

Report

GENEOSCOPY

INTRAMOTEV

TCARE

MAXFI

WHISTLE REWARDS

ISITE MEDIA

WOVEN HOME CARE

WE HEAR YOU

MATCHNP

THE NORMAL BRAND

BASK & BLOOM ESSENTIALS

POSIE POTS

AVOL

TOP TUTORS FOR US

SEOUL JUICE

JURISTAT

WINGXPAND

KNOWINK

SWIPESUM

2024

Where Did Arch Grants Go In 2024?

In 2024, we recruited exceptional companies to apply to our annual Startup Competition, hundreds of volunteers helped us choose the very best startups to award, and we welcomed the 2024 Cohort into the Arch Grants portfolio at our neXus Gala. Our portfolio team supported our Founders through major milestones, from our biannual Growth Grants competition to our Innovation Summit connecting Founders with investors and corporate partners. We celebrated as our portfolio companies collectively surpassed **\$1 billion in revenue** and cheered portfolio company breakthroughs like FDA approvals, large capital raises, and national recognition. We hope you enjoy reading about our progress in 2024, and we invite you to engage more deeply in our work in the months and years to come.



2024 FINANCIAL METRICS

2024 Impact Report

OPERATING REVENUES

\$2,024,424

78.9%

Contribution and grant revenue

21.1%

Fundraising event revenue

EXPENSES

\$3,594,720

83.1%

Program services

9.3%

Fundraising

7.6%

Management and general

NET ASSETS

\$23,624,365 2023

\$24,396,686 2024

↑3.3% Increase YOY

Selected Financial Data

Fiscal Year Ended December 31, 2024
(Audited)

	Without Donor Restrictions	With Donor Restrictions	Total
Operating Revenues			
Contribution and grant revenue	\$45,632	\$1,551,756	\$1,597,388
Fundraising event revenue	427,036	—	427,036
Clarification of donor intent ¹	(6,000,000)	6,000,000	—
Net assets release from restrictions ²	1,868,515	(1,868,515)	—
Total Operating Revenues	(3,658,817)	5,683,241	2,024,424
Expenses			
Program services	2,987,777	—	2,987,777
Fundraising	333,764	—	333,764
Management and general	265,179	8,000	273,179
Total Expenses	3,586,720	8,000	3,594,720
Excess (Deficit) Of Expenses Over Operating Revenues	(7,245,537)	5,675,241	(1,570,296)
Investment Revenue and Gains	946,428	1,396,189	2,342,617
Increase (Decrease) In Net Assets	(6,299,109)	7,071,430	772,321
Net Assets - Beginning of Year	8,743,215	14,881,150	23,624,365
Net Assets - End of Year	\$2,444,106	\$21,952,580	\$24,396,686

1. During 2024, \$6,000,000 of Board-restricted net assets and their associated earnings were re-designated to the Endowment at the original donor's approval.

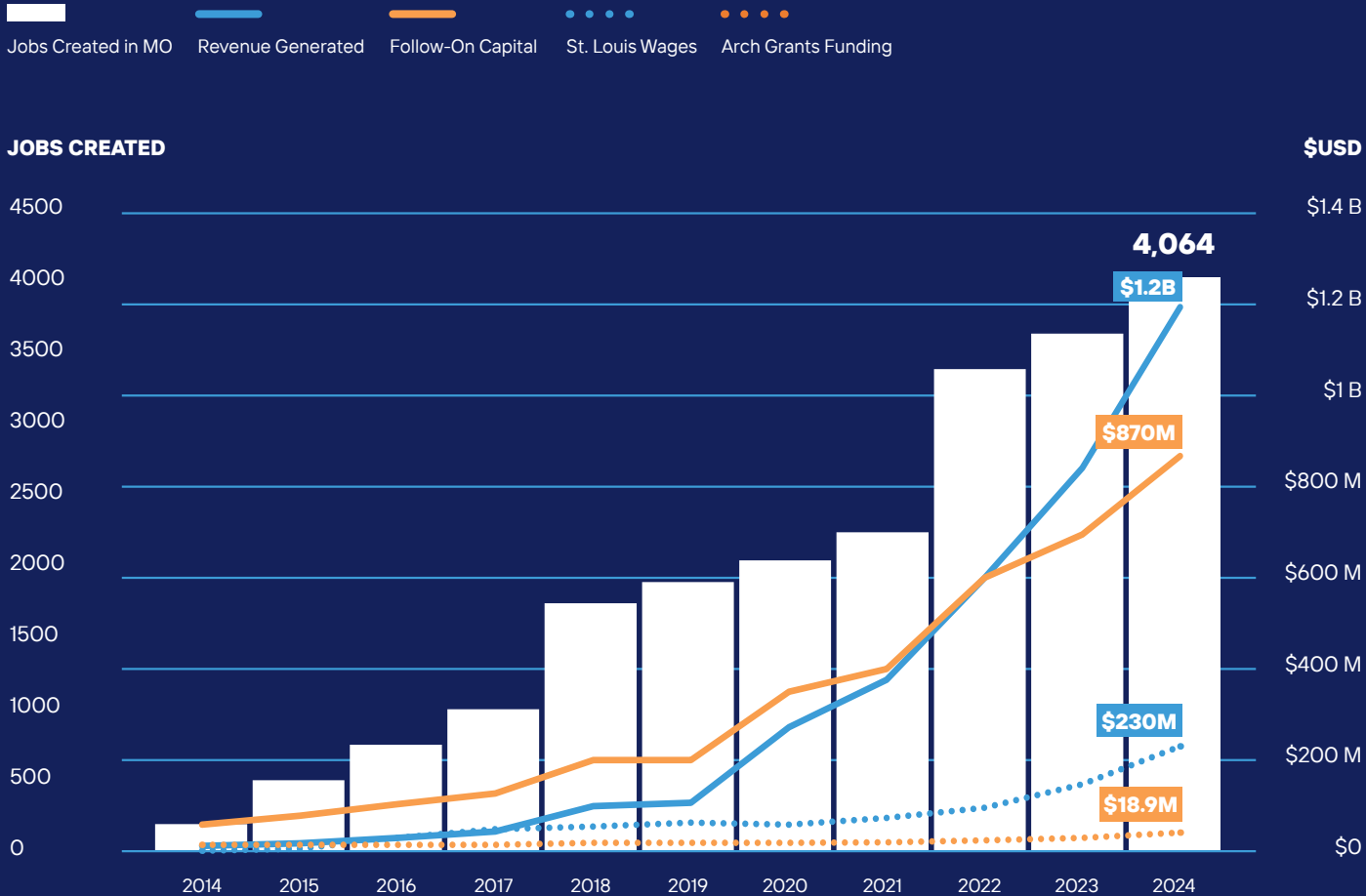
2. Net assets were released from donor restrictions by incurring expenses satisfying the restricted purpose or occurrence of the passage of time or other events specified by donors.

