

Goal 2 - Foster Growth	
2B.1 Champion and Convene	Status
2B.1.1 - Support the expansion of networking channels and opportunities for relationship building among the region's entrepreneurs, startups, and students.	in progress/ongoing
2B.1.2 - Establish connections with DFW entrepreneurship organizations such as 1 Million Cups, Dallas Innovates, and the Dallas Entrepreneur Center.	in progress/ongoing
2B.1.3 - Assemble a knowledge resource network to support entrepreneurs and companies with access to financial, legal, policy, and research information needed for their business to grow.	in progress/ongoing
2B.1.4 - Partner with local and regional partners to design reverse-pitch competitions to engage major corporations and organizations in the DFW Metroplex with needs for innovation.	in progress/ongoing
2B.1.5 - Ensure that targeted resources are available for businesses owned by women and people of color, who have historically faced barriers to accessing traditional economic development tools.	in progress/ongoing
2.B.1 Work Plan Items:	Actions
Attend events hosted by regional startup organizations and stakeholders.	In July 2024, Heather attended the NTX Innovation Summit held by UNT at Austin College
	Heather and Robyn attended the TWU CWE's 10 year anniversary event in July 2025 during which we were able to meet with female founders from around the state.
	Robyn Harris attended multiple Chamber of Commerce events including the Small Business Nomination Mixer and Wake up Wednesdays
	Robyn regularly attends networking events locally including DMSA Mixers, Denton Square Networking, LEAP Networking, and others.
	Heather is registered to attend the upcoming Women In Tech hosted by the DEC Network and Frisco ED
Host and sponsor events that support students and connect them to entrepreneurs, mentors, and peers.	In the 2024/2025 school year, Heather acted as a judge for the MVP pitch for Entrepreneurship students at Guyer HS. For the three years prior she served as a workshop leader and mentor for the program.
	Invited students and teachers from Denton to attend FlintConf - educators attended in 2024, but were unable to attend in 2025. We are adjusting the date to earlier in the year in 2026 to make it easier for educators and students to attend.
	Currently in communication with students in an entrepreneurship program in Lewisville to attend the Denton Pitch Competition and possibly have a table in the Entrepreneur Expo
Seek out opportunities for partnerships, sponsorships, or collaborations with regional entrepreneurial organizations and stakeholders.	Engage partners throughout metroplex to participate in our events and programs via mentorship and serving as workshop leaders. This has included representation from TWU, UNT, Tech FW, The DEC Network, and Global Entrepreneurship Week North Texas.
	Heather secured speakers and emcee for FlintConf 2024 and 2025 with networks in the Dallas and Ft Worth entrepreneur ecosystem which increases our visibility regionally.
	Heather and our new Program Coordinator will be working with City of Denton and UNT to produce the Innovation Summit in Denton in early 2026
Continue to develop an entrepreneurial ecosystem "map" which details companies, mentors, support organizations, resources, etc. Make the document available to the public.	Continued to add to and update the Ecosystem Map - shared it with City Staff and others in the community to contribute to build the map.
	Have the Stoke Member Directory listed on our website to help connect people to the entrepreneurs with specific skills and expertise.
Write and publish ebook/guides to provide entrepreneurs with tangible tools, templates, and resources for launching their business in Denton.	Published a playbook in conjunction with FlintConf 2021, 2022, 2023, 2024, and 2025 made available to all attendees. In 2025 we printed copies for all attendees to use during and after the event.
	Developed downloadable resources and published on our website including a business planning guide, resource/tools guide, and others.

