

2023 Stoke Highlights

FlintConf - We hosted our 5th annual conference for entrepreneurs and creatives in May. We had 100 people in attendance for a day long event featuring inspiring speakers, panel discussions, subject matter experts, and networking. There was also a Big Ideas session, where anyone in the audience has the opportunity to stand up and share an idea that they have or are working on. Attendees included local creatives and entrepreneurs from the Denton area, including a group of students studying commercial photography from Denton ISD LaGrone Academy. You can see all of the videos from the day [HERE](#).

STOKE PRESENTS

flint conf

DENTON'S STARTUP CONFERENCE FOR
HIPSTERS, HACKERS, AND HUSTLERS

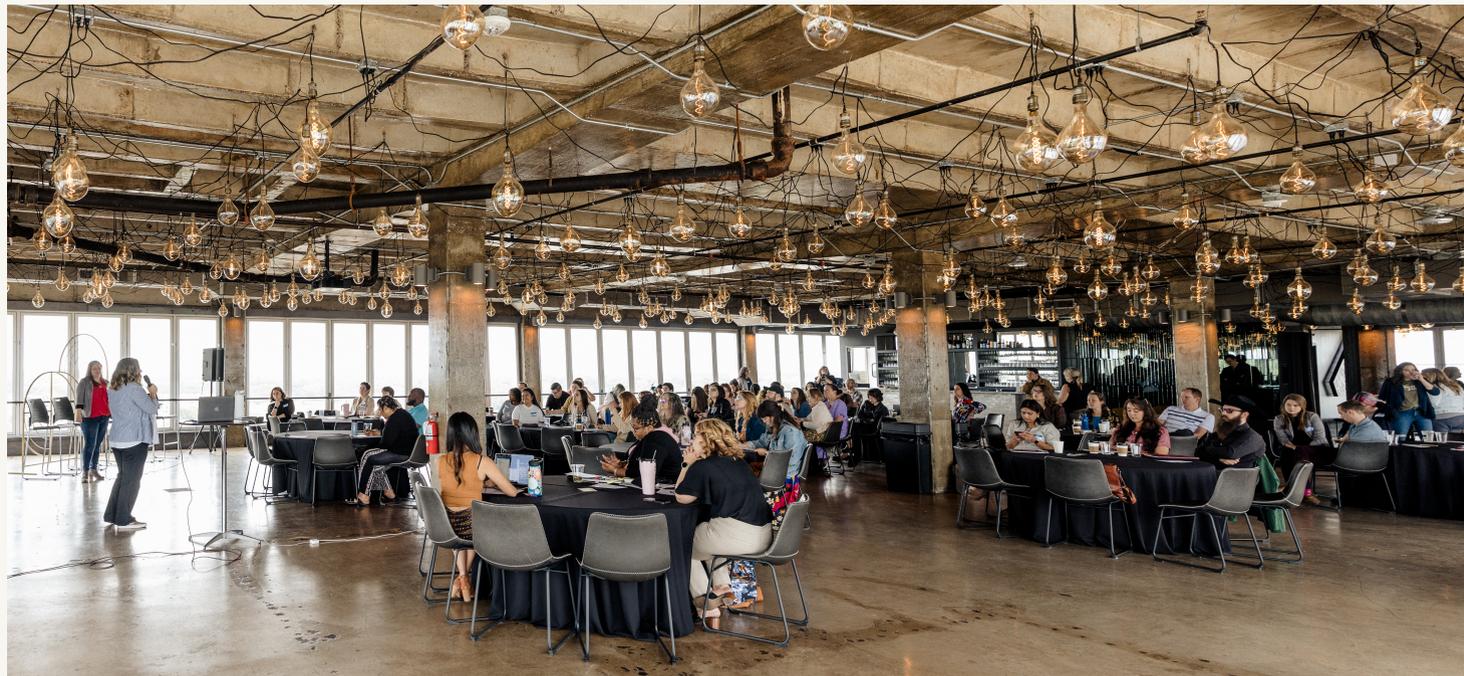
May 3, 2023
8:30AM - 5:30PM

Sunago Bell
101 S. Locust St.
Denton TX, 76201

JOIN US FOR A DAY OF ENGAGING AND INFORMATIVE SESSIONS LED BY SPEAKERS WHO WILL HELP YOU LEVEL UP YOUR BUSINESS. SPEAKERS WILL INCLUDE LOCAL DENTON ENTREPRENEURS LIKE AARON POWELL OF BUNCH BIKES, SAVANNAH KURKA FROM THE DIME STORE, AND RS CONSULTING'S RANDI SKINNER.