Our Portfolio’s Growing Impact in St. Louis

In 2024, we’re proud to report that supporting entrepreneurs in St. Louis has generated measurable economic impact across our region. Over the past 13 years, we’ve provided \$18.9 million in non-dilutive grants to 272 startups, and these companies have created over 4,000 local jobs, generated over \$1.2 billion in revenue, and raised \$870 million in follow-on capital. We don’t just write checks—we provide equity-free funding to

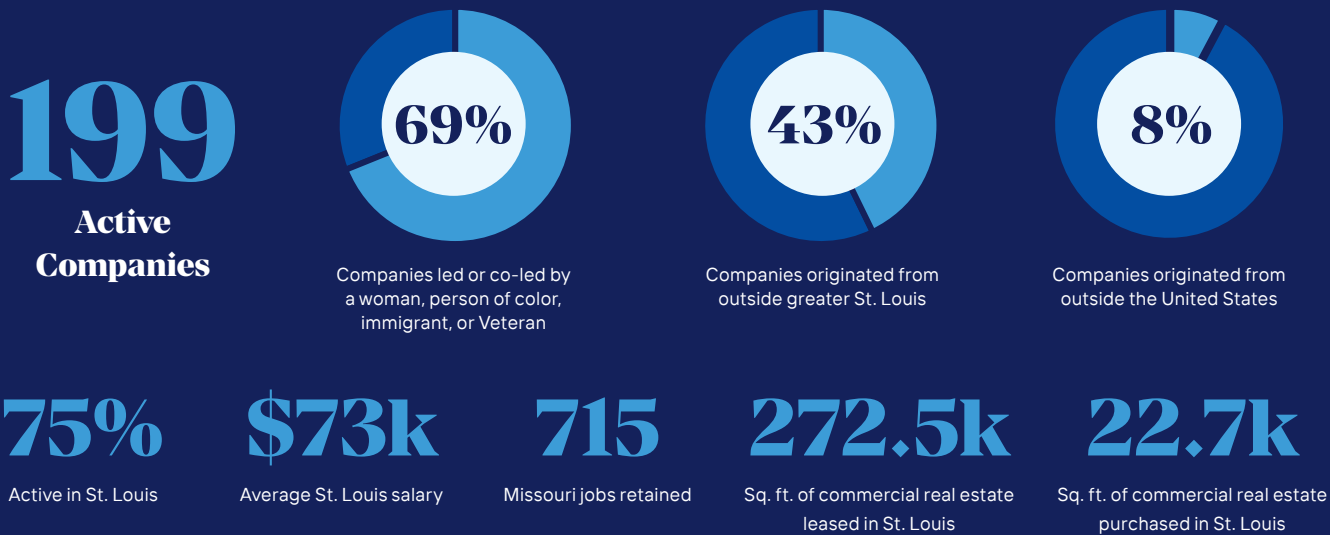
companies that hire in St. Louis, lease commercial real estate, apply for patents, and build sustainable businesses that strengthen our region. Since 2012, we’ve acted as first contact, conduit, catalyst, and champion to many hundreds of Founders, and their impact on our city compounds year after year. Arch Grants is building a new St. Louis economy, and we’re just getting started.

11-Year Impact Snapshot*



*Data is based on self-reported numbers

2024 Impact



Arch Grants Companies’ Impact

	2024	ALL-TIME SINCE 2012
Revenue Generated	\$252m	\$1.2b
Follow-On Capital Raised	\$131m	\$870m
Wages Paid to Missouri Employees	\$35m	\$230m
Jobs Created In Missouri	307	4,064
Commercialized Products Developed	198	7,688
Patents Awarded	32	314
Companies Funded by Arch Grants	20	272
Arch Grants Funding to Early-Stage Startups	\$1.9m	\$18.9m

RNA Revolution



INTERVIEW WITH:



DR. ERICA BARNELL
GENEOSCOPY CO-FOUNDER
AND CHIEF SCIENCE OFFICER

Q+A

Arch Grants Executive Director Gabe Angieri sat down with Dr. Erica Barnell, Co-Founder and Chief Science Officer of Geneoscopy, a groundbreaking medical diagnostics company that received a \$50,000 Arch Grants award in 2016. In this insightful conversation, Erica shares how she and her brother, Andrew, launched Geneoscopy from their research at WashU, their mission to revolutionize colorectal cancer screening through innovative RNA biomarker technology, and how that initial non-dilutive funding helped transform their university research into a thriving St. Louis-based company that recently achieved FDA approval. Geneoscopy is an awesome example of how Arch Grants' support for early-stage startups creates lasting impact in the St. Louis entrepreneurial ecosystem.



To watch the entire interview, scan the QR code.



Tell me about the conception of Geneoscopy.

Barnell: Arch Grants was a part of that origin story. We were doing research at WashU. I was an undergrad at the time. I matriculated to the MD/Ph.D. program, again at WashU, and felt like the technology we had developed could be helpful for patients. At that time, we wanted to start a company and really needed a lot of help: fundraising, resources, labs, KOLs, scientists, and more. Arch Grants was one of the first organizations that believed and invested in us.

Let's go back a little bit further. When you first put on a lab coat, did you see yourself as an entrepreneur?

Barnell: In the early days, you're just trying to figure out who you are. Do you have the grit to be an entrepreneur? Back then, we were just testing the technology, looking at RNA biomarkers in stool samples to diagnose disease, and trying to understand where we had strengths and weaknesses and build around that initial set of skills.

What first took you into the lab? Why did you pursue the science of RNA biomarkers?

Barnell: We had developed this amazing technology to isolate genetic data from stool samples and we were applying it to a niche condition—children in Africa—trying to alleviate malnutrition. Then, as I began entering my clinics, I met a woman who had stage 4 colon cancer. She was only 52. When I asked her why she couldn't get a colonoscopy, she provided all the same reasons I would! I'm busy, I have kids, I don't have the time. So I felt very deeply that I could help this person. That was the impetus, pulling the technology out of the university, founding Geneoscopy, and addressing this unmet need in colorectal cancer screening.

Where did your brother Andrew (CEO and Co-Founder) enter the picture?

Barnell: Andrew and I have very different skillsets. I am the nerdy scientist, and he's the amazing businessperson. He did investment banking, private equity, and earned



his MBA at Wharton. I think it was during the due diligence of Arch Grants and other pitch competitions... somebody asked me to do a pro forma, and I Googled it, because I had no idea what that was. Then I called my brother, and he graciously gave me much of his time to build the business plan and the financials. As a medical student, I swear I had the most robust financials going into these pitch competitions! That's when I recognized we were an amazing team.