	Developed and published curriculum for our AccelerateHER and Denton Pitch Competition through an online learning hub.
Expand our network of mentors and advisors, specifically increasing participation from women and minority entrepreneurs and thought leaders.	Engaged with women and minority mentors to contribute their expertise through our events and programs - Denton Pitch Competition, AccelerateHER, GEW, Coffee + Convos and individual coaching.
	Through regular attendance at local networking meetups, we have expanded our network of speakers and members that are women and minorities.
	Opened up a call for speakers for th 2025 FlintConf that drew in applications from across the region, almost all of the submissions were from women who were subsequently invited to speak at FlintConf or our Coffee + Convos.
Initiate the planning of a reverse pitch competition with local and regional partners.	Heather has proposed this as a way to approach engaging startups and entrepreneurs in the Innovation Summit. It sounds like we will start with a panel discussion, moderated by Heather, where folks from local industries focused on mobility and logistics share the challenges and gaps in the technology and innovation available to them. The hope is that having entrepreneurs in the room hearing these problems will inspire them to create new business or product offerings to address the gaps in industries.
Launch accelerator program that focuses on women entrepreneurs in partnership with Texas Woman's University.	We have successfully completed 5 cohorts of this program graduating over 30 entrepreneurs.
	Just selected the sixth cohort for the program which will run from September 2025-January 2026.
	The success of the program that was created at Stoke in partnership with TWU CWE has now expanded throughout the state and TWU runs AccelerateHER programs in Dallas, Houston, Abilene, and more. This has allowed us to focus our cohort members specifically in and around Denton.
	In late 2024, we began hosting AccelerateHER Alumni meetups. We hold these quarterly and are working to grow the connections between cohorts to increase access to peers for the female founders.
Pursue programming and partnerships that help connect minority entrepreneurs with peers, mentors, and resources.	Currently working with City Staff to provide scholarships by way of membership, coaching, and workshops for SE Denton residents.
	Make most programming free and accessible to everyone in the community. Offer scholarships for FlintConf for any individual that may not be able to afford the cost of the ticket.
	Ensure that entrepreneurs accepted into AccelerateHER and Denton Pitch Competition have diverse founders. Ensure that the mentors and judges are include women and minorities so that entrepreneurs are supported by individuals with a range of perspectives and backgrounds.
2B.2. Access to Capital	Status
2B2.2 - Partner with Denton Angels to expand access to capital for Denton startups. Work with other angel networks in the DFW Metroplex, and across Texas, to improve deal flow for Denton companies and investors.	Denton Angels group on pause
2B.2.3 Network with regional entrepreneurship programs so that they become familiar with Denton and the resources available for businesses looking to grow and expand within the DFW Metroplex.	in progress/ongoing
2B.2 Work Plan Items:	Actions
Attend regional events around entrepreneurship, specifically if there are veteran fundraisers, angel investors, or VC firms in attendance.	Heather began consulting with EqAll, a Dallas based entrepreneurship program that has increased connections to funding sources in the region.
	In August 2025, Robyn Harris attended Dallas Startup Week and went to a panel discussion on Marketing and the Women in Innovation Summit.
	Made a connection to Texas Regional Bank and are working to develop programs in partnership so that entrepreneurs can develop relationships with local funders. These are anticipated to start in late 2025.

Engage Denton Angels in Stoke programming and events, specifically pitch events, to increase connections between investors and entrepreneurs.	This group took a pause in looking at deals and has not yet reconvened. It limits our ability to coordinate a mixer or work to syndicate deal flow with the group on hold with no current plans to start again.
	We maintain individual communication and connection to those previously a part of the Denton Angels and invite them to our programs and events.
	One of the Denton Angels served as a judge at the Denton Pitch Competition for the 2023 and 2024 events.
2B.3 Ecosystem Building	Status
2B.3.1 - Partner with the Denton Innovation Group to define a vision for entrepreneurship in Denton, establish goals, measure progress, and connect with DFW organizations.	Denton Innovation Group is on pause
2B.3.2 - Launch an accelerator program to support the growth of existing companies.	program launched
2B.3.3 - Host a Citywide Pitch competition to identify and develop innovative entrepreneurs in Denton.	program launched
2.B.3 Work Plan Items:	Actions
Coordinate and host Denton Innovation Group meetings on at least a quarterly basis.	Denton Innovation Group meetings are on pause for now due to limited participation from participants at the last few meetings we tried to hold in late 2023 and early 2024.
Engage groups of thought leaders to increase connections and opportunities between institutions and anchors (TWU, UNT, NCTC, DISD, etc).	We continue to engage thought leaders through our participation in partner events, and through inviting these partners to our events. ie UNT Emcee at FlintConf, NCTC rep at Denton Pitch Competition)
	Connected multiple Stoke and community members to NCTC Career Circuit Grant to get interns to support their businesses.
	Heather is working with UNT and City of Denton on the Innovation Summit and will work to bring entrepreneurs into the event through engaging programming.
	Judges for Denton Pitch Competition include a local SBA lender, TWU business professor, Small Business Development Center advisor, regional Accounting expert, and former Denton Angel investor.
Initiate the planning and production of a city wide pitch competition.	Have now hosted three Denton Pitch Competitions. In total 28 businesses have pitched, 10 businesses have won cash totalling over \$30,000 in prize money directly into the hands of Denton based businesses.
	In November 2024 we hosted the third Denton Pitch Competition and Entrepreneur Expo. Close to 100 people were in attendance and four women were the winners of the pitch competition. They were awarded over \$10,000 in prize money.
	We launched a new prize for the 2024 event. The Community Choice award was funded by and voted on by the community. We raised \$1,700 for the Community Choice award and the live audience voted on the winner of the award.
Launch AccelerateHER, a startup incubator program for early stage startups led by women entrepreneurs.	The Denton AccelerateHER program is in its sixth year, and TWU has subsequently used the model started in Denton in 2020 to grow programs around the state of Texas. The total number of women-owned businesses incubated since launching in 2020 is 34.
	In 2023 we added objective-based small business coaching to the program. The fall 23 cohort booked 23 sessions for a total of 13.25 hours. The fall 2024 cohort booked 16 sessions for a total of 9.5 hours.
Host technical meetups and events at Stoke.	Coffee + Convos happen on a monthly basis. This meetup focuses on a range of topics that support entrepreneurs from tech systems to increase efficiency, AI and how to use it to grow your business, building websites, digital marketing, and more. We host 11-12 of these events each year.
	Continuing to offer our own programming and offer our space to any tech and entrepreneur meetups that want to meet in person.