  
@STOKEDENTON
CHECK OUT THE LINEUP AND GET YOUR TICKETS:
FLINT.STOKEDENTON.COM



Coffee + Convos - We hosted a virtual group mentor session January - November. These are hosted by Stoke and rotating mentors who have expertise in a range of topics like marketing, finance, strategic planning, business development, and more. Coffee + Convos provided mentorship to over 60 entrepreneurs through this program.



AccelerateHER - In February 2023, we wrapped our third cohort of AccelerateHER. The next round of applications opened in the summer and in September. The eight female founders in the fourth cohort received education, mentoring, peer-to-peer learning, resources, and tools to grow their business. They also received membership at Stoke for the duration of the program and visibility on our platforms through our blog and social media posts showcasing them and their businesses.



BUSINESS CREATIVE EDUCATION IMPACT INVENTION STARTUP

Denton Power Duo: Stoke and TWU Center for Women Entrepreneurs Announce Return of AccelerateHER

The selected eight businesses will be equipped with intensive business development training, mentorship, networking opportunities, and working space at Stoke.

[Image: DI: YUJINDESIGN/istockphoto]

BY QUINCY PRESTON • JUN 20, 2023

Global Entrepreneurship Week - This year's GEW included all these events listed below and a virtual Startup Crawl. We had over 200 people in attendance at our events throughout the week.

Global Entrepreneurship Week **Nov 13 - 19 2023**

Global Entrepreneurship Week is a worldwide initiative dedicated to inspiring and connecting the local community of innovators, entrepreneurs, investors, educators, and students through curated events.

13 NOV **MONDAY**
6 - 8 PM

Fireside Chats w/ Kari MeyerCORD-Westerman

A casual and intimate conversation between Stoke Executive Director Heather Gregory & Owner of Thistle, Kari MeyerCORD-Westerman.

Triptych Coffee Co. Pop Up

Triptych Coffee Co. will be here slinging coffee!

Stoke
608 E Hickory St, Ste 128,
Denton TX, 76201

14 NOV **TUESDAY**
9 - 10 AM

Coffee + Convo w/ Heather Gregory (virtual)

Start your day off right with Coffee + Convo. This virtual meetup will feature our very own Heather Gregory, entrepreneur and community builder, as she discusses finding community as an entrepreneur.

Virtual



15 NOV **WEDNESDAY**
5:30 - 7:30 PM

Big Ideas: Denton Creative Mixer

Unleash your creative spirit and chat the night away with a community of like-minded entrepreneurs who are passionate about driving their creative ideas forward.

Denton County Brewing Co.
200 E McKinney St
Denton TX, 76201

16 NOV **THURSDAY**
4 - 7:30 PM

Denton Pitch Competition + Entrepreneur Expo

Cheer on local entrepreneurs as they pitch for cash!

Denton's entrepreneurs come together to showcase their businesses and build a thriving community.

Sunago Bell
101 S Locust St, 8th Floor
Denton TX, 76201

17 NOV **FRIDAY**
9 AM - 5 PM

Freebie Friday

Enjoy a Free day of Coworking at Stoke!

Stoke
608 E Hickory St, Ste 128,
Denton TX, 76201



stoke

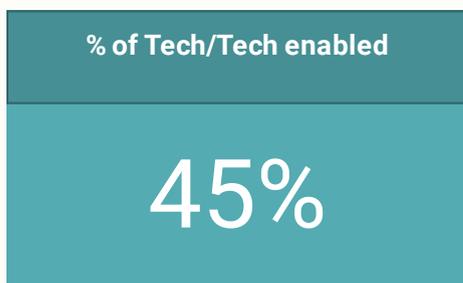


Denton Pitch Competition + Entrepreneur Expo - Our second time doing this program and the first time it was in front of an audience and with the Expo component. We had 125 tickets claimed for the event and a room full of supporters for the 10 entrepreneurs pitching. Our panel of judges included an SBDC advisory, DMSA president, TWU professor, Miss Denton, and a successful Startup Founder. The winners were Speak Easy Speech Therapy, Triptych Coffee Co, and Goldenroot Gingerbeer. You can watch highlight videos [HERE](#).