Who were some of those first employees you brought in to work at Geneoscopy?

Barnell: I leveraged every resource we have here in St. Louis to fill the gaps and knowledge that we lacked as very young entrepreneurs.

How old were you at that time?

Barnell: I was 23. We supplemented our passion with experienced people who'd done it before. Finding scientific advisors, KOLs, and individuals from the business community who could help us navigate some of the more complex issues. We're in a very regulated environment, so we had to have people who could help us stay compliant—a lot of people here in St. Louis who know what they're doing—and help us avoid obstacles.

Was it a foregone conclusion that Geneoscopy would be built in St. Louis?

Barnell: Andrew and I grew up with entrepreneurs in the family. My grandfather built and sold a successful paper and binder company here in St. Louis. My mom and dad were entrepreneurs, starting a medical billing company called Precision Practice Management. We recognized how much fun entrepreneurship is, and how much fun it could be doing it with family.



THERE ARE SO MANY FRONTS YOU'RE FIGHTING AS A STARTUP COMPANY THAT YOU DON'T THINK ABOUT UNTIL YOU'RE SURROUNDED BY A GROUP OF EXPERIENCED ENTREPRENEURS LIKE WE WERE AT ARCH GRANTS.

Who was the first investment from that put some legs under this idea of Geneoscopy?

Barnell: The first check was from me and Andrew. We felt it was important that, if we believed in the mission, that we would ourselves invest. Our friends, family, and other St. Louisans also invested, and maybe they didn't quite understand every component and didn't do all the due diligence, but they knew we were passionate and had the fortitude and grit. They believed in us, and that's really St. Louis. Putting money behind people. Those initial days, there's a lot of stress to perform. You're spending the money of people who trust and believe in you. That gave us the passion and drive to execute early on. It was helpful to know we had a community supporting us here in St. Louis.

Whose idea was it to apply to Arch Grants?

Barnell: I think I got the initial application. Who did the vast

majority of work to put together a phenomenal application and pitch deck? I'd attribute that to Andrew. We collectively applied and pitched, and we were so grateful to have this opportunity in St. Louis. We used the capital and resources from Arch Grants to validate the initial technology.

In terms of the \$50,000 grant we provided, which was the amount we were awarding at the time, do you remember where you put those dollars to work?

Barnell: I do! A portion went to legal, putting a fortress around our intellectual property. We received pro bono services from Polsinelli, and we still work with them today so that's been a great relationship. Most of the grant went to the science. We got our own coworking space at BioGenerator. We were able to get some pipettes! We sourced samples. We were able to test out the technology we pulled out of the university and demonstrate the initial feasibility of using RNA biomarkers to

diagnose colorectal cancer and pre-cancerous lesions and that fueled the data that we leveraged for our Series A.

Was there anything that stood out about being welcomed into the Arch Grants community?

Barnell: When you're first starting out, you're so focused on capital. That's the bloodline of any startup, making sure you're not running out of money. But there are so many other things you need to do to make sure you're successful. I think those resources were the most important. We used the Arch Grants resume book to find our first two employees who are actually still here today! There are so many fronts you're fighting as a startup company that you don't think about until you're surrounded by a group of experienced entrepreneurs like we were at Arch Grants.

Tell me about the science behind the company. Why RNA?

Barnell: We recognized that RNA is a much more dynamic mechanism to monitor disease, specifically beyond cancer—inflammatory diseases, infectious diseases... RNA is the only source of understanding changes in a patient's status over time. We have our oncology vertical where we're using RNA biomarkers to diagnose colorectal cancer, and we

have our autoimmune vertical where we diagnose, monitor, and treat inflammatory bowel diseases like ulcerative colitis and Crohn's disease. In both of those spaces, we've demonstrated that RNA can be more accurate than other biomarkers.

How many people live with colon cancer undetected and how important is Geneoscopy's solution?

Barnell: There are 150 million Americans eligible for colorectal cancer screening. If you're 45 years of age or older, if you're at average risk, you're eligible for our test. That's a huge patient population. What we've seen is that not a lot of patients are up to date on getting a colonoscopy. People don't like colonoscopies—I can't imagine why!—and that's where we come in. For patients that don't want to get the procedure, that want to take a test at home and have an accurate test, that's what we offer to our patients.

Your test seems like an important and more accessible option for so many people.

Barnell: I think healthcare is moving toward being proactive instead of reactive. If we can create preventative services for patients that are easy, that fit in with their lifestyle, that

deliver straight to their door and FedEx then picks it up, that makes it easier for people.

As one of our most successful companies, what advice would you give to a young entrepreneur coming through the Arch Grants program?

Barnell: No is not always a no. When we first applied to Arch Grants, we had a great idea and a lot of momentum and capabilities. And now you see all our successes, but that's just the tip of the iceberg. Below that is a great deal of "not today's," and "we can't invest in you." Be persistent when you receive a "no" from a place like Arch Grants because it might not be "no" forever. You can overcome some of that negativity and even leverage it to make yourself better so you can turn a no into a yes.

What opportunities do you see for Arch Grants?

Barnell: The immense amount of success Arch Grants generates ensures that my hometown, which I love, is on the map as a hub of entrepreneurship and is actively sought after. The resources you provide beyond the funding, finding the diamonds in the rough, nourishing these startups, making them talk to each other... it's incredible.

Where is Geneoscopy today compared to where you thought you'd be?

Barnell: Andrew and I have always wanted to take Geneoscopy to fruition. I received the email from the FDA saying we had received approval for our test, and I wouldn't give that moment up for anything. If you're doing entrepreneurship for that exit, you're not doing it right. The highs are so high, the lows are low, but this journey has been an educational experience. I get to do it with my brother, I get to build this amazing company, and I get to do it in St. Louis. I love this job.



In Their Own Words

The Founders Behind St. Louis' Entrepreneurial Renaissance

Arch Grants



Andrew Barnell
CEO and Co-Founder, Geneoscopy



Drew Carter
CEO and Co-Founder, Whistle Rewards



Richard Clark
CEO, AirSeal CardioVascular



Bethanie Couri, EdD
Co-Founder, We Hear You



Joss Fernandez, MD, FACS
Founder and Chief Medical Officer, MaxFi



Alyssa Huffman
CEO, ALLUMIN8



Tim Luchini, PhD
CEO, Intramotev



Luis Manta
CEO and Founder, Seoul Juice



Pierre Paul
Co-Founder and CEO, We Hear You



Kelley Robson
Founder and CEO, Pivto Better Learning



Sarah Schlafly
CEO and Founder, Mighty Cricket



Michael Seaman
CEO and Co-Founder, Swipesum

In the heart of St. Louis, a not-so-quiet revolution is taking place. Behind the impact of Arch Grants are the entrepreneurs themselves, visionaries who chose our city as the canvas for their ambitions. Below, we hear directly from the Founders who are reshaping our economy and community. Their unfiltered accounts reveal not just the triumphs, but the struggles, doubts, and relentless drive that define their St. Louis journeys.



