

The Alliance for Southern California Innovation

Annual Report 2022

**Alliance
for SoCal
Innovation**

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Executive Letter

Dear Friends,

It's hard to believe that it has been five years since I joined the Alliance for SoCal Innovation as the Executive Director and CEO in a formal capacity. What an incredible journey it has been - but then again isn't that true for all game-changing startups? Since 2018, we've grown from a team of two full time employees (me and Steve Gilison who is now our COO) to a staff of eight (plus one incredible intern) and expanded our programming from 3 events in 2018 to 29 in 2022 plus an additional 32 working group meetings (4 board meetings and 24 other committee meetings) for a total of 61 opportunities to bring together our SoCal innovation ecosystem stakeholders.

To support our goal of being SoCal's "strategic super connector," we orchestrate a powerful network of over 120 innovation-focused institutions and brought together over 1,200 leaders in 2022. We are especially pleased with the growing momentum of our capital access program called the SoCal Venture Pipeline, where almost one-third of the accepted companies have successfully raised venture capital. We are currently exploring raising a small co-investment fund to further enhance this program's ability to allow diverse first-time founders to access institutional capital.

Given our bold ambition to super-charge the region, our small but mighty team leans heavily on our diverse and committed partners who have coalesced around the mission of elevating SoCal. We appreciate each of our Board of Directors, Advisory Council, corporate partners, Partner Leadership Council members, community organizations, university leaders, VCs and individuals who support, guide and help us to better serve the region. It is with this collaboration and partnership that we continue to grow and thrive despite significant headwinds battering the innovation economy. Together, we are all the Alliance for SoCal Innovation!

A handwritten signature in black ink, appearing to read 'Andy Wilson', with a stylized, cursive script.

Andy Wilson, Executive Director

Our Mission

Our mission is to more fully capitalize on SoCal's compelling diversity of talent, ideas and perspectives by optimizing the conditions for SoCal's innovators to bring more breakthroughs to the world and further elevate the region as a global leader in innovation, technology & entrepreneurship.

Statement of Principles: Diversity, Equity, & Inclusion

The Alliance for Southern California Innovation commits to fostering diversity, inclusion, and equity in the organizations involved in our growing entrepreneurial ecosystem, whether those be industry or educational partners, startups, incubators, venture capital firms or limited partnerships.

We believe that the greatest technological and scientific challenges facing society are best addressed when diverse groups of individuals—with unique perspectives and lived experiences—work together to explore and develop innovative solutions.

The 2022 Alliance Team



Andy Wilson
CEO & Executive Director



Steve Gilson
COO



Eric Eide
Managing Director



Katie Cameron
Director, Admin &
Development



Ciani Champion-Carter
Program Operations
Coordinator



Dan Davidson
Program Manager



Roger Roman
Venture Outreach
Manager



Sue LaChance
Chief Data Alchemist

2022 Board of Directors

The Alliance Board of Directors includes distinguished community leaders and the top research universities and institutions in Southern California.

Community Leaders

Steve Poizner, Entrepreneur, *Founder of the Alliance*
Gene Sykes, Goldman Sachs, *Alliance Chair*
Jody Foldesy, BCG, *Alliance Vice Chair*
Julie Hill, The Hill Company, *Alliance Vice Chair*
Scott Wolfe, Latham and Watkins, *Alliance Secretary*
Derek Aberle, XCOM
Maria Anguiano, Arizona State University + UC Regents
Farzad Azimpour, Edwards Lifesciences
Rachna Khosla, Amgen
Renée LaBran, Board - IdeaLab
Iván Markman, Yahoo!
Julie Miller-Phipps, Kaiser Permanente
Drew Murphy, Edison International
Ajay Nirula, Eli Lilly
Manny Roman, Pimco
John Rossant, CoMotion
Ben Savage, Clocktower Group
Larry Sonsini, Wilson, Sonsini
Marc Stern, The TCW Group, Inc.
Jamie Voris, Walt Disney Studios

Research Institutions

Paul Roben, UC San Diego, *Alliance Vice Chair*
Errol Arkilic, UC Irvine
Sherylle Englander, UC Santa Barbara
Fred Farina, Caltech
Hala Madanat, San Diego State University
Amir Naiberg, UCLA
Rosibel Ochoa, UC Riverside
Ishwar Puri, University of Southern California

Many thanks to Gene Sykes for
his steadfast leadership as
Chairman from 2018-2022

2022 Advisory Council

Our advisors are leaders within technology and life science, venture investment, and startups.

Larry Sonsini, Wilson Sonsini (*Chair*)

Michael Corbo, Mitsubishi Electric

Jim Demetriades, Kairos Ventures

Paul Farr, Anthos Capital

Brad Feld, Foundry Group

Doug Holte, EXP by Hines

Hallie Kuhn, Alexandria Real Estate Equities

Darren MacDonald, Petco

Kevin Mayer, Candle Media

Sean Moriarty, Leaf Group

Steven Pacelli, Dexcom

Greg Smith, City National

Andy Slavitt, Town Hall Ventures

Scott Stanford, Acme Ventures

Jim Tananbaum, Foresite Capital

Ashley Van Zeeland, Illumina

David Whelan, Cubic Corporation

George Whitesides, Virgin Galactic

Richard Sudek, Special Advisor to the Board

Alliance's Programming Model



Innovation Leaders Engaged in 2022: >1,120

Total Convenings (events + committee meetings): 61

Our programs engage all key stakeholder groups from across the region (and beyond) to drive collaboration and connectivity that supports our mission to further elevate the region as a global leader in innovation, technology & entrepreneurship.

Alliance Objectives

The key outcomes that best support the ecosystem stakeholders and drive our programs.

Each year, the Alliance carefully reviews our previous objectives and aligns them according to the current needs of the stakeholders and innovation communities we serve. As we make progress towards our goals and the ecosystem evolves, it is vital that we remain nimble and attuned to the greatest needs and our ability to address them. The following five objectives capture those insights and give us clear direction for the coming year.

The 2022 objectives:

Improve access to venture capital

Promote & champion SoCal's compelling diversity and tech capabilities

Engage & strengthen innovation communities

Foster collaboration across key stakeholder groups

Engage corporations & investors to connect and invest in the region

2022 Impact Overview

“Our relationship with the Alliance was a key factor that attracted us to the region as it’s been instrumental in helping MELIC identify and connect with key players who would benefit from collaborating with us.”



Zafer Sahinoglu
GM at Mitsubishi
Electric Innovation
Center (MELIC)

The Alliance is a regional super connector that focuses on developing and nurturing relationships between stakeholders who directly drive economic development within the region through leading indicators such as capital investment, jobs, startup growth, and scientific breakthrough development.

Here is a sample of how we have made an impact in 2022. More details appear throughout the report.

Direct 1:1 Introductions

+ Connections*

>2,200

Researcher Industry
Connections

>25

Investor to Founder
Direct Intros

>80 (3 FUNDED)

Alliance Committee +
Board Connections

>150

Connections through
Alliance events

>1,600

***Connections are at the heart of everything we do.**

When we plan and execute our programming, we start with ‘who should be in the room?’ and end with ‘who got connected?’. Driving connectivity builds relationships that lead to impact.