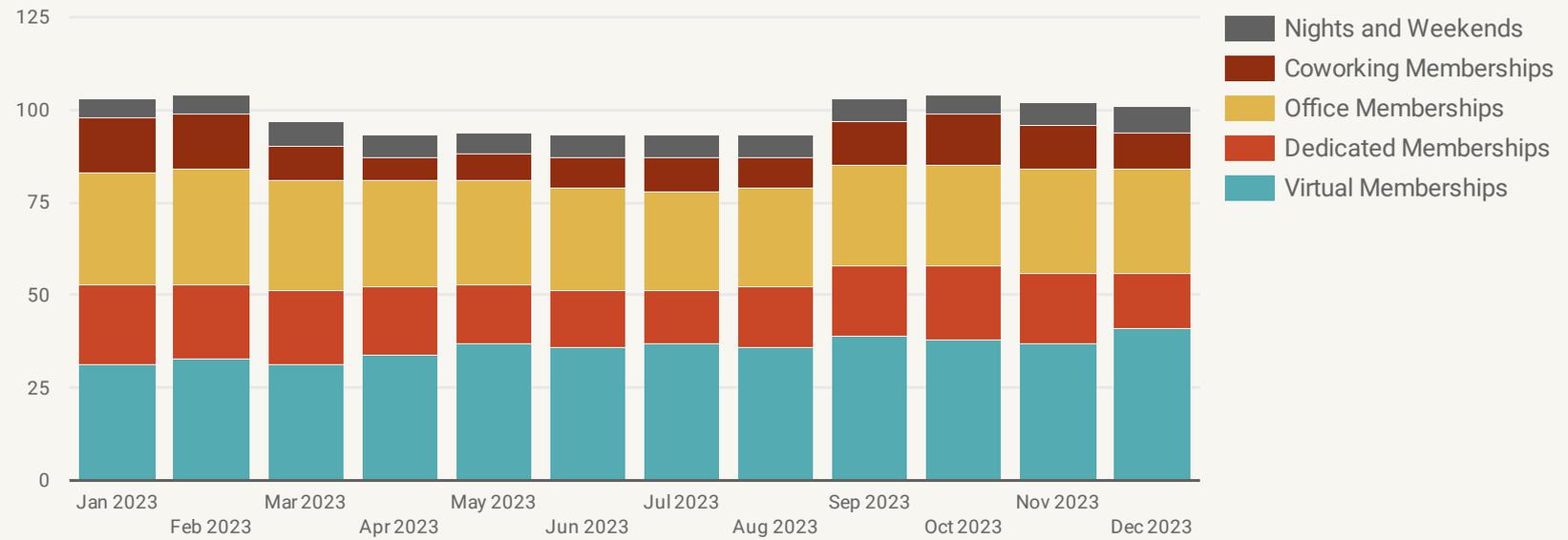




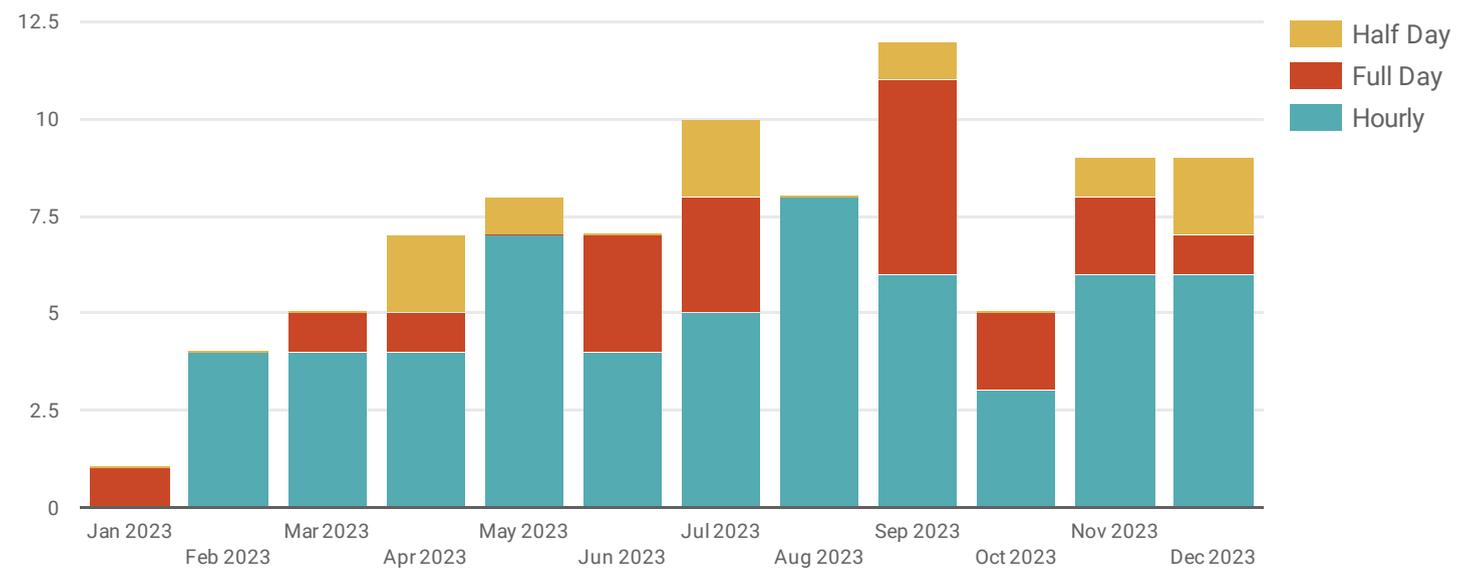
Memberships + Venue Rental



Membership Breakdown



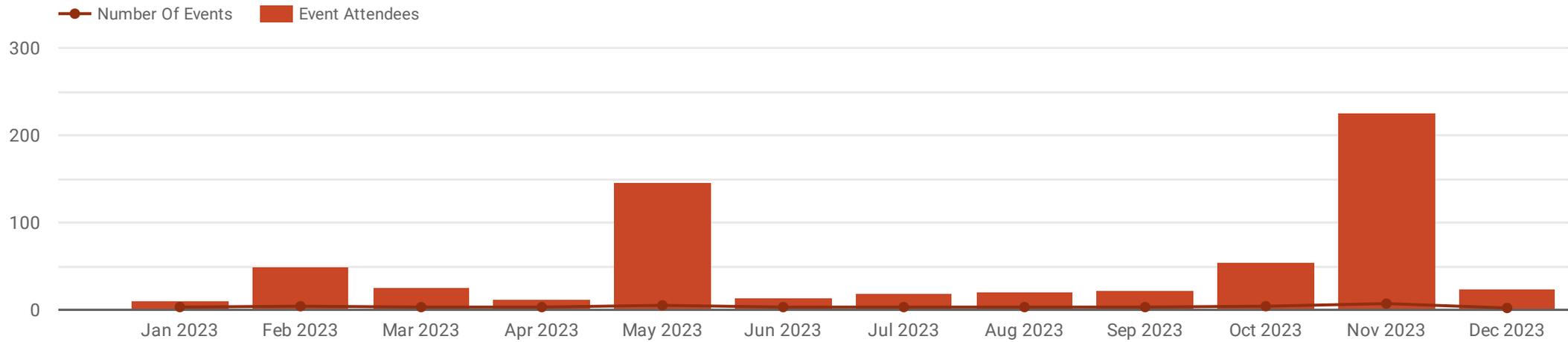
Venue Rental Breakdown



Events

Regional/Startup/Tech (Sponsored)	Educational (Hosted)	Startup/Tech (Hosted)	Mentor Sessions (Hosted)	Member Events (Hosted)
2	1	4	11	24

Event Breakdown



triptych
coffee co.
POP UP

Catch Triptych Coffee Co. at Stoke on Wednesday, October 18th. Buy a coffee and enjoy free coworking for the day.