To learn more about the companies these Founders lead, scan the QR code.

THE SPARK OF CREATION

Every entrepreneurial journey begins with a moment of clarity. A problem becomes so evident, so pressing, so annoying that inaction is no longer an option. Our Founders have each experienced that decisive moment when they saw what others missed and felt compelled to build something new, regardless of the risks.

Fernandez: As a surgeon, I wanted to safely learn new procedures, but I couldn't accept that patients should bear the burden of my learning curve. Wait, you want me to perform that procedure after just watching it once? That really bothered me.

WEATHERING THE STORM

The entrepreneurial path is rarely linear, often interrupted by unexpected market shifts, funding crises, and regulatory hurdles. Our Founders have navigated waters that would sink less determined vessels. Their candid accounts of these pivotal challenges, and how they summoned the resilience to overcome them, offer a glimpse into the gritty reality behind every success story.

Seaman: Early on, we nearly ran out of money on several occasions. I remember my first W-2 as a Swipesum employee being less than my quarterly bonus at my previous job. I questioned if I was cut out for this. It was brutal, but we learned how to survive and then thrive.

Huffman: Our company was born from heartbreak. I watched loved ones suffer after failed spine surgeries. No one was solving the root problems, so I left a stable career and stepped into the unknown. I decided to bet on myself and ensure I didn't leave this world with regrets.

Barnell: My sister Erica, Geneoscopy Co-Founder, worked with a patient unable to get screened for colorectal cancer due to work constraints and that highlighted the need for a simpler solution.

Robson: I saw healthcare training stuck in the past, and I knew we could make learning engaging and effective. No one else was blending learning psychology with cutting-edge media like us.

Paul: Growing up as an immigrant, my family and I experienced firsthand what it feels like to be outside the status quo. We faced a lot of racism, xenophobia, and poverty in a place that was foreign to me. That became my why. I didn't start We Hear You to build gadgets. I started it to build dignity.

Clark: We've faced limited capital, strategic ambiguity, and the steep climb of early-stage fundraising. There were moments of doubt, but we stayed grounded in the mission.

Couri: Early on, we had no funding, no manufacturer, and barely a prototype—just a belief in what we were building. I cold-called over 100 facilities, pitching without a product in hand. It wasn't easy, but we eventually found good people who stood in our corner.

Carter: Just six months after our launch, we were sued for allegedly breaching a non-compete clause. What began as a cordial heads-up phone call devolved into an expensive legal battle, one that consumed half our fledgling balance sheet in legal fees.

Manta: One of the biggest challenges was trying to launch a beverage company with no industry experience, no big investors, while I was still a college student. I doubted myself plenty of times.

THE FIRE WITHIN

What separates entrepreneurs from dreamers is the relentless drive to transform vision into reality... day after day, obstacle after obstacle. This distinctive blend of competitiveness, ambition, tenacity, and sometimes sheer stubbornness distinguishes Founders who build lasting companies.

Luchini: You have to be willing to quit your job and take a risk. So making no money for a while and being willing to say, "I don't know for certain that this will work."

Carter: Founding a company is much like signing up for an endurance race: the idea is simple, but the execution tests your mental grit far more than your physical stamina. Success hinges on embracing both the terror and the ecstasy.

Fernandez: As a cardiac surgeon, grit is essential. You need it to get through years of intense training and the pressure of long, high-stakes cases. Entrepreneurs need that same grit to push through uncertainty and setbacks. Real grit means facing the facts, analyzing every painful detail, and solving problems head-on.

Seaman: I was raised in a family that believed you earn your success. I was a college athlete, and I treat business like sport: show up, compete, and outwork everyone. But the real fuel is my team. When you build something together, quitting isn't an option. I want to win for all of us.

Clark: At times, I've been tempted to walk away, but entrepreneurship demands grit, and sometimes it's just stubborn pride that keeps you grinding forward. The small wins add up, and then you look back and realize how far you've climbed.

Paul: My drive comes from my family. I watched my parents raise us with joy in the face of hardship. I'm not fearless, but I'm relentless, which I have learned is essential when running a startup. We don't quit; we pivot.

THE ARCH GRANTS EFFECT

At a critical juncture in every startup's life, the right support can mean the difference between breakthrough and breakdown. Beyond providing crucial non-dilutive capital, Arch Grants connects entrepreneurs to a powerful ecosystem of mentors, potential investors, customers, and talent. Here, our Founders reflect on how that multifaceted support transformed their trajectory.

Schlafly: The initial grant was huge in our ability to hire talent. Since then, we've been able to grow significantly and obtain nearly \$1 million in government funding.

Carter: For a founder, isolation is the most insidious challenge. You're breaking new ground, hearing "no" constantly, and wondering if anyone truly understands. Arch Grants served as our lighthouse, providing a thriving community of fellow entrepreneurs who'd walked a mile in our shoes.

Manta: Arch Grants is the reason Seoul Juice got into Schnucks. We met Ted Schnuck during Finalist Pitch Day and that drastically changed the trajectory of my business. It made me feel like I wasn't building this thing alone.

Seaman: Arch Grants believed in us early and before most anyone. The money mattered, but the credibility and community were even more valuable. It gave us our start in St. Louis and helped to land customers, investors, and talent.

Barnell: Our relationship with Arch Grants was pivotal. That early non-dilutive funding was crucial because it was the first time we brought external capital into the business, which we needed to invest in research and development.

Robson: Arch Grants funding enabled us to fund our video production studio. We now have a beautiful, modern facility in midtown St. Louis and we complete our video projects with a 100% in-house team.

Huffman: Arch Grants gave us more than funding. It gave us belief. At a critical time, that belief gave us room to breathe, build, and belong.



THE MONEY MATTERED, BUT THE CREDIBILITY AND COMMUNITY WERE EVEN MORE VALUABLE.

Michael Seaman
CEO and Co-Founder, Swipesum



Brian Lord

CEO and Co-Founder, iSite Media



A six-time Arch Grants applicant is revolutionizing stadium advertising

Brian Lord didn't set out to change the bathroom advertising game. The CEO and Co-Founder of iSite Media was simply trying to solve a problem every sports fan knows too well: where to put your drink while using the restroom at a venue. That moment of frustration in a Las Vegas casino became the spark for what would grow into a business connecting millions of sports and entertainment fans with brands through digital displays in stadium restrooms across the country.