Strategic introductions between leaders have an outsized impact. Connecting TechStars to SDSU supported a partnership that built an innovation asset.

San Diego Business Journal

SDSU, Techstars Partner To Power Accelerator

At a San Diego Startup Week event held at the SDSU Aztec Union on Oct. 27, San Diego State University announced it had forged a partnership with...

Nov 8, 2022



Alliance Committees

Engaging groups of leaders to drive impact and connectivity

Committee / Working Group	Members	Meetings
Alliance Board of Directors + Advisory Council	35	4
Partner Leadership Council	20	4
Node Leader Groups (DTLA + Ventura County)	19	10
Tech Transfer & Academic Innovation Council	15	11
Academic Leadership Council	12	3
Total Council Members	101	32

We enlist some of our most engaged stakeholders to serve on select committees that enable the kind of regional collaboration and coordination that would otherwise not exist. Plus, it enables us to leverage their subject matter expertise and insights to curate our programs to match the needs of the broader innovation communities the Councils represent.

The committees that convened in 2022:

Board of Directors + Advisory Council

(a cross-section of community leaders and academic institutions)

Partner Leadership Council

(ecosystem support orgs and non-profits)

Academic Leadership Council

(heads of innovation at universities)

Tech Transfer & Academic Innovation Council

(university-based startup support representatives)

Node Leadership Groups: DTLA + Ventura County

(local leaders coordinating innovation initiatives)

Partner Leadership Council

The Alliance's Partner Leadership Council is a key committee that coordinates and connects the top regional ecosystem organizations. At the virtual quarterly meetings, Council members share updates on their initiatives and programs in the spirit of collaboration. This is an opportunity to ensure we're all synced and avoiding duplicate effort, especially with large federal grant proposals and regional initiatives.

Jenny Krusoe, Alta-Sea
Allison Holmes, Annenberg Foundation
Calvin Selth, Annenberg Foundation
Hanan Al-Hakim, BioCom
Stephanie Hsieh, BioCom
Lindsay Bourgeois, BioLabs
Dave Whelan, Bioscience LA
Stacy Cumberbatch, Blended Impact
Mark Percy, CEO Leadership Alliance - OC
John Rossant, CoMotion
Mike Krenn, Connect
Nick Griffin, Downtown Center Business Improvement District (DCBID)
Andrea Nunn, Greater LA Area Chamber of Commerce
Andrea White-Kjoss, Long Beach Accelerator
Alex Mitchell, Los Angeles Cleantech Incubator

Steven Cheung, Los Angeles Economic Development Corporation (LAEDC)
Carlos Gutierrez, LARTA
Bill Carpou, Octane
Rita Battocchio, Octane
Zhen Wang, Sunstone Management
Elizabeth Reynolds, Starburst Accelerator
Ryan Kuder, Startup San Diego

Alliance for SoCal Innovation members:
Andy Wilson
Steve Gilison
Katie Cameron

IMPACT & OUTPUT

- 4 quarterly Council meetings
- Collaborations on 3 separate major grant applications (2 received first phase approval)
- The Alliance penned 2 letters of support and 1 letter of collaboration for major grant applications
- Numerous introductions, connections, and cross-promotions

Academic Leadership Council

The Alliance's Academic Leadership Council brings together top faculty members who oversee research commercialization at academic institutions. Council members share best practices, provide updates on their programs, and discuss common challenges and opportunities. The council was created to provide a uniquely valuable forum for a subset of our Board to coordinate domain-specific initiatives and better engage with the broader innovation ecosystem.

Fred Farina
Chief Innovation and
Corporate Partnerships Officer
[Caltech](#)

Amir Naiberg
Associate Vice Chancellor,
CEO & President
[UCLA](#)

Errol Arkilic
Chief Innovation Officer,
Executive Director, UCI
Beall Applied Innovation
[UC Irvine](#)

Tommy Martindale
Director, Technology Transfer
[San Diego State University](#)

Paul Roben
Associate Vice Chancellor,
Innovation & Technology
Commercialization
[UC San Diego](#)

Ishwar Puri
Vice President of Research
[University of Southern
California](#)

Rosibel Ochoa
Associate Vice Chancellor
Technology Partnerships
[UC Riverside](#)

Kash Gokli
Director,
Entrepreneurial Studies
[Harvey Mudd College](#)

Sherylle Mills Englander
Executive Director,
Strategic Initiatives and
Operations at UCSB CNSI
[UC Santa Barbara](#)

Chell Roberts
Dean, School of Engineering
[University of San Diego](#)

Maria Anguiano
UC Board of Regents and
Executive Vice President
Learning Enterprise
[Arizona State University](#)

Richard Sudek
Former Chief Innovation Officer,
UCI Beall Applied Innovation
[UC Irvine](#)

IMPACT & OUTPUT

- Quarterly virtual meetings
- Primary focus on supporting startups with mentorship in various forms
- Unified support for bringing an [Activate](#) fellowship program to SoCal
- Special guest speakers included reps from [AVX](#) (org that matches executive talent with research-based spinouts) and [Nucleate](#) (programs to support biotech startup formation)

Alliance for SoCal Innovation point of contact:
Steve Gilison

Tech Transfer & Academic Innovation Council

The Alliance's Tech Transfer & Academic Innovation Council brings together faculty members who directly support startup formation within their respective academic institutions. The council began as the organizing committee for the annual First Look SoCal Innovation Showcase but evolved to meet the members' desire to collaboratively tackle broader shared challenges primarily with connecting startups with early-stage funding and executive talent.

Matthew Savary
UCLA

Martin Broome
Children's Hospital LA

Scott Brovsky
UC Riverside

Ruben Flores Saaib
USC

Shane Moise
UC San Diego

Alex Padilla
UC Santa Barbara

Sherylle Mills Englander
UC Santa Barbara

Rubayath Mohsen
Lundquist Institute

Jade Sche
Cal State Long Beach

Juan Felipe Vallejo
UC Irvine

Tommy Martindale
San Diego State University

Howard Xu
Cal State LA

Non-Academic Members

Darren Eng
LA Venture Association
(LAVA)

Len Lanzi
SAM Precellerator

Travis Linderman
Tim Honaker
Academic Venture
Exchange (AVX)

Alex Kim
Bryan Gerber
Nucleate Bio

IMPACT & OUTPUT

- Monthly virtual meetings: 11 'council' meetings + 4 First Look SoCal planning meetings (Feb-May)
- Council focused on talent matching, startup funding, IP commercialization
- Special guests included representatives from [AVX](#), Nucleate, [Activate](#) (highly selective fellowship program for PI's), and [Larta Institute](#)
- Key Output: white label talent matching portal project to drive submissions to AVX was developed and pilot program launched in Q3 + Q4 2022 with UCLA, CHLA, UCSD and UCI (example [branded intake form](#))

Alliance for SoCal Innovation point of contact:
Steve Gilison

Node Leadership Groups: DTLA + Ventura County

The Alliance's node leadership groups in Downtown LA and Ventura County represent a cross section of leaders from academia, economic development, VC, and city government to coordinate and connect key local stakeholders. At the virtual monthly meetings, Council members share updates on their initiatives and programs in the spirit of collaboration.