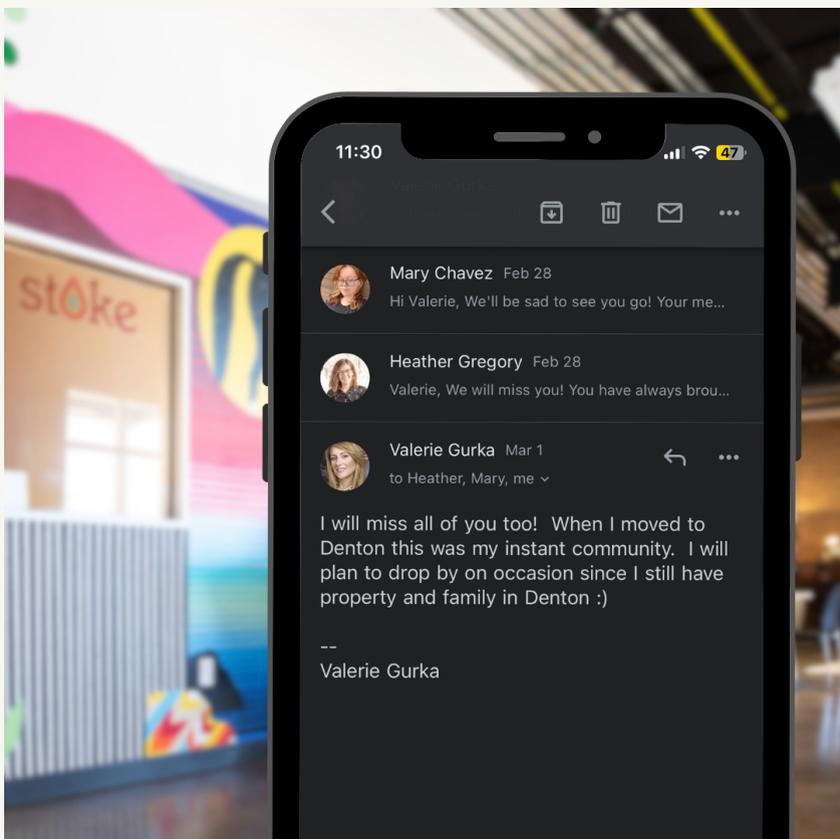
Stoke Denton
PARTICIPATING SPACE

5/20 **speed bump** 11a-5p
2023

BIG IDEAS
Creative Mixer

Wednesday
November 15th, 2023
5:30 PM - 7:30 PM

Denton County Brewing Company
200 E McKinney St.
Denton, TX 76201



"I find so much value by officing at Stoke. Not only do I get instant access to a community of professionals and entrepreneurs it allows me to access ideal space for my business without having to manage an office. I am able to have resources that can grow along with my business."

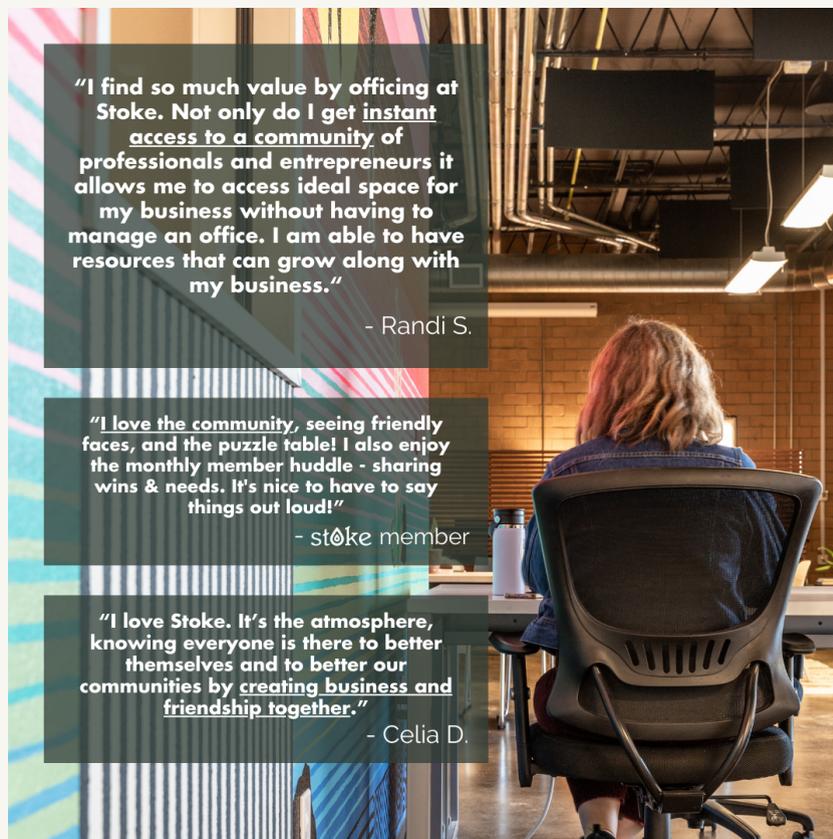
- Randi S.