"I walked into the restroom with my beer, like every guy has at some point," Lord recalls. "I had no convenient place to set the beer down. I thought, 'How is there not a better solution to this?'" Fresh off selling a successful real estate business in Chicago, Lord's entrepreneurial wheels started turning. "What if we have a shelf but also an advertising piece here? This is a captive audience."

Brian describes himself as a competitive person, something he traces back to his childhood in St. Louis. Raised in a family where his father worked his way from washing cars to overseeing 20 dealerships across the Midwest, Lord learned early on that success comes from relentless effort and refusing to accept defeat. "I was always enamored by the goal of owning something and solving problems my way." His drive manifested in his approach to everything, starting with childhood basketball. "Anything I did, I had to finish on a high note," he says. "If I didn't make my last three-pointer during warmups, I would keep shooting until I made one." It's a mindset that serves him well as an entrepreneur, though his wife and co-founder Kim Lord often has to encourage him to celebrate victories. "We'll sign a big stadium, and I'm like, 'Okay, what's next?'" She reminds me to enjoy the wins along the way."

Some of iSite's wins didn't come easily. Lord applied to Arch Grants three times before winning in 2019, then applied for a Growth Grant three more times before succeeding in 2024. Each rejection only fueled his determination. "I've always looked at Arch Grants as a legitimizer, a sign of approval in the community," he says. "I was going to keep applying until we won. This was not going to end in defeat." When feedback suggested iSite was merely a regional business, Lord's competitive streak kicked in. "Challenge accepted. We came back and showed national growth."

The COVID-19 pandemic presented Lord's biggest test yet. "That was the one time I was like, 'I don't know a path out of this.' I felt helpless," he admits. But COVID ultimately forced a pivot. The pause in business allowed iSite to build automation systems that would have been impossible while managing rapid growth. "We doubled down on technology because we couldn't do anything with venue growth," Lord explains. "Now we might have four events going on tonight around the country, and there's not one person that needs to manage when screens turn on or off. It's all automated."

Today, iSite operates in venues across the country, with 70% hosting more concerts than sports events. Lord's five-year vision includes nearly 200 venues nationally and expanding into new stadium real estate like exterior signage.

For Lord, building iSite in his hometown means everything. "St. Louis is the best place in the country to start a business," he says. "The support, the infrastructure, Arch Grants, the cost to do business, and the talent is here. All those factors help you get the most out of being scrappy."

That connection between passion and purpose drives Lord's ultimate legacy goal: establishing St. Louis as a sports business investment hub. Through iSite's unique revenue-sharing model with venues, he's building relationships and insights that could benefit other entrepreneurs for decades to come. It's exactly the kind of bold thinking you'd expect from someone who never learned to quit.

Powering Connections for Growth

The Arch Grants Innovation Summit (formerly Demo Day) is an all-day, invite-only event that serves as the premier nexus point connecting our portfolio companies with investors, corporate partners, and industry leaders in St. Louis and beyond. This annual gathering goes beyond traditional pitch and networking events. We facilitate meaningful 1-on-1 meetings where our Founders connect with investors and executives to develop relationships and unlock capital and customers, while investors and corporate participants discover promising opportunities aligned with their strategic interests. The carefully curated format maximizes the potential for substantive partnerships, follow-on funding, and business development opportunities.

The 2024 Innovation Summit provided our Founders direct access to capital sources and strategic relationships that can accelerate their growth. By transforming introductions into investments and partnerships, the Innovation Summit amplifies Arch Grants' impact on both our entrepreneurs and the broader St. Louis economy, creating a powerful multiplier effect that extends well beyond our initial grant funding.

91%

91% of Founders reported having at least one follow-up meeting scheduled



PARTICIPANT ENGAGEMENT

108

1-on-1 meetings

63 45

with investors

with corporate executives

136

introductions made



To learn more about the Arch Grants Innovation Summit, scan the QR code.

Congratulations to our 2024 Cohort



To take a deeper dive on our 2024 Cohort, scan the QR code.

ORGANIZATION	ORIGIN	OVERVIEW	LEADERSHIP
 AirSeal CardioVascular	St. Louis, MO	Medical diagnostic company revolutionizing the diagnosis and management of peripheral arterial disease (PAD) and other cardiovascular conditions	Mohamed Zayed MD, PhD, Co-Founder; Stephen Wu, Co-Founder and Chief Medical Officer; Richard Clark, CEO
 ALLUMIN8	Springfield, MO	3D-printed, porous therapeutic hardware used to reduce spine reoperation rates by delivering therapeutics to treat and heal directly through the device	Alyssa Huffman, CEO
 ASL Aspire	Champaign, IL	EdTech platform that teaches STEM to K-12 Deaf students and their teachers in American Sign Language through games	Mona Jawad, CEO & Co-Founder; Ayesha Kazi, COO & Co-Founder; Ethan Gaughan, Chief Innovation Officer & Co-Founder
 AVOL	Brooklyn, NY	Medical drone delivery service using autonomous blended-wing Avol drones and a network of droneports to deliver blood, kidneys, and lab samples	Nathan Poon, CEO
 BenefitsBoost <small>#STLOnward Award - Powered by NISA Charitable Fund</small>	St. Louis, MO	Patent-pending AI-driven platform that simplifies and accelerates the Social Security disability benefits application process for both individuals and law firms	Allison Bergmann, CEO
 Bold Spoon Creamery	Park Hills, MO	Maker of small-batch, premium ice cream specializing in adult-focused flavors made with farm-fresh ingredients	Rachel Burns, Founder
 DEMiblack Natural Nails	St. Louis, MO	Award-winning clean and vegan nail polish with cruelty-free formulas for breast cancer survivors, vegan nail polish enthusiasts, and health-conscious women	Michelle Robinson, CEO & Founder
 ExPrimary	Rochester, NY	Leverages advanced technologies to improve where, when, and why bioanalysis is performed	Sean Higgins, President & CEO
 Hire Henry	St. Louis, MO	Robotics and AI software for the future. First commercial product is an industrial robotic lawn mower named "Henry"	George Holmes, PhD, CEO & Co-Founder; Keiry Moreno Bonnett, COO & Co-Founder

