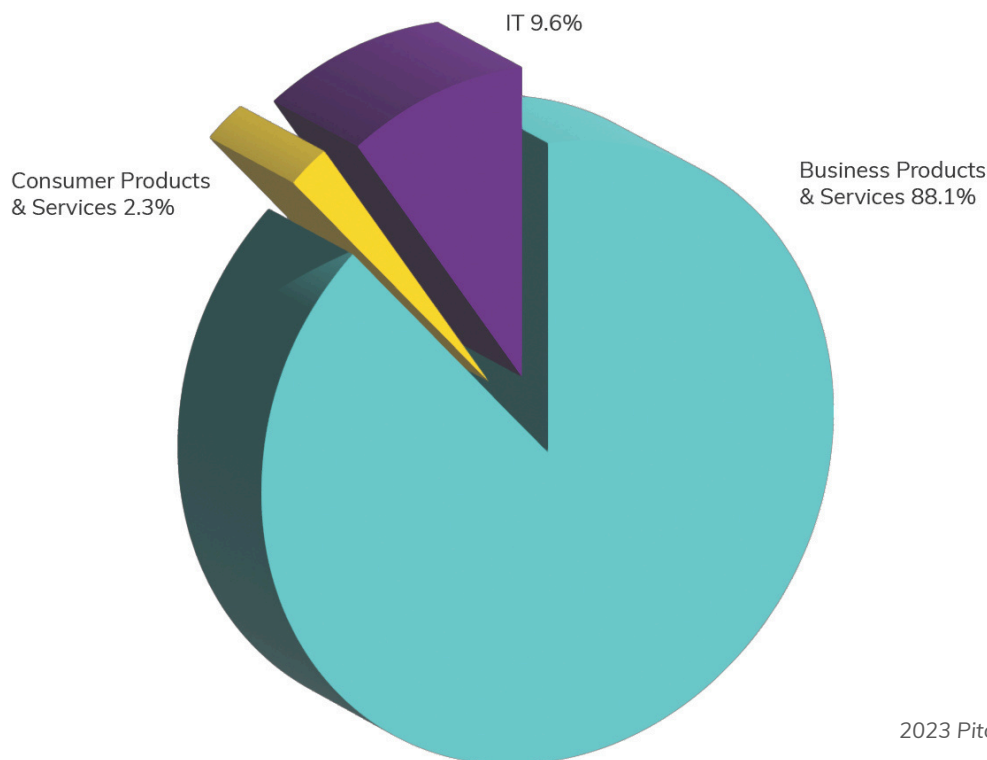


# VC: Driving Innovation in Mississippi

**47** Startups received venture funding (2019-2023) | **\$134.5M** In VC investment in startups (2019-2023) | **17.9K** People employed by VC backed startups in 2022

A broad range of Mississippi-based pension funds, university endowments, and nonprofits invest in and benefit from venture, including the state's Public Employee Retirement System, (PERS), which supports 350,000+ individuals, about 12% of state residents, who work in state government, public schools, universities, municipalities, highway patrol, and other roles.

## 2023 VC Investment By Sector in MS



## VCs Funding MS Startups Include:



For nearly 30 years, Alta Partners of Jackson has provided funding and guidance to founders in healthcare and life sciences. Their life science portfolio has produced over 75 FDA approved products and their founders' tech-enabled services companies treat hundreds of thousands of patients each year. More than 100 of their portfolio companies have achieved an IPO or M&A exit.