"I love the community, seeing friendly faces, and the puzzle table! I also enjoy the monthly member huddle - sharing wins & needs. It's nice to have to say things out loud!"

- stoke member

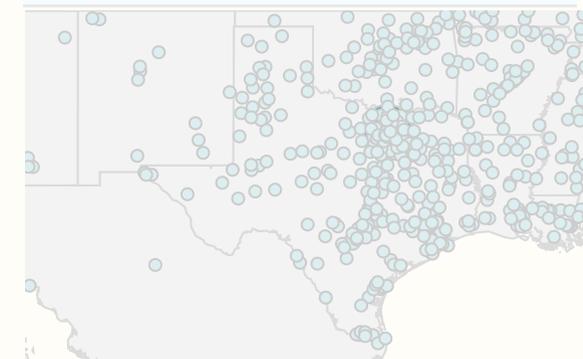
"I love Stoke. It's the atmosphere, knowing everyone is there to better themselves and to better our communities by creating business and friendship together."

- Celia D.

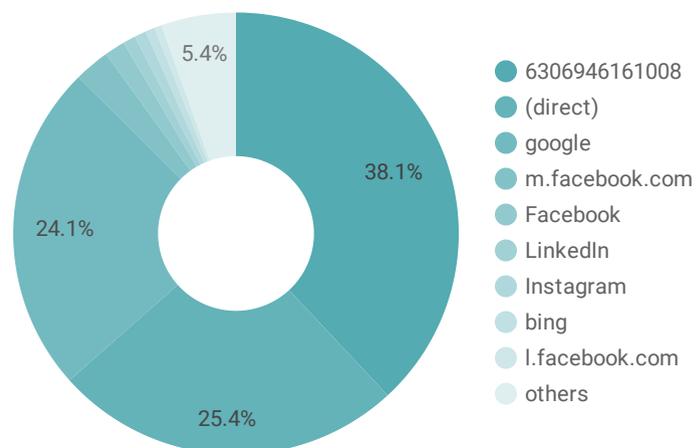


Top Cities by Users

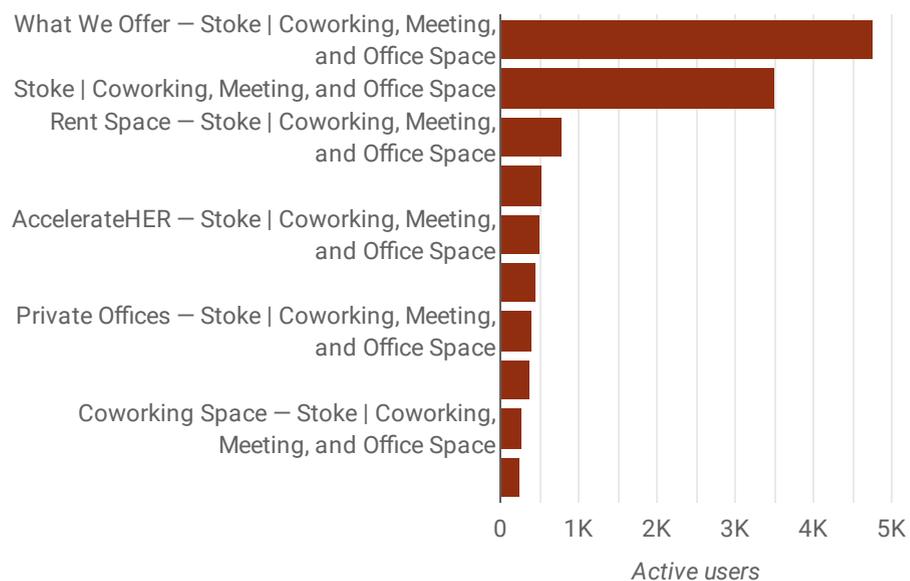
City	New users	Views
Denton	1,909	<div style="width: 100%;"></div>
Dallas	883	<div style="width: 45%;"></div>
(not set)	760	<div style="width: 38%;"></div>
Ashburn	417	<div style="width: 21%;"></div>
Columbus	201	<div style="width: 10%;"></div>
Fort Worth	139	<div style="width: 7%;"></div>
Houston	120	<div style="width: 6%;"></div>
Little Elm	92	<div style="width: 4.5%;"></div>
New York	83	<div style="width: 4.2%;"></div>
Chicago	81	<div style="width: 4.1%;"></div>