 Hypno Loops	St. Louis, MO	Mindfulness app that allows users to record and create their own meditations in seconds	Marlin Bonds, Founder
 MatchNP <small>#STLOnward Award - Powered by NISA Charitable Fund</small>	St. Louis, MO	Tech-enabled platform that matches Nurse Practitioner students with healthcare providers based on their unique needs and preferences for clinical placement	Cecilia Ravas, Founder
 Metablify	St. Louis, MO	Revolutionary amplification technology for biochemicals, enabling the discovery of new medicines, biomarkers, and precision treatments	Allen Hubbard, CTO & Co-Founder; Ivan Baxter, CSO & Co-Founder; Louis Connelly, Lead Programmer & Co-Founder
 OrgAcuity	St. Louis, MO	B2B SaaS platform that makes advanced people analytics accessible to all organizations, delivering tailored recommendations directly through managers' everyday channels	Craig Starbuck, CEO; Matt Milunski, CTO
 Posie Pots	St. Louis, MO	Innovative agricultural technology concept—sustainable self-watering planters featuring a unique water-once-a-month system	Kay Wells, Founder
 Prezerv Technologies <small>Kemper Geospatial Funding Initiative</small>	Boston, MA	Breakthrough AI software technology that creates accurate 3D maps of underground utilities to make infrastructure construction safer, faster, and greener	Cam Raufi, CEO and Founder
 Raknida <small>Donald M. Suggs Excellence in Entrepreneurship Award Powered by The Ferring Family Foundation (F3)</small>	Lagos, Nigeria	ArtTech platform that helps businesses explore and access diverse artworks from Black, African, and other underrepresented artists through an art streaming service	Anthony Ezeokoye, Co-Founder; Afoma Ezeokoye, Co-Founder
 Real Document Solutions (RDS)	St. Louis, MO	Revolutionizes document-intensive due diligence work through an innovative workflow SaaS platform that centralizes order, document, and vendor management	Denise Williams, President
 Roam	Seattle, WA	AI-driven management and financial services platform that empowers HOA management firms to support condominium associations	Jonathan Yan, CEO & Founder
 StepStuds	St. Louis, MO	New, patented category of metal stud that helps stop damage to drywall from water intrusions and floods	Michael Cox, President
 Words Live <small>#STLOnward Award - Powered by NISA Charitable Fund</small>	Falls Church, VA	EdTech platform that converts the lyrics of popular songs into literacy tools for middle and high school students struggling with reading and writing performance	Sage Salvo, CEO



Dennis Muilenburg, former Boeing CEO, shares learnings from decades of leadership experience with a recent meeting of the Fellows program.



Building a Legacy

Arch Grants Fellows Program Expands in Year Two

The Arch Grants Fellows program, launched in 2023 as a peer advisory and leadership support collective, has flourished in its second year with expanded membership and deepened connections among St. Louis' most successful entrepreneurs. This carefully

curated community of startup leaders continues to serve as a brain trust, support network, and investment catalyst for the broader Arch Grants ecosystem.

The Fellows maintain their commitment to accelerating learning, ideation, execution, and growth through regular meetings, both as a full group and in smaller, focused sessions. These gatherings facilitate knowledge sharing and strategic connections that drive innovation across the St. Louis startup landscape. The collaborative spirit that defines the program has proven invaluable as Fellows navigate the complexities of scaling their businesses while contributing to the region's entrepreneurial momentum.

In 2024, the program welcomed five new members: Peter Brawer, PhD, Co-Founder & CEO of Woven Home Care; Diego Kafie, CEO of Playbite; Tim Luchini, PhD, CEO of Intramotev; Blake Marggraff, CEO of TCARE; and Bob Mills, CEO of MaxFi. Each leader was invited based on their demonstrated success and significant impact on the St. Louis entrepreneurial ecosystem,

reflecting the program's commitment to bringing together the region's most accomplished startup executives.

As the Fellows program continues to grow and mature, these entrepreneurial leaders are positioned to serve as mentors, investors, and champions for the next generation of bold founders transforming St. Louis into a thriving hub of innovation. This dynamic platform for connecting the region's most promising startup leaders ensures that St. Louis will maintain its competitive edge in attracting and retaining exceptional entrepreneurial talent while fostering the collaborative relationships that drive sustained economic growth.



For more information on our Fellows Program, scan the QR code.

NEW FELLOWS MEMBERS



Intramotev
Tim Luchini, PhD



Playbite
Diego Kafie



MaxFi
Bob Mills



TCARE
Blake Marggraff



Woven Home Care
Peter Brawer, PhD

Leveling Up

In 2024, we awarded \$300,000 in non-dilutive grants to three portfolio companies through our unique Growth Grants funding program. Figozo, King of the Curve, and iSite Media were each awarded \$100,000 to maintain and grow their businesses in St. Louis.

The Growth Grants program, launched in 2021, is open to companies operating in St. Louis that have been previously awarded Arch Grants funding and are positioned to take their businesses to the next stage of growth. The funds awarded through Growth Grants are non-dilutive and awardees must raise matching growth capital from other external sources. The companies must also commit to maintaining and growing operations in St. Louis for at least two years from the grant disbursement date.

"We are honored to receive this Growth Grant, a testament to the transformative impact we're making in the world of standardized test preparation," said Heath Rutledge-Jukes, Co-Founder

GROWTH GRANTS IMPACT SINCE 2021

\$1.85m

awarded to
19 companies

\$130m

in revenue
generated

\$96m

in follow-on capital

534

MO jobs created

of King of the Curve. "This grant will enable us to scale our team, enhance our offerings, and strengthen our commitment to empowering students and professionals to achieve their dreams while contributing to the economic growth of our community."

Shani Bennett, CEO of Figozo, sees bright days ahead. "This grant will provide the validation and foundation we need to aggressively scale our operations and make an even greater impact," he said. "Such support exemplifies how Arch

Grants empowers Founders to bring their visions to life while strengthening St. Louis' entrepreneurial ecosystem."

Helping high-growth companies build their operations in St. Louis is a key focus of our work. Through our annual Startup Competition, Growth Grants program, and other complementary initiatives, we endeavor to generate significant positive impact on the regional economy and the broader community.

"St. Louis is our home, and we're proud to be building iSite in our hometown," said Brian Lord, CEO & Co-Founder of iSite Media. "We are ready to expand operations and hire locally. This Growth Grant is proof positive that Arch Grants supports its companies well beyond its initial grant program, and we're ready to double down on St. Louis."

"We cannot wait to see what the next phase of development brings for these three companies," says Gabe Angieri, Executive Director. "The future of our region is stronger with great companies like Figozo, King of the Curve, iSite Media, and many others we support committed to growing here, and Arch Grants stands ready to support them every step of the way."

2024 AWARDEE SPOTLIGHTS



Figozo, an Arch Grants 2022 Cohort company, revolutionizes customer experiences across

the food, beauty, health, and wellness industries. Through its AI-powered customer experience platform that serves as an automated concierge, they are delivering personalized services and enhancing customer retention. By merging advanced AI with expert human insights, Figozo enables businesses of all sizes to offer tailored customer engagement at scale, boosting satisfaction, loyalty, and revenue without needing in-house technical resources. Company leadership includes Shani Bennett, CEO, and Kevonne Martin, COO.