Downtown LA (DTLA)

Todd Terrazas, AI LA

Nick Griffin, Downtown Center BID

Michael Shilstone, Central City Association

Effie Turnball Sanders, USC

Paul Pulido, USC

Francis Pollara, Urban Movement Labs

Hilary Norton, FASTLinkDTLA

Andrea Nunn, LA Area Chamber of Commerce

Stephen Fay, Plug and Play Tech Center

Ventura County

Mike Panesis, Cal Lutheran University

Alon Goren, Draper Goren Holm

Bryan Went, Matter Labs & Fathomwerx

Kristin Bell, Hub101

Gary Livingston, 805 Startups

Brick Conners, Port Hueneme

Georg Winkler, City of Camarillo

Ben Kuo, SocalTECH.com

Amy Wood, Pepperdine

IMPACT & OUTPUT

The formation of [Plug & Play's DTLA Accelerator](#)

- The Alliance helped ideate the concept, pulled together key DTLA partners to support the launch, participated in the launch, and made over 30 introductions to connect PnP's out-of-region team to key contacts in the SoCal community.

Alliance for SoCal Innovation point of contact:
Eric Eide

Alliance Programs

**Driving impact
& engagement
by connecting
stakeholders**

Our programs for 2022 directly supported our mission of driving economic development through engaging and connecting stakeholders within SoCal. We have focused our limited resources on four primary program areas to drive impact and support our strategic objectives.

The four program areas for 2022

Corporate Connectivity

(connecting corporate leaders to peers and subject matter experts)

Research Commercialization

(supporting academic researchers to bring breakthroughs to market)

Capital Access

(driving increased investment in SoCal startups through matchmaking and connectivity)

Ecosystem Building

(catalyzing a regional leadership core to collectively tackle shared challenges and opportunities)

Alliance Event Programming Overview

Events serve as our primary engagement touchpoint for most of our stakeholder groups that we serve across the SoCal region innovation communities, especially corporate leaders who benefit from the connectivity fostered in our highly curated convenings.

Program Category	# of Events	Attendees
Corporate Connectivity	12	272
Research Commercialization	7	426*
Capital Access	7	188
Ecosystem Building	3	133
Total	29	1,019

Event Location	# of Events	Attendees
San Diego	3	62
Orange County / Irvine	2	92
Virtual	11	307
Los Angeles	13	472*
Total	29	1,019

*includes First Look SoCal Innovation Showcase with 229 attendees

IMPACT & OUTPUT

At least 2,000 direct 1:1 connections created through events programming, which means each attendee met at least 2 new people (and probably way more!).

Avg NPS score for all events: 75 (highly likely to recommend)



Corporate Connectivity

Fostering connections between corporate leaders and the innovation community to drive collaboration and economic development.

The Alliance stays connected to the ecosystem of disruptors, inventors, and centers of excellence driving the next wave of innovation that will impact entire industries, markets, and even our way of life.

Corporate leaders benefit from high quality networking with their peers within and outside of their particular industries, but they rarely have opportunities to do so outside of seminars and trade-specific events. Therefore, we host intimate, focused roundtable discussions intentionally kept small (~20 guests/event) so that meaningful conversations can take place and thus foster community, open dialogue, and cross collaboration.

Two programs support Corporate Connectivity:

Corporate Innovation Series

Leadership Engagement Discussions (LEAD)

Alliance for SoCal Innovation point of contact:

Andy Wilson

Katie Cameron

Corporate Innovation Series

A series of highly curated, invitation-only, topically focused roundtable discussions that are intentionally kept small (~20 guests/event) to maximize opportunities for deeper connection and meaningful dialogue. This is one of the primary ways we engage corporate supporters and connect them to their peers to foster collaboration.

Kaiser Permanente Bernard Tyson School of Medicine Tour and Roundtable Discussion

January 2022, Pasadena ([blog](#))

Sponsored by Kaiser Permanente

Air Mobility Symposium

July 2022, Irvine ([photos](#))

Sponsored by Mitsubishi Electric

Future of Work: People, Places and Spaces Symposium

April 2022, DTLA ([blog](#))

Sponsored by Coretrust Capital Partners and JLL

Crypto at the Clocktower Roundtable Discussion

July 2022, Santa Monica ([blog](#))

Sponsored by Clocktower Ventures

BCG Digital Ventures Tour and Roundtable Discussion

May 2022, Manhattan Beach ([blog](#))

Hosted by BCG Digital Ventures

Healthcare Innovation Leadership Roundtable Discussion

September 2022, Culver City ([blog](#))

Sponsored by Quantgene and BioscienceLA

Space Technology Tour & Discussion

May 2022, Caltech ([blog](#))

Sponsored by Techstars

Bioinformatics Tour and Leadership Discussion

November 2022, San Diego State Univ. ([blog](#))

Sponsored by Techstars

IMPACT & OUTPUT

- 195 participants across 8 events
- At least 800 new relationships and introductions created between leaders from across SoCal*

Event Sponsors



*assumes each attendee met at least 4 new contacts which was the average response to post-event survey



Healthcare Innovation Leadership Roundtable [left]



Crypto at the Clocktower Roundtable Discussion [right]



Future of Work: People, Places and Spaces Symposium [left]



Space Technology Tour & Discussion [right]



Kaiser Permanente Bernard Tyson School of Medicine Tour and Roundtable Discussion [left]



Air Mobility Symposium [right]

Leadership Engagement Discussions (“LEAD”)

The Alliance provides leaders with opportunities to connect with their peers across the SoCal region's innovation ecosystem regardless of industry or focus. We created a series of Leadership Discussions where our corporate members meet in a relaxed setting so they can speak freely, connect, and learn from each other. In 2022, we enjoyed four very different, but equally stellar convenings.

The “Nonflict” Approach to Conflict Resolution

Virtual presentation and discussion of the “Nonflict” approach by Million Peacekeepers with a special presentation by Jeanne Lim and Zbee, March 2022

San Diego Leaders Dinner

Dinner and conversation in La Jolla Village, May 2022 ([blog](#))

Sponsors: Wilson Sonsini, Alexandria Real Estate Equities

San Diego Padres v. Los Angeles Dodgers

Rivalry and bonding at the UCSD suite at Petco Stadium, September 2022

Sponsor: JLL

Wine Pairing and Conversation

Wine tasting at a private home in Los Angeles, November 2022

IMPACT & OUTPUT

- 62 participants across 4 events
- At least 250 new relationships and introductions created with leaders from across SoCal*

Event Sponsors

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*assumes each attendee met at least 4 new contacts which was the average response to post-event survey

Research Commercialization

Supporting academics
and institutions to
ensure their
breakthroughs make it
into the world.

Alliance for SoCal Innovation point of contact:
Steve Gilison

Southern California's concentration of top tier research institutions and universities generate a dizzying amount of innovation, making it one of the strongest regions for producing and commercializing breakthrough research and intellectual property. Yet there are still many hurdles on the path to realizing the full potential of this robust innovation engine.