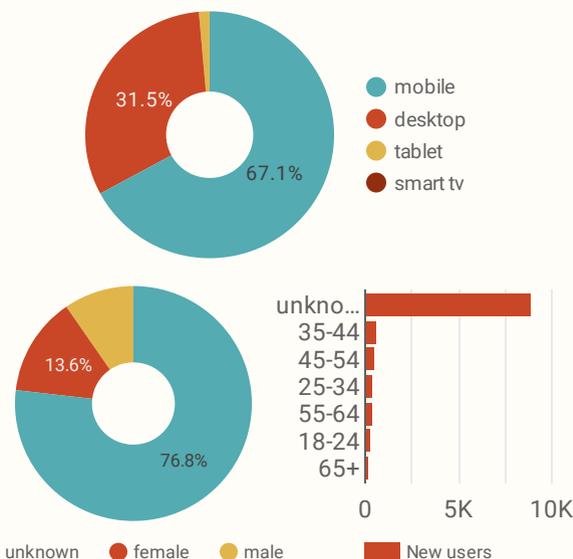
Top Traffic Sources



Top Pages



Users Demographics





ACCELERATEHER COHORT STORIES: LATOYA JACKSON, GROOVY CHICKEN & WAFFLES

AccelerateHER Cohort, AccelerateHER



ENTREPRENEURS THRIVE HERE: A 2023 GLOBAL ENTREPRENEURSHIP WEEK RECAP

Stoke Events, Denton Pitch Competition



ACCELERATEHER COHORT STORIES: JEN JOHNSON, JEN JOHNSON CONSULTING

AccelerateHER Cohort, AccelerateHER



ACCELERATEHER COHORT STORIES: MADISON NEWMAN, FOUND & FORGED DESIGN CO.