King of the Curve is part of our 2023 Cohort. The company is revolutionizing the journey from high

school to physician by offering a comprehensive platform tailored for aspiring medical professionals. Their blend of high-quality test prep, personalized mentorship, and cutting-edge predictive analytics ensures students are prepared for medical entrance exams and receive insights into top-tier medical school admissions. Their adaptable platform will expand to other academic domains in the future. Leadership includes Heath Rutledge-Jukes, Co-Founder; William Kelly, Co-Founder; and AndrewPaul McIntosh, Co-Founder.



iSite Media, part of our 2019 Cohort, provides brands a platform that showcases a clear

message to a captive and targeted audience, while delivering an asset to venues that monetizes an often-overlooked area of their establishment. Fans and visitors routinely visit the restrooms of live sports and entertainment venues, and the company saw this as an opportunity to revolutionize the space with cutting-edge technology that drives new value to advertisers and venues alike. Leadership includes Brian Lord, CEO and Co-Founder, and Kim Lord, Managing Partner and Co-Founder.

Breakthrough Milestones

The momentum of innovation in St. Louis continues to accelerate as Arch Grants portfolio companies achieve breakthrough milestones that validate our region’s emergence as a formidable entrepreneurial hub. In 2024, we witnessed transformative achievements that exemplify the caliber of companies choosing to build their futures here. Geneoscopy secured FDA approval for their groundbreaking noninvasive colorectal screening test, marking a pivotal moment in cancer detection technology. Intramotev and HabiTerre both closed significant Series A funding rounds, demonstrating strong investor confidence in St. Louis-based innovation. WingXpand forged a strategic partnership with defense industry leader Raytheon, showcasing how our startups are earning recognition from global corporations. These victories represent far more than individual company successes. They signal the maturation of an ecosystem where bold ideas take root, scale rapidly, and attract national attention. The following achievements from our portfolio companies throughout 2024 illustrate how strategic investment in entrepreneurship is fundamentally reshaping St. Louis’ economic landscape, one breakthrough at a time.

2013 COHORT

- Immunophotonics**
- Enrolled first patient in a clinical trial designed to improve healthcare outcomes for patients battling hepatocellular carcinoma (HCC)
 - Won Startup World Cup regional finals
 - Launched research partnership with Johnson & Johnson

- Juristat**
- Landed new private equity investment, enabling it to grow staff by 20%

- KNOWiNK**
- Took their PollPads to Forsyth School for an educational visit and received coverage from KTVI Fox 2 TV

2016 COHORT

- Geneoscopy**
- FDA**
- Received FDA approval for their noninvasive colorectal screening test
 - Won 1st place at the St. Louis Inno Fire Awards
 - Received a NY State health permit, allowing the company to perform lab services in all 50 states

2017 COHORT

- Omniose** (formerly VaxNewMo)
- Secured three-year research agreement with AstraZeneca
- SentiAR**
- Company’s hands-free headset and 3D real-time imaging technology was featured in the St. Louis Business Journal

2018 COHORT

- Big Heart Tea Co.**
- Made the New York Times Wirecutter list for the 3rd year in a row

GiftAMeal

- 40/40**
- Founder Andrew Glantz was named to FSR’s 40 Under 40 Rising Stars list
 - Company reached 2 million meals distributed

- Swipesum**
- Ranked 666 in the 2024 Inc. 5000 list of fastest growing companies in the U.S.

2019 COHORT

- Audra**
- Debuted new storefront in Ladue, MO

Edison Agrosiences

- \$600k**
- Raised \$600,000 to advance work in developing sunflower crops for rubber production

- iSite Media**
- Won a Growth Grant from Arch Grants
 - Landed pilot with Smoothie King Center

- Lux & Nyx**
- Company’s products entered national retailer Nordstrom

- TCARE**
- Named Arch Grants Founder Blake Marggraff as new CEO
 - Featured in Forbes article “High-Tech with a Human Touch: How AI Can Help Caregivers Reduce Stress”
 - CEO Blake Marggraff joined the Arch Grants Fellows program

2020 COHORT

- Bold Xchange**
- Received investment from Missouri Technology Corporation

Hum Industrial Technologies

- \$3.1m**
- Expanded to Australia with \$3.1 million contract

- Inclusively**
- Featured in a Forbes magazine article on workplace inclusion and accommodations
 - Selected by the World Economic Forum as a Technology Pioneer

- Rebundle**
- Founder Ciara May recognized in AFROTECH’s Future 50 Visionary Founders List

- Well Principled**
- Rebranded as BODYSIM, an AI-powered health app

2021 COHORT

- Bask & Bloom Essentials**
- Founder Candera Thompson participated in the 3-month Black Ambition Mentorship Program, organized by singer-songwriter Pharrell

Intramotev

- \$14m**
- Secured \$14 million in Series A funding to expand staff for making several new tech deployments. Local firm Advantage Capital participated in the round
 - Founder Tim Luchini joined the Arch Grants Fellows program

2022 COHORT

- Figozo**
- Won a Growth Grant from Arch Grants
 - Awarded 1st place and \$25,000 in the Greater St. Louis, Inc. Diverse Business Accelerator competition

HabiTerre

- \$10m**
- Secured \$10 million Series A funding round to scale farmer-centric sustainability and productivity solutions
 - Named a 2024 Startup to Watch by the St. Louis Business Journal

- JAKAPA**
- Received funding from the MTC IDEA Fund

- Pivto Better Learning**
- Leased 3,000 sq. ft. of office space on Locust St. in Midtown

- WingXpand**
- Presented their 8-ft foldable smart plane WingXRAI at Army Aviation Industry Days
 - Partnered with defense giant Raytheon to boost their AI capabilities
 - Demonstrated their VTOL + Drop add-on to their xRAI smart plane at Thunderstorm 24.4
 - Won 1st place at the St. Louis Inno Fire Awards
 - Awarded \$1.9 million SBIR Phase II Grant with the U.S. Army

2023 COHORT

12 Pentagons

- Apple TV**
- Secured partnerships with Apple TV MLS Season Pass, Mastercard, Burberry, Premier League, and Pepsi
 - Launched new product and sold out limited release in five hours

- Aegis Digital Health**
- Arch Grants Founder Abigail Cohen joined the company as Chief Operating Officer
 - Rebranded as SweetSpot
 - Raised \$750,000 pre-seed round from St. Louis Arch Angels

- Chippin**
- Launched collaboration with World Wildlife Fund

- Forcyte**
- Named a 2024 Startup to Watch by the St. Louis Business Journal

- Golden Gems**
- Expanded footprint at City Foundry with new 2,000 sq. ft. retail space