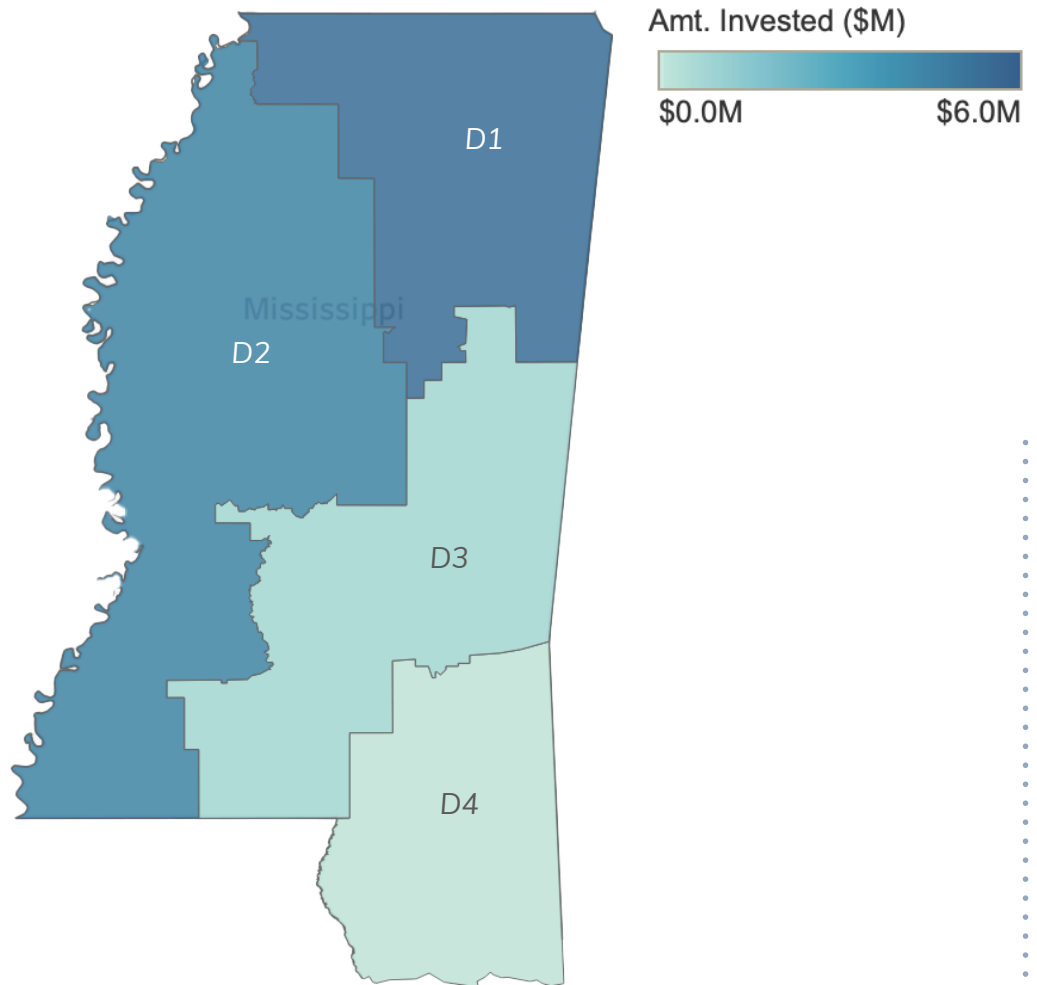
Ridgeland-based Innovate Mississippi accelerates startups and drives entrepreneurship throughout the state by bringing together several local investor groups, including angel and VC. For twenty years, the group has worked directly with startups, helping 1,500+ companies connect with \$181 million in investment. Founders are offered a rigorous and thorough entrepreneurial development process to prepare them to become investor-ready.



Invest MS focuses on advancing economic development in Mississippi through strategic investments in infrastructure, education, and healthcare. By partnering with local communities and leveraging public-private funding, they aim to attract new businesses, create jobs, and enhance the quality of life across the state, with a particular emphasis on rural and underserved areas.

# 2023 State Funding Breakdown

District	\$ Received
MS-1	\$5.48M
MS-2	\$4.5M
MS-3	\$0.75M
MS-4	\$0M



2023 Pitchbook Data

## VC Funding Helps MS's Startups Thrive:



Meridian-based Shloop works with shoe brand partners to design and manufacture sustainable products which reduce carbon emissions, pollution, and waste by using recycled materials and looping old shoes into new products. The company helps brands manufacture and recycle shoes – converting recycled materials into premium and sustainable shoes.



The doctor's waiting room can be a scary place for kids. NunoErin of Jackson develops interactive playing experiences for children, building sensory spaces that reduce anxiety and encourage happiness and well-being. Combining digital technology, creative furniture design, and lighting, NunoErin transforms ordinary spaces. Clients include St. Jude's Children's Hospital, the Mayo Clinic, Cincinnati Children's hospital, McDonalds, Krispy Kreme, and more.



Distributed energy resources (including solar and wind) are proliferating, offering utilities new means of supporting customers. Brookhaven-based ProsumerGrid is developing software to help electric utilities, energy providers, and regulators benefit from these flexible energy resources by simulating power scenarios, optimizing their operation, and managing their complexities.