The Alliance works closely with leaders and staffers at these institutions to improve connectivity to the resources and relationships that support their researchers, startup founders, and tech transfer staff.

Two primary programs support Research Commercialization

Research Innovation Spotlight Series

(connecting Principal Investigators with industry to move research out of the lab)

First Look SoCal Innovation Showcase

(showcase of research-based startups seeking first round of institutional funding)

In addition, the Alliance convenes two working groups (the **Academic Leadership Council** and the **Tech Transfer & Academic Innovation Council**) to directly coordinate relevant programming and stimulate collaboration across research institutions. This year we also engaged over 60 founders, mostly academics, for a virtual workshop on protecting and commercializing Intellectual Property.

Research Innovation Spotlight Series

The Research Innovation Spotlight Series is an invite-only virtual program led by the Alliance in collaboration with BioscienceLA (for Life Science) that connects industry with researchers developing innovative technologies and life science breakthroughs at Southern California's top research universities and institutions. These highly technical presentations provide corporate leaders and early-stage investors an early look at the innovations entering the potential pipeline of market-moving, disruptive developments and thus inform decision makers as well as create valuable connections to researchers and the universities before they enter the market.

Life Science Spotlights

Oncology November 8, 2022

*Collaboration with the American Cancer Society's
BrightEdge Fund*

Regenerative Medicine September 7, 2022

*Collaboration with California Institute of Regenerative
Medicine (CIRM)*

Tools & Diagnostics May 3, 2022

Collaboration with Medtech Innovator / BioTools Innovator

Rare & Orphan Diseases March 1, 2022

Coincided with Rare Diseases Week

Technology Spotlight

Energy Storage August 31, 2022

Collaboration with Volta Foundation

Full length videos available at
alliancesocal.org/programs/riss/

IMPACT & OUTPUT

- 5 spotlights featuring 20 Principal Investigators (PI's)
- At least half of the PI's had follow-up conversations with attendees
- 102 industry attendees mostly investors and corporate leaders

Life Science Series Underwriter



ALEXANDRIA.

Life Science Series Co-Producer

BioscienceLA

First Look SoCal Innovation Showcase 2022

June 7, 2022 @ The Skirball Cultural Center in Los Angeles

The First Look SoCal Innovation Showcase is an annual conference celebrating the best very early-stage startups commercializing deep tech and life science breakthroughs from SoCal's top research institutions. The primary goal is to connect founders with investors, mentors, and executives with invaluable subject matter expertise to provide credible guidance and pre-seed/seed stage funding crucial to making the difficult journey from lab to market.

Here's what some of the startup presenters had to say about their experience in 2022

"Great place to network and meet other entrepreneurs/investors in tech"

"I like the judging panel asking questions. And great attendance"

"The number of people and companies was just right. Resist the temptation to make it larger. Invaluable opportunity to connect with people directly during breaks, etc."

"It was a great opportunity to get more pitch practice and meet investors"

Participating Research Institutions



Photos and videos available at alliancesocal.org/event/first-look-socal-2022/

IMPACT & OUTPUT

51 speakers/presenters (all in person)

- Keynote by Dr. Gary Michelson
- 24 startups presented (12 Life Science + 12 Tech); over 50% of the teams had a female founder and over 75% of founding teams included a person of color
- 27 industry experts (VCs + Corporates) on the Q&A panels; 2 IP experts led founder workshop

229 Attendees (includes ~100 via the livestream)

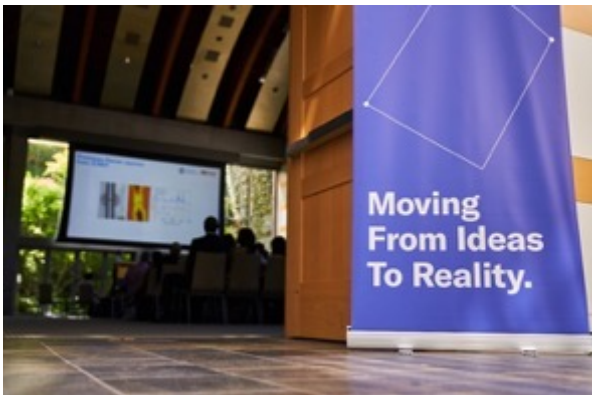
Event Sponsors

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MICHELSON
PHILANTHROPIES



First Look SoCal Innovation Showcase 2022



Capital Access

**Supporting
founders and
investors to ensure
the flow of capital
into SoCal
startups.**

Alliance for SoCal Innovation point of contact:
Eric Eide

Access to capital is consistently ranked as one of the biggest challenges facing the SoCal ecosystem. The Alliance programs seek to engage founders and funders to bridge this gap. We bring together the key investors and stakeholders in the region to help them navigate SoCal's diverse innovation communities by enabling discovery and connectivity with the people and organizations who help drive their investment strategy. In essence, we provide the connective tissue that facilitates access to our region's wealth of opportunities.

The two programs supporting Capital Access are:

The SoCal Venture Pipeline (SVP)

(connecting founders to matching funders)

VC Engagement Program

(connects VCs to investors, corporates, university leaders, and helps them engage in ecosystem)

SoCal Venture Pipeline Program

The SoCal Venture Pipeline is a program that helps SoCal-based founders get access to sources of institutional capital for Seed and Series A funding. After a thorough vetting process via two committees of experienced investors (see below), the selected startups accepted into the program receive personal introductions to VCs with a proven track record of funding similar startups or that match their investment thesis. The Alliance facilitates the introductions but does not currently provide funding preparation services or direct funding.

Evaluation Committee

Ensure strongest companies advance to Selection Committee each month.

Mike Panesis, Cal Lutheran Univ.

Josh Resnick, Renegade Capital

J.C. Ruffalo, The Cove Fund

Jeff Bocan, Okapi

Pat Hwang, Heedfirst Ventures

Yash Chopra, Plassa Capital

Scott Witt, startup advisor

Selection Committee

Select startups into the program based on due diligence to determine fundability and the quality of the live founder pitches (6 reviewed per month)

Renee LaBran, Idealab, Sambazon, TomboyX, and State Bar of California

Krisztina (Z) Holly, Good Growth Capital

Mark diTargiani, Pacific Western Bank

Brandon Huff, Pacific Western Bank

Kenji Funahashi, Wilson Sonsini

David Bailey, KPPB

Ivan Markman, Yahoo! (former)

IMPACT & OUTPUT

800+ founders engaged

215 startup applications received

- 113 Reviewed by Committees
- 31 Companies Accepted
- 7 companies funded
- Total Raised: \$31.5m (\$4.5m/avg)

Promotion & Marketing

- 3 in-person events hosted in DTLA, Santa Monica, and Pasadena
- Piloted Ask Me Anything (AMA) VC webinar series for founders
- Monthly newsletter launched

Program Sponsors



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SoCal Venture Pipeline Program Companies