Honeydew

- \$4.5m**
- Closed oversubscribed \$4.5 million round and crossed \$2 million ARR
 - Named to national Inno List of Startups to Watch
 - Named a 2024 Startup to Watch by the St. Louis Business Journal

- King of the Curve**
- Won a Growth Grant from Arch Grants
 - Received a \$500,000 investment from Kapor Capital
 - Awarded \$375,000 investment from MTC

- Module Building Systems**
- Received \$5 million in new market tax credits from SLDC
 - Received \$3 million from State of Missouri for partnership with Ranken Technical College
 - Committed to locating their first manufacturing facility, in partnership with the SLDC, at the Kilark Electric Factory

- Seoul Juice**
- Founder Luis Manta sold a majority stake to FoodStory Brands
 - Inked regional and national distribution deals with Costco and QuikTrip

- Shades of Color**
- Founder Tashara Earl participated in the 3-month Black Ambition Mentorship Program, organized by singer-songwriter Pharrell

- The Girls Company**
- Company won 1st place in the Consumer Packaged Goods category of TechSTL’s Startup World Cup

- Top Tutors for Us**
- Reached partnership agreement with Louisiana Board of Education
 - Named a 2024 Startup to Watch by the St. Louis Business Journal

VetVerifi

- 10,000**
- Announced the company is performing 10,000 vaccine record verifications a day
 - Closed a \$1.5 million pre-seed round to help realize its vision of enabling greater interoperability of critical pet health information
 - Named a 2024 Startup to Watch by the St. Louis Business Journal

- We Hear You**
- Won the Solly Rodan Award, highlighting their innovative work in accessibility. The honor included a \$20,000 award
 - Co-Founder Bethanie Couri was named 2024 Pink with a Purpose project awardee with the Jed Foundation and Victoria’s Secret

2024 COHORT

- AirSeal CardioVascular**
- Received an IDEA Fund seed capital allocation from Missouri Technology Corporation

ARCH GRANTS FELLOWS

- Whistle Rewards**
- Selected to join the Google AI Academy for American Infrastructure

- MaxFi, Playbite, Woven Home Care**
- Founders of each company were invited to join the Fellows program

Celebrating Innovation and Entrepreneurship



Our annual neXus Gala always proves to be a night to remember, bringing together Arch Grants Founders, business leaders, elected officials, and civic boosters to celebrate innovation and entrepreneurship in St. Louis. We unveiled our dynamic 2024 Cohort, a collection of diverse, innovative Founders and companies that will drive the St. Louis economy and benefit our region in ways we cannot even imagine. This celebration brought together passionate entrepreneurs whose impact on the St. Louis region and commitment to fostering entrepreneurship will be felt for years to come.



To experience the excitement of our 2024 neXus Gala, scan the QR code.



2024 EMCEE
Pierre Paul

The evening's program was guided by emcee Pierre Paul, CEO and Co-Founder of We Hear You, a 2023 portfolio company that provides services and products that allow individuals, especially those with disabilities, the opportunity to access and engage with the world around them more seamlessly. Paul and the We Hear You team even did a live demo of their Hero Door Opener, installed on a St. Louis Union Station ballroom door just hours earlier. In front of nearly 900 rapt attendees, it worked without a hitch!



2024 ENTREPRENEUR AWARD HONOREE
Bob Clark

One of the night's highlights came when Maxine Clark presented Bob Clark, Executive Chairman and Founder of Clayco, the 2024 Entrepreneur Award. Clark's significant contributions to the St. Louis region through his business and philanthropic endeavors set a good example for all St. Louis leaders to emulate. As the fundraising portion of the evening commenced, Clark again took the stage and stunned everyone by announcing a \$1 million challenge gift to the Arch Grants endowment. Thank you, Bob, for the generosity of your spirit and your contribution to economic development in St. Louis!



To learn more about Bob Clark's entrepreneurial journey, scan the QR code.

Past Arch Grants Entrepreneur Award Honorees

Jim Kavanaugh
(2023) Co-founder and CEO, World Wide Technology

Jim Eberlin
(2022) Founder & CEO of TopOPPS (now Xactly Corp)

Jim McKelvey
(2021) Co-founder of Square

Donald M. Suggs
(2020) Publisher & Editor of The St. Louis American Newspaper

Bob Chapman
(2019) Chairman & CEO of Barry-Wehmiller

Sam Fox*
(2018) Former Ambassador of the United States to Belgium & Founder of Harbour Group Ltd.

Jerald L. Kent
(2017) Chairman & CEO, TierPoint, LLC; Chairman & CEO, Cequel III; Chairman & CEO, StayLock Storage

Michael Neidorff*
(2016) Chairman, President & CEO, Centene Corporation

Rodger Riney
(2015) Founder & CEO, Scottrade Financial Services, Inc.

David Steward
(2014) Founder & Chairman, World Wide Technology, Inc.

Maxine Clark
(2013) Founder, Build-A-Bear Workshop

* Deceased

Supporting Local Innovation

CO-FOUNDERS \$200K+

Bank of America
Kellie Hynes & Robert Guller ●
James S. McDonnell Foundation
NISA Charitable Fund of the St. Louis
Community Foundation
William T. Kemper Foundation -
Commerce Bank, Trustee

ANGEL INVESTORS \$100K-\$199K

Clayco
Ferring Family Foundation (F3)
Jerry & Judy Kent
U.S. Economic Development
Administration
WashU

KEYSTONE PARTNERS \$50K-\$99K

John & Anne McDonnell
Rodger & Paula Riney
St. Louis County Port Authority
The JSM Charitable Trust

ACCELERATORS \$25K-\$49K

Anne & Jack Bader ●
Jim & Randie Eberlin ●
Jerry & Sue Schlichter ●
Verizon Wireless

STRATEGIC INVESTORS \$10K-\$24,999

Anders
Anonymous
Mary & Matt Badler ●
James Carr & Than Som
Greg & Penny Christoffel
Cultivation Capital
Dula-Kobusch Charitable Trust
Enterprise Mobility Foundation
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Luxco
Missouri Technology Corporation
Christine Nardini
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Spire
St. Louis Arch Angels
Elizabeth Zucker ●

SEED FUNDERS \$5K-\$9,999

ArchBridge Family Office
Mark & Sue Bronson
Drummond and Zundra Bryant ●
Addelyn Bunting
Burger Law Firm
CIC
Maxine Clark & Bob Fox ●
Donald Danforth Plant Science Center
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Partnership
The Prufrock Foundation
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Heather Wood
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Marcus Alexander
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Gabriele & Faith Angieri
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Danielle Bach
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2315 Locust St., Suite 2B St. Louis, MO 63103
314-272-4857 info@archgrants.org