AccelerateHER Cohort, AccelerateHER



ACCELERATEHER COHORT STORIES: CHRISTINA BARRIENTOS, HEARTSTONE CREATIVE

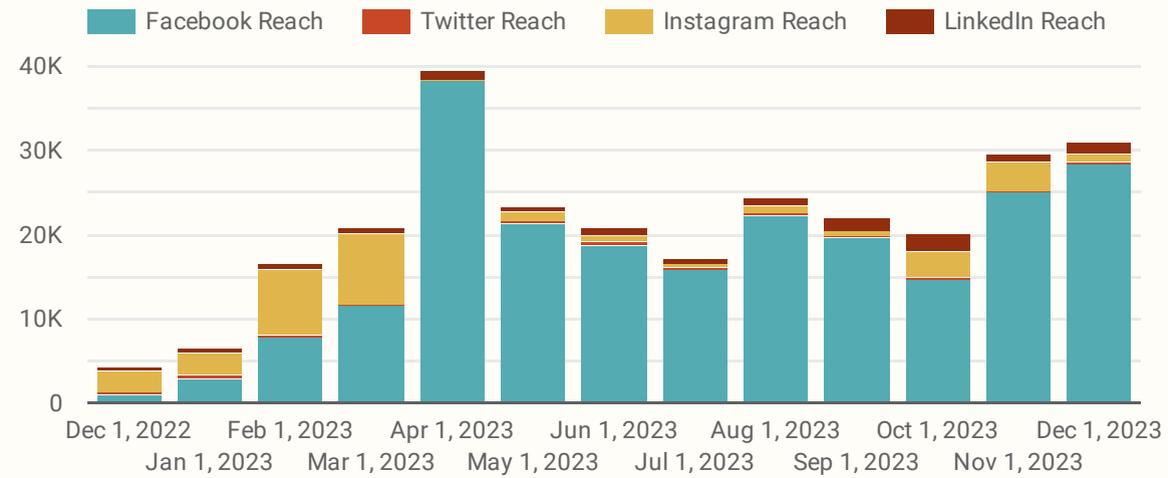
AccelerateHER Cohort, AccelerateHER



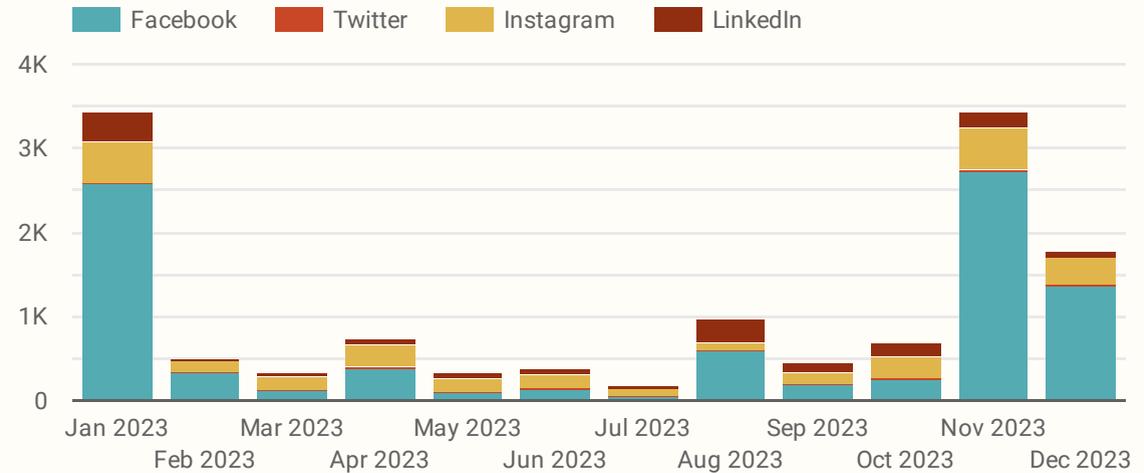
PITCHING WITH CONFIDENCE: LESSONS FROM LAST YEAR'S DENTON PITCH COMPETITION

Educational & Informative, Denton Pitch Competition

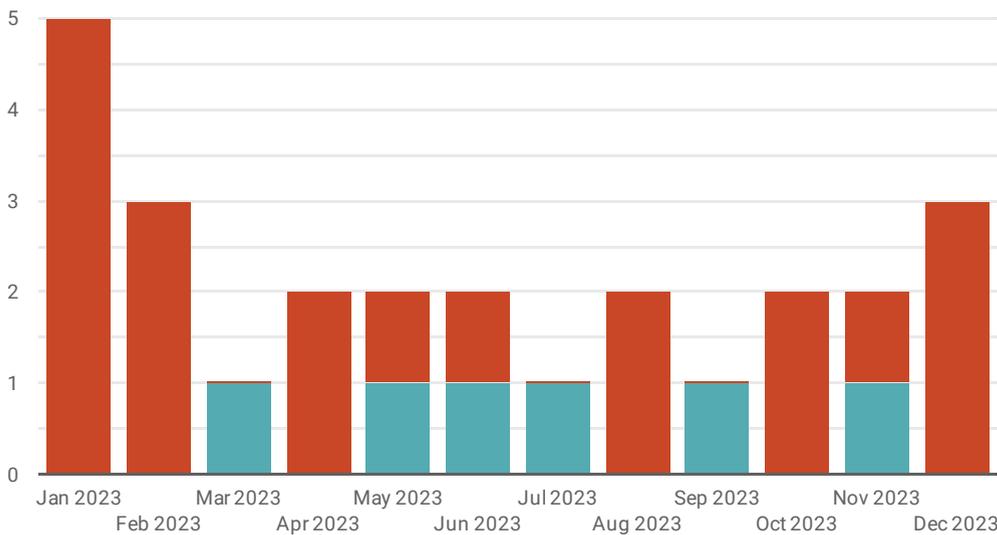
Social Media Reach



Social Media Engagement

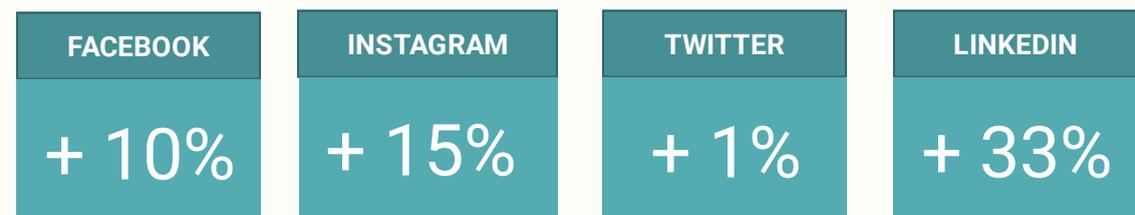


Blog Posts