28 Accepted Companies in 2022

AfriBlocks [Funded]*	GameTree
CARI Health [Funded]*	Gather Labs
Cooler Heads [Funded]*	IV.AI
Essenvia [Funded]*	Lorals
Matchbook AI [Funded]*	Mi Terro
Trials.AI [Acquired]*	Pickle
Agtools	Polycarbin
Aleria	PrivacyHawk
Bloom Coffee	Pulp Pantry
Clickvoyant	Syntr Health Technologies
Comrad	Tally Health
DERMALA	UNOMI
Ejudicate	Virtanza
Eye C Better	Visionaize

*Includes funding announced up to 5/1/2023

	Applied	Accepted
TOTAL STARTUPS 2022	215	28
Female	86 (40%)	12 (43%)
BIPOC	146 (68%)	16 (57%)
First Generation College	69 (32%)	9 (32%)

SoCal Venture Pipeline actively seeks out startups in all corners of the region led by women and historically underfunded minorities to apply to the program. However, we do not use gender and ethnicity in the scoring rubric and evaluation process – **the high rates of diverse representation in our carefully vetted Accepted company cohort speaks to the quality of the diverse founder talent pool in the SoCal tech ecosystem. #ThisIsSoCal**

Capital Access Events



SVP Startup Venture Showcase, ASU California Center in DTLA



SVP West Side Founder Event, Los Angeles



SVP East Side Founder Event, Pasadena

Thank You Sponsors

COUNTSY
YOUR BACK OFFICE HERO



VC Engagement

Investors are key stakeholders in a vibrant innovation ecosystem but can be tricky to engage. The Alliance created specific programs and events designed to better connect VCs within their own community and to other stakeholder groups, including corporate and university leaders.

VC Engagement Council Members

Kara Nortman , Upfront (Chair)	Jamie Montgomery , March Capital
Anna Barber , M13 (Vice Chair)	Ivan Nikkhoo , Navigate
Minnie Ingersoll , TenOneTen (Vice Chair)	Luke Pappas , NEA
Scott Stanford , ACME	Eric Garland , Smash
Brian Mesic , Ankona	Julia Beilman , The Chernin Group
Paul Farr , Anthos	Molly Kang , Switch
Jim Andelman , Bonfire	Matt Kozlov , Techstars
Michael Blank , CAA/Connect Ventures	Andy Slavitt , Town Hall
Jason Schoettler , Calibrate	Marcos Gonzalez , Vamos Ventures
Abhi Mukherjee , CerraCap	Jay Goss , Wavemaker 360 Health
Ben Savage , Clocktower	Petra Griffith , Wedbush
Peter Andes , City National Bank	Jordan Hayes , UBS

IMPACT & OUTPUT

Events & Engagement

- 617 VCs invited to Alliance events
- 197 Participated across 35 unique Alliance events or meetings
- 13 VCs attended the SVP Startup Showcase that featured 30 ‘accepted’ startups
- 22 VCs attended the Web3/Metaverse virtual meeting chaired by Anna Barber (M13)

Introductions

- 100+ investors engaged with highly filtered and qualified deal flow from the SoCal Venture Pipeline program
- 60+ new introductions enabled between investors

VC Engagement Council Sponsor



Ecosystem Building

Pulling together diverse stakeholder groups to ensure we work towards common goals and celebrate our region

The crucial building blocks of an innovation ecosystem are already in place in Southern California, so the Alliance focuses on connecting and coordinating leaders within (and across) the diverse matrix of industries and geographies.

While most of our programs focus on supporting and connecting specific groups such as Startup Founders and Investors, Researchers and Academic Institutions, Ecosystem Support Organizations, and Corporate Leaders, we occasionally bring them all together for uniquely engaging programs. The goal is to build relationships and support collaboration across the silos and communities in the region that might not otherwise interact. The fact that they're also tons of fun is a bonus!

Two primary programs support Ecosystem Building

SoCal Ecosystem Leadership Forum

(annual planning workshop focused on uniting and catalyzing SoCal's leadership)

Allies in Innovation

(annual celebration for the Alliance's key supporters and partners)

SoCal Ecosystem Leadership Forum

October 18, 2022 @ The BioscienceLA Collaboration Hub in Culver City

The SoCal Ecosystem Leadership Forum is our annual regional planning workshop focused on uniting and catalyzing the leadership of Southern California's diverse and compelling innovation nodes which define the SoCal innovation network. To accomplish this, we convene a diverse cross section of leaders from across the region for a professionally facilitated one-day intensive workshop to generate clarity of purpose, goals, and a coordinated strategy to tackle shared challenges and opportunities.

The day included presentations followed by breakout group discussions about SoCal's key ecosystem ingredients: human capital, financial capital, university system, and corporate environment.

Featured Presentations

- **Christopher Earl @ CA Gov / SBA:** How the California Governor offices support innovation in SoCal with funding and targeted programs.
- **Calvin Selth @ Annenberg Tech:** The latest results from the PledgeLA Diversity in Tech Survey.
- **John Keisler @ Sunstone Management:** Supporting startups through investments in regional accelerator programs.
- **Fred Farina @ Caltech:** Technology and endemic assets of the SoCal region from the Caltech perspective.
- **Krisztina 'Z' Holly @ Good Growth Capital:** A holistic alternative approach to investing and a new perspective on growth vs innovation.

IMPACT & OUTPUT

- 48 attendees representing all innovation stakeholder groups
- Attendee Survey = 75 NPS (strongly recommend to colleagues)

Facilitation provided by

Kyle Hermans, Founder/CEO at Be Courageous



Event Sponsors



SoCal Ecosystem Leadership Forum

October 18, 2022 @ The BioscienceLA Collaboration Hub



Discussions and presentations captured in real time via illustrations by graphic recorder Michelle Boos-Stone

more photos of the day: <https://alliancesocal.org/event/socal-ecosystem-leadership-forum-2022/>

Second Annual Allies in Innovation

December 1, 2022 @ Edwards Lifesciences HQ in Irvine

The Allies in Innovation is a unique celebration of the SoCal innovation ecosystem and an opportunity to acknowledge the leaders from across all stakeholder groups who support Alliance programs through their generosity of funding, engagement, and enthusiasm. It's our way of saying Thank You to the many people who lean into our work.



