

# COMPANY

## GCT North 2018 Final Report

In Summer 2018, Company, formerly known as Grand Central Tech, established “GCT North” in Kingston, NY. The summer co-working space, located at the Senate Garage in Uptown Kingston from July 1-August 31, was dedicated to housing NYC-based startups and entrepreneurs who wanted time and space outside of the city to breathe fresh air, enjoy the natural beauty of the Hudson Valley, while continuing to build their businesses. Along with providing workspace, GCT North partnered with local community members to create live-programming and activities across the Hudson Valley to demonstrate the level of talent in the area and create meaningful, equitable opportunities for economic impact.

### Success Stories

- Team offsites
  - GCT Members Anvyl, Paladin, Boom Fantasy and Poly & Co. used GCT North for team offsites, and found it effective for planning and bonding.
- Curated introductions
  - Startups introduced to local officials in Ulster County, which created opportunities for NYC-based entrepreneurs and companies to connect with local governments and community based organizations.
  - VC Office Hours with Steve Schlafman from Primary Ventures included meetings with 3 Hudson Valley startups and 2 NYC startups.
- Relationships formed
  - COMPANY, Ulster County, and the Hudson Valley Tech Community formed strong relationships that we hope will provide a foundation for ongoing programming.

### Challenges

- Friday closures
  - Hampered the appeal to members who were interested in spending long weekends in the Kingston area.
- Timeline
  - GCT North was announced to community in May, and many startups had already planned their offsites in April-June, or are looking to plan fall dates.
  - Dates & COMPANY Programming weren't aligned with the July-August schedule.
  - Without an accelerator class to program at GCT North, all participation was opt-in for COMPANY Members.
- Logistics
  - Most of the startups in our community have small teams and don't have someone who focuses on culture. Thus, logistics such as housing, transportation and planning seemed daunting and teams felt they didn't have time for someone to plan the trip and/or offsite.

# COMPANY

## **Marketing & Outreach**

- GCT North Happy Hour @ GCT on May 22 had 76 attendees
- Newsletter and Email Outreach to GCT Community
  - Sent dedicated emails about GCT North to 9,000 people + included in our weekly newsletter to our internal community for entire summer
- Promoted extensively on social media

## **Events & Programming**

- GCT North hosted weekly *Meet the Neighbors* events with the Hudson Valley Tech Meetup, each attended by 30-50 people.
- Urban Tech/Smart Cities visit to GCT North on August 22nd.
- VC Office Hours on August 28th.

## **Participation**

- 20 Startups visited GCT North in 2018.
- 54 People spent 1+ days working at GCT North.

## **Additional Outcomes**

- Company is exploring partnership opportunities with SUNY New Paltz & the Hudson Valley Venture Hub in 2019.
- GCT North donated office furniture to the Greenhouse, the Good Work Institute's civic incubator program in Kingston.