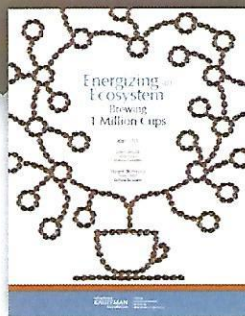


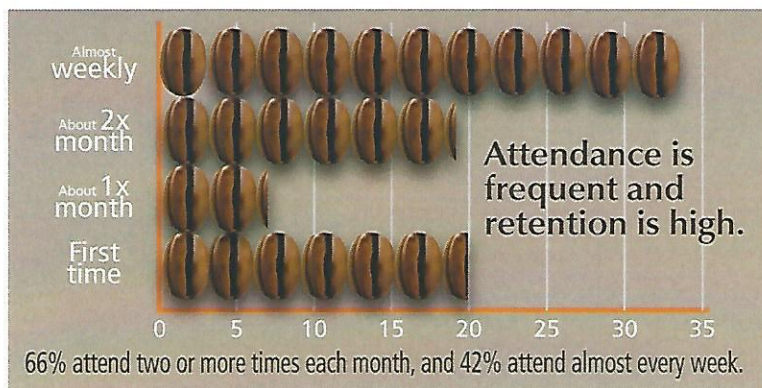
Energizing an Ecosystem: Brewing 1 Million Cups



In what some might consider an ironic twist, technology seems to play a lesser role in building a local entrepreneurial community for startups than good old-fashioned face-time and word of mouth. That's one of the key findings in a paper by the Ewing Marion Kauffman Foundation that surveyed participants in 1 Million Cups (1MC),

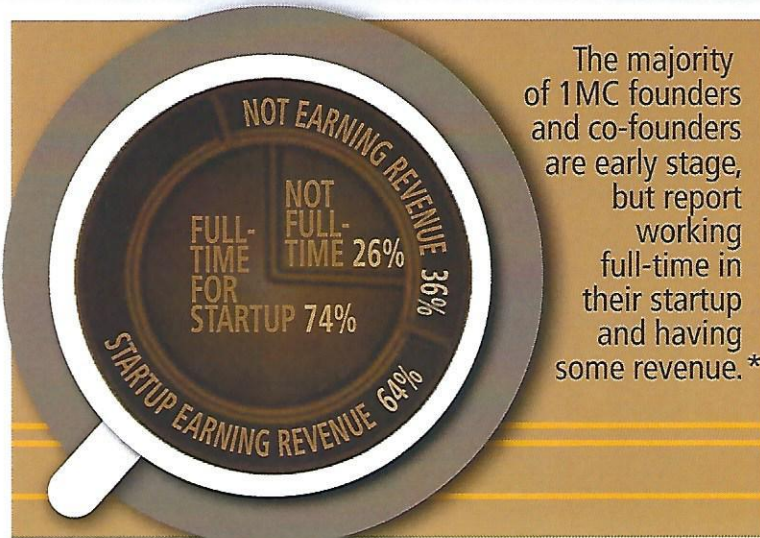
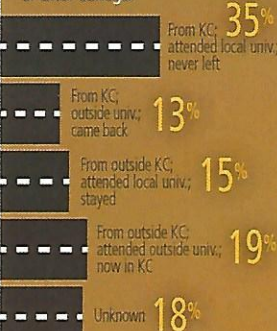
Kauffman's popular entrepreneur educational program launched in Kansas City, Mo., in April 2012.

1MC attendance has grown rapidly, driven primarily by word of mouth.



1MC Migration Patterns

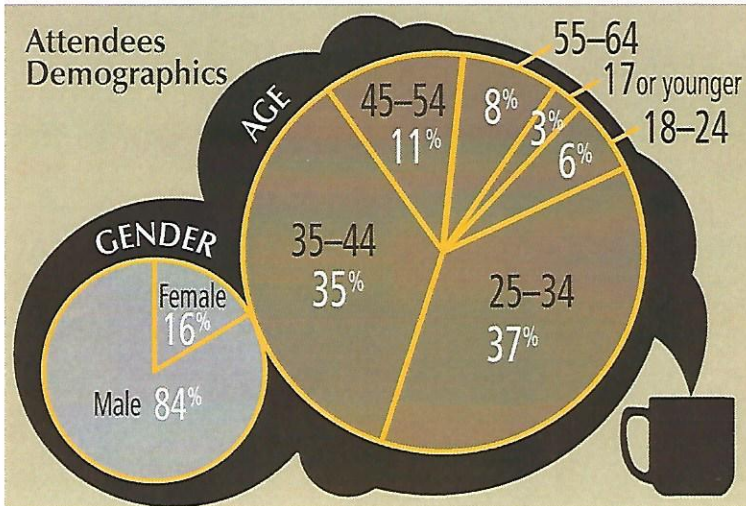
Attendees are a mix of KC natives who either attended a local university and stayed or attended outside the region and returned, and those who moved to KC before or after college.



Financing Sources*



Attendees Demographics



Ewing Marion
KAUFFMAN
Foundation

www.1millioncups.com

* Question asked of 53 respondents who classified as founders/co-founders.