IMPACT & OUTPUT

- 60 attendees, Hundreds of great conversations, Thousands of laughs
- Event featured a campus tour showcasing Edwards' history and medical device innovation
- After the tour, guests enjoyed a cocktail reception followed by a seated dinner that featured welcome from Edwards' Farzad Azimpour before Alliance staff recapped the year and acknowledged the individual contributors and supporters who make our work possible.
- More details in our [blog](#) writeup

Event Sponsors

amazon

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UBS

SUNSTONE

Edwards

Financials and Funding

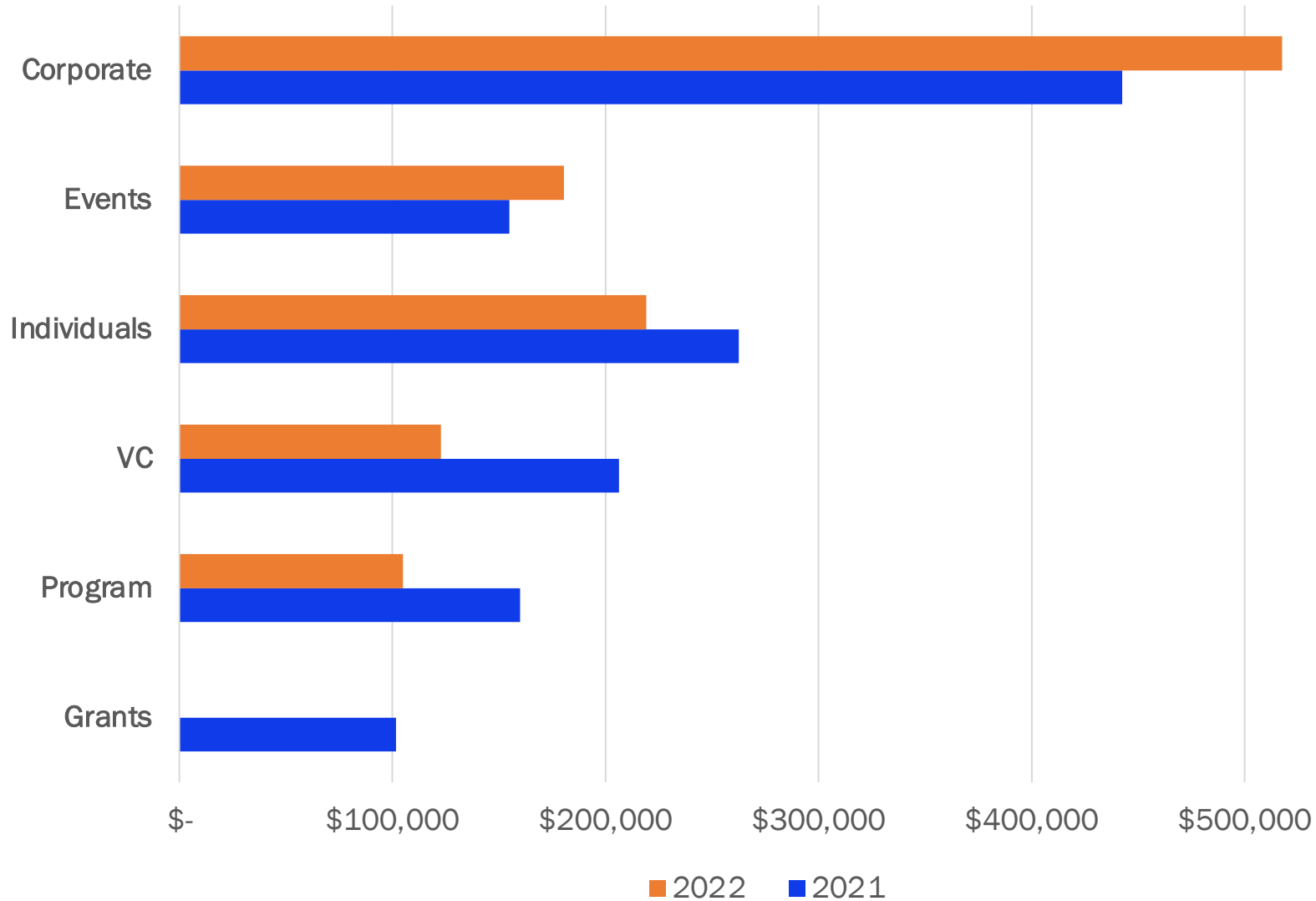
The Alliance is supported primarily by corporations and individual donors who are investing in the region's future.

The Alliance for Southern California Innovation is a 501c6 non-profit organization that relies on its corporate and VC partners, event sponsors, and grants to sustain our operations.

The Alliance also has a 501c3 arm that is sponsored through Community Partners where our individual donors may place tax-deductible donations.

The Alliance is grateful to each of its donors and is committed to showing the utmost diligence and respect for every dollar raised. Each of our programs and events are thoughtfully planned to serve the stakeholders, industries and communities in the best way possible. We understand the value of our role as the SoCal super connector and are simultaneously humbled and proud of the strides we've made toward our mission to elevate the region as a global leader in innovation, technology & entrepreneurship.

Revenue Sources - 2021 v 2022



*The Alliance was awarded the 2022 Build to Scale grant from the EDA for \$300k, but will not begin drawing from those funds until 2023

Alliance for Southern California Innovation

Balance Sheet

As of December 31, 2022

	Total
ASSETS	
Total Bank Accounts	243,798.24
Total Fixed Assets	4,521.39
Total Other Assets	225.00
TOTAL ASSETS	\$248,544.63
LIABILITIES AND EQUITY	
Liabilities	
Total Current Liabilities	7,402.48
Total Liabilities	\$7,402.48
Equity	
Retained Earnings	180,537.32
Net Income	60,604.83
Total Equity	241,142.15
TOTAL LIABILITIES AND EQUITY	\$248,544.63
Cash Basis	

Alliance for Southern California Innovation

Profit and Loss

January - December 2022

	Total
Income	
Corporate Contributions	562,500.00
Community Partners 501c3 (draw)	319,876.95
VC Contributions	101,250.00
Sponsorships	224,440.00
Interest Earned	684.42
Total Income	\$1,208,751.37
Gross Profit	\$1,208,751.37
Expenses	
Salaries and Related Expenses	919,749.39
Professional Service Expenses	8,164.05
Event Expenses	137,562.03
Office and General Expenses	50,152.84
Rent & Lease	1,762.10
Travel Costs	13,374.33
Insurance - business	8,452.20
Advertising & Marketing	4,368.92
Recruiting	1,015.86
Gifts and Fundraising Efforts	1,529.50
Taxes & Licenses	5.00
Conference Fees	1,056.94
Banking Fees	953.38
Total Expenses	\$1,148,146.54
Net Operating Income	\$60,604.83
Cash Basis	

SoCal Region Progress Report

A high-level
compendium of key
metrics we use to
measure the vibrancy
of the SoCal
innovation ecosystem.

In 2018, the Boston Consulting Group outlined the six key ingredients of an innovation ecosystem in their foundational [report](#) “*Stars Aligning: How Southern California Could Be the Next Great Tech Ecosystem*”. We continue to utilize that framework to assess the SoCal region’s strength and organize the key metrics primarily to provide context to our internal metrics and impact. In addition, we hope compiling this fact base will be useful to stakeholders who wish to further promote the region’s capacity and vibrancy as well as identify areas of opportunity for future investment.