Sponsor and support technical meetups and events in Denton and the region.	Sponsored UNT Hackathon and TAMS Hackathon whenever possible
	Stoke hosts the Denton events for Global Entrepreneurship Week North Texas each year. We are in communication with regional organizers to cross promote other events in the region.
2B.6 Promoting Denton's Creative Brand	Status
2B.6.2 - Pitch stories about successful Denton companies to media outlets, such as the Denton Record-Chronicle, Dallas Morning News, Fort Worth Star-Telegram, Dallas Innovates and D Magazine.	ongoing
2B.6.4 - Develop a Citywide entrepreneurial recognition program that harnesses the strengths of local efforts that already exist in Denton.	not yet begun
2.B.6 Work Plan Items:	Actions
Continue to publish 2-4 blog posts each month including a regular spotlight of a mentor or member.	Have published 1-2 blog posts each month including spotlights of each member of the AccelerateHER cohort.
	Published at least one newsletter each month. Additionally create social content and videos that spotlight program participants, members, and our program offerings.
	Developed curriculum for our online learning hub which launched in April 2022 and continues to grow and expand to support AccelerateHER and DPC programs
Write and distribute press releases around entrepreneurial activity and Denton startups.	Sent press releases regarding Global Entrepreneurship Week, Denton Pitch Competition, FlintConf, and AccelerateHER to local media outlets.
Generated earned media in regional publications	In 2022, Stoke was written about in the Denton Record Chronicle, Dallas Innovates, and Denton County Magazine. The content focused on our programming and the ways we support entrepreneurs such as AccelerateHER and the Denton Pitch Competition.
	in 2023 Stoke and the City of Denton both produced videos to highlight the Denton Pitch Competition and the success story of one of our long time members, Team of Defenders
	In 2023, Stoke was written about in the Denton Record Chronicle and Dallas Innovates. The content focused on our programming and the ways we support entrepreneurs such as AccelerateHER, FlintConf, and Denton Pitch Competition
	In 2024 FlintConf was written about in the Denton Record Chronicle.
	In 2025 Heather was interviewed for an NT Daily article and a liiD TV spotlight.
	Heather was nominated for a She Rock Business Owner award as well as a regional Ecosystem Builder award in spring of 2025.
Goal 3 - Strengthen Community Inclusion	
3.3 Grow Your Own Talent Initiative	Status
3.3.1 - Support youth entrepreneurship programs at the local level to foster a culture of innovation and cultivate an entrepreneurial spirit.	in progress/ongoing
3.3.2 - Encourage Denton ISD to incorporate entrepreneurship into academic curricula and increase exposure and access to Denton's startups.	in progress/ongoing
3.3 Work Plan Items:	Actions
Pursue partnership with Denton ISD to support entrepreneurial education and access to Denton's startups.	Serve on DISD CTE advisory board. Engage with CTE staff regarding entrepreneurship and tech pathways via Ed Tech Alliance and through mentoring students at Denton ISD.
	Attended DISD CTE partnership meeting to provide feedback to the curriculum offered. Encouraged them to consider entrepreneurship as a part of that campus to provide business skills to those focused on learning a trade that may want to own their own business
	In early discussions with CTE staff about possible student in terns at Stoke or Stoke member companies.

Seek out opportunities to include DISD students in our mentorship program and other events.	Has served as mentor, coach, and judge in the IncubatorEDU program at Guyer High School.
	Lewisville entrepreneurship students attended Denton Pitch Competition in 2022.
	Denton CTE students attended FlintConf in 2023.
	IncubatorEDU teachers from Guyer HS attended FlintConf in 2024.
Offer tours to DISD classes/clubs to share about our space, our mission, and what being an entrepreneur is like.	Invited Guyer HS Entrepreneurship Program to tour Stoke. Stoke staff is involved in mentorship and leading workshops for this program.
	Entrepreneurship program at Lewisville ISD have toured our space and attended Denton Pitch Competition in 2022.
	Heather booked as a guest speaker for high school entrepreneurship class (Fall 2024) Booked Koan School entrepreneurship class feild trip to Stoke (Fall 2024)
Work with community members and partner organizations to pursue technical and entrepreneurial programming for youth.	Work with Denton ISD, UNT, TWU to discuss and address youth entrepreneurship through the Ed Tech Alliance.
	In 2022 Stoke ran a pilot program for entrepreneurship for middle schoolers. We validated the idea and may offer more middle school programs in the future.
	Heather Gregory serves as mentor in Denton ISD entrepreneurship program and actively engaged in conversation with Denton ISD CTE leadership.
	Heather Gregory served as a coach for the Unique Value Proposition curriculum for the DISD Guyer Program in 2021, 2022, and 2023. Has is scheduled to lead a workshop again in 2025.
	Juli James served as a coach for the website-building curriculum for the Denton ISD entrepreneurship program at Guyer in Fall 2022 and Fall 2023
	Heather spoke to UNT Art students interested in pursuing entrepreneurship in the fall of 2024.
Conduct community wide surveys to learn ways that we could provide better support and resources for traditionally underserved and under funded entrepreneurs to help move the efforts to narrow the inequality gap.	Surveys conducted multiple times each year - data is used to help us guide our content and programs.