HUMAN CAPITAL	Number of startups less than five years old
FINANCIAL CAPITAL	VC investment, 2012–2016 (\$billions)
STRONG UNIVERSITY SYSTEM	Number of research universities
STRONG CORPORATE ENVIRONMENT	Fortune 500 headquarters
ADEQUATE INFRASTRUCTURE	Number of “top 30” incubators
CULTURE CONDUCTIVE TO INNOVATION	Hub maturity, diversity, swing-for-the-fences mentality

Source: [BCG “Stars Aligning...”](#)

Human Capital

While the original BCG report counted startups under 5 years old as their benchmark for this metric, we have expanded the definition to count the more widely published number of tech workers in the workforce. The ability to launch and scale innovation companies relies heavily on the existing talent pool available in a region (plus the new talent coming online via the local university system).

of jobs represented in SoCal tech talent (2021): 313,580

- Greater LA/OC: 235,800 (9.8% growth 5 yrs)
- San Diego: 77,780 (15.5% growth 5 yrs)

STEM graduates from higher education (tech degrees awarded in 2020): 19,449

- LA/OC: 14,504 (5 yr. growth: 25.52%)
- SD: 4,945 (5 yr. growth: 55.94%)

Source: [CBRE 2022 Tech Talent Analyzer](#)

QUICK TAKE

According to the CBRE 2022 Tech Talent Analyzer report, the LA/OC region (rank #12) and the San Diego region (rank #17) have a combined talent pool of over 313K tech jobs which is twice the number of Boston (rank #7) but just under New York Metro (rank #5).

Startups Headquartered in SoCal (2022):

Total: 5,327

LA: 3,740

SD: 951

OC: 636

Source: [Crunchbase](#)

Financial Capital

It is no exaggeration to say that the SoCal region's local venture capital presence has exploded since 2018 when there were only a handful of respected firms with funds large enough to lead a significant Series A round. Now in 2022, there are many (although still not quite enough to keep up with local demand) plus an even larger base of experienced Angel and Seed investors supporting the emerging startup community. In addition, the pandemic accelerated the trend of out-of-market investors funding SoCal startups. While there is still much room for improvement in all areas to meet the growth of the ecosystem, the rankings and metrics are encouraging.

VC's investing in SoCal in 2022 (announced funding in 2022):

- All investors investing in SoCal in 2022: 2,622
- Investors HQ in SoCal: 730
- Local VCs who invested in SoCal startup: 285
- Non-local VCs who invested in SoCal startup: 2,337

Source: *Crunchbase*

SoCal VC funding (by County)

County/DMA	Deal Count	Deal Value
Los Angeles	1,311	\$23.3B
San Diego	136	\$2.6B
Orange County	66	\$1B
Total	1,513	\$26.9B

Source: [Pitchbook](#)

QUICK TAKE

The number of both local VCs and non-local VCs who invested in a SoCal startup in 2022 is down slightly year over year, in line with overall spending trends in the market overall.

of Accelerators/Incubators

Top Tier (backed by 5+ investors): [21](#)

Formal Accelerators/Incubators: [159](#)

Informal Accelerators/Incubators: [79](#)

University-based Accelerators: [8](#)

Corporate Environment

Large innovation employers are an important resource for the SoCal region for more than their contribution to the local economy through tax revenue, high paying jobs, R&D spending, and recruiters of tech talent to the region. In addition, SoCal corporations engage and invest in the innovation ecosystem through collaborations, sharing of best practices, direct investment in startups, and providing testing grounds and supportive resources to the startup and academic communities.

SoCal corporations w/\$100M+ annual revenue: 195

- 82 have +\$1B
- +1.18M employees worldwide
- Located in 116 cities; concentration in LA (27), San Diego (26) and Irvine (22)
- 11 industries represented (see breakdown below)

Industry	#	Notable innovation employers (listed by 2022 revenue)
Health Care	41	The Walt Disney Company (NYSE:DIS)
Consumer Discretionary	38	QUALCOMM Incorporated (NasdaqGS:QCOM)
Information Technology	31	Amgen Inc. (NasdaqGS:AMGN)
Financials	28	Activision Blizzard, Inc. (NasdaqGS:ATVI)
Consumer Staples	16	Edwards Lifesciences Corporation (NYSE:EW)
Industrials	13	Skyworks Solutions, Inc. (NasdaqGS:SWKS)
Communication Services	12	Teledyne Technologies Incorporated (NYSE:TDY)
Utilities	6	Illumina, Inc. (NasdaqGS:ILMN)
Real Estate	5	Cedars-Sinai Health System
Materials	3	Snap Inc. (NYSE:SNAP)
Energy	2	PriceSmart, Inc. (NasdaqGS:PSMT)
Total Corporations	195	ResMed Inc. (NYSE:RMD)

QUICK TAKE

SoCal innovation corporations come from 11 different industries and only three of the top 12 employers come from media/entertainment, further illustrating the diversity of the region’s employer base which further adds to our resiliency as an economic engine and partially dispels the legacy perception of Hollywood dominance.

**Corporate R&D
Milken Report (2021)**

#7 Los Angeles - Long Beach - Anaheim

#8 San Diego - Chula Vista - Carlsbad

Source: [Milken Institute](#)

Research and University System

The region continues to lead in the production of STEM graduates (undergrad and grad) from the region's nation-leading density of higher education institutions. This readily available workforce is increasingly finding employment in SoCal or staying here while working remotely for employers elsewhere. Furthermore, our universities continue to lead in producing intellectual property that is making its way into the innovation economy and further benefiting the region.

Rankings based on count of alumni founders of VC-backed startups

University	Founder Count	Startup Count	Capital Raised (\$B)
UCLA (#11)	620	591	\$19.8
USC (#16)	575	528	\$26.8
UCSD (#28)	424	402	\$13.5
UCSB (#43)	297	284	\$4.8
Cal Poly (#68)	217	202	\$4.2
UC Irvine (#74)	200	192	\$5.4
Caltech (#92)	161	154	\$6.4
TOTAL	2,494	2,353	\$80.9

Source: [Pitchbook](#)

QUICK TAKE

There are approximately 30 universities in SoCal of which at least 12 have the capability to produce high impact research-driven innovation in technology and life sciences. At least 24 have capability to produce startups through established entrepreneurship curriculum and programs (e.g., pitch contests, business formation classwork, etc.)

Patents issued by SoCal Universities (2021) Source: [NAI](#)

Total: >540

UC's (UCLA, UCI, UCR, UCSD, UCSB): 354*

Caltech: 146

USC: 40

* assumes 60% of UC's 589 patents in line with proportion of total student population

Technology Transfer & Commercialization Rankings

#8 – UC San Diego

#9 – UC Los Angeles

#19 – Caltech

Source: [Heartland Forward](#)

Infrastructure (Places & Spaces)

Physical infrastructure factors like coworking spaces and real estate, especially research, manufacturing, and wetlab spaces are good indicators of regional capacity. Here we find that SoCal needs more square feet to come online to meet current and expected demand in the next several years.

Real Estate Market	# of Coworking Spaces	Coworking total sq ft.	Avg sq ft per Coworking Space	Research Lab Space (sq ft)	Tech Company Space (sq ft)
Los Angeles	265	6.76M	25.51K	37.4M*	5.5M^
Orange County	109	2.49M	22.87K	9.7M**	4.1M^^
San Diego	97	1.57M	16.23K	21M***	2.0M^^^

Source: [Coworking Cafe](#)

*Source: [Commercial Observer](#)

**Source: [Rebusiness Online](#)

***Source: [TheRealDeal](#)

^Source: [LA Times](#)

^^Source: [The Registry](#)

^^^Source: [CBRE](#)

QUICK TAKE

Often overlooked and under appreciated, high-quality and experienced professional service providers such as legal, public relations, real estate, accounting/back office, consulting, and recruitment play a vital role in the ecosystem by supporting the formation, growth, and stability of startups and innovation companies. There are too many of these world-class providers to count in SoCal but suffice it to say this is an area of strength for the region and a key part of our infrastructure.

Culture of Innovation

Several key indicators can be used to measure an ecosystem's culture such as the maturity and diversity of their industries; the diversity of the founders, teams, and local investors; and the 'swing for the fences' mentality as measured by the value of startup M&A. These factors serve as proxies for evaluating the capacity for collaboration and ability to harness innovative mindsets and apply creative problem solving to drive impact and overcome commercially transformative challenges. SoCal is fortunate to be the most diverse region on the planet based on sheer volume of cultures represented, languages spoken, and the endemic predisposition to welcome and embrace people from all identities, faiths, and beliefs. These natural advantages make SoCal a leader in most measures of innovative cultures.

Diversity of funded startups (% composition of LA-based VC portfolios)

- Female Founders: 15%
- Black Founders: 5%
- Latinx Founders: 9%
- Asian Founders: 24%
- White Founders: 62%

Source: [PledgeLA's 2022 Venture Data Report](#)

QUICK TAKE

While there is clearly a lot of work to do to get more funding for diverse and female founders, the SoCal ecosystem funds more underrepresented teams than most other innovation ecosystems (2-8x national averages). The consistently high global rankings also reflect well-deserved recognition of the volume of startup activity and other key assets resident here that drive innovation and economic prosperity.

Ecosystem Rankings

Startup Genome (Global):

[Los Angeles #6, San Diego #13](#)

StartupBlink (Global):

[Los Angeles #4, San Diego #22](#)

Sources: [StartupBlink](#) , [Startup Genome](#)

Alliance Stakeholder Survey

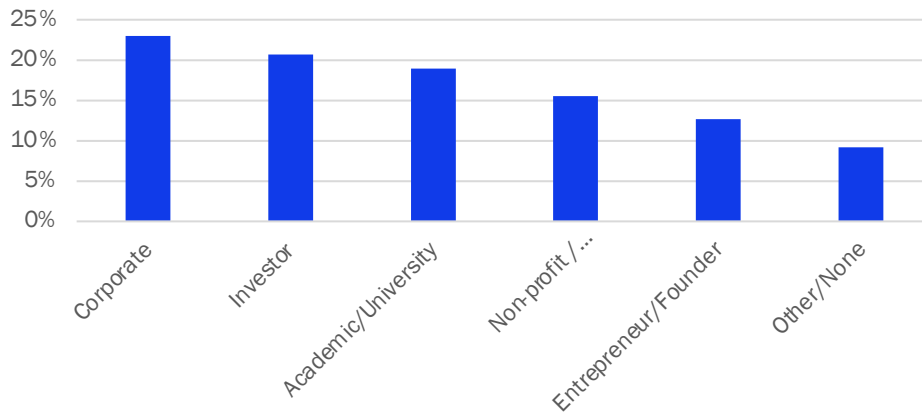
Once a year we capture invaluable feedback from our most engaged stakeholders to ensure we align our programs with their needs and insights.

Stakeholder Survey High Level Findings

- 98 total survey responses out of 216 sent (45% response rate) to a broad list of stakeholders engaged in our work.
- Programming strategy for 2022 (and 2023) is strongly aligned with the needs and values of our stakeholders.
- Value scores have mostly increased y-o-y with biggest gains from the Board of Directors and Academic Leadership Council members.
- Lots of enthusiastic support around our work and ways that we can further impact the region.
- Many view the region as still lagging behind other innovation hubs and that there is still much more to do (we agree!).

Alliance Stakeholder Survey Results

Which best describes your professional role(s)? (check all that apply)



What are the primary reasons that you are involved with the Alliance (select up to 3)?

Primary reasons involved	#	%
Committed to elevating the SoCal region (SoCal booster)	81	83%
Love innovation and entrepreneurship	52	53%
General networking with curated high-quality leaders	47	48%
Eager to find new partners/collaborators	35	36%
Share ideas and best practices with a peer group	27	28%
A way to give back	25	26%
Improve visibility/market my organization (marketing)	22	22%
Meet new startups to invest in	22	22%

Please rate the overall value you've received from your involvement with the Alliance

Value Rating (stars)	# of responses
10	16
9	22
8	22
7	18
6	9
5	5
4	2
3	2
2	2
1	0
Total	98
Avg Rating	7.72

Key Takeaways...

- 7.72 average is slightly better than last year (7.14)
- Partners (Non-Profits + Ecosystem Orgs) 8.4 avg rating significantly above the mean, consistent with 2021
- Adjusted Board composition + enhanced Academic Leader programming likely explains for +9% gains in ratings

Alliance Stakeholder Survey Results

What additional ways could the Alliance be supportive of your institution's commitment to innovation in SoCal? (select top 3)

Additional ways to support innovation in SoCal	#	%
Strategically matching stakeholders around innovation areas who are seeking joint projects & strategic collaborations	45	46%
Hosting more leadership roundtables targeting various stakeholder groups	33	34%
Investing in media/PR to publicize the region as an innovation center	31	32%
Conducting and publishing relevant research/thought leadership and developing an annual regional innovation report	26	26%
Hosting more large-scale innovation-oriented events ("tentpole events")	22	22%
Take a more active role in public policy (local, state or federal)	18	18%
Offering more hands-on workshops & training for entrepreneurs & innovators	15	15%

Key Takeaways...

Great alignment with strategic plan for 2023

- Strategic matching and leadership roundtables are the program focus for 2023
- Thought Leadership will be baked into event as 'outputs' + exploring enhanced innovation asset mapping worthy of PR/Media coverage

How would you rate SoCal's leadership position as an innovation hub vs other hubs globally? How well has the Alliance moved the needle on the perception of SoCal?

Coming out of the pandemic, I think SoCal's position is stronger than ever. I think the awareness and connectivity that the Alliance continues to push plays an important role in this.

SoCal is on a line headed top right. Consistent improvements over the years and more work to be done to improve visibility and impact

I don't know if the Alliance has moved the needle externally at all. However, it has been a terrific resource for people in the community.

We are members of a number of business and community organizations, and the Alliance probably has the most curated and engaged membership out of all of them, and recognizes that SoCal is one region, instead of a County or City area org. Incredible potential.

Low on the list. Not the alliance's fault. Still hearing the region is lacking management talent and is hard to recruit to for life science companies. Real estate activity is very quiet.

SoCal may be underestimated on the global stage compared to the Bay Area and Boston, but we have the talent to compete with anyone (in our own unique sectors). I'm able to see the convening function WITHIN the ecosystem has helped SDSU develop, maintain or grow important relationships. Our growth only elevates the region's output, and that can be incorporated into the story about the region to change external perception.

Thank you!

Please connect with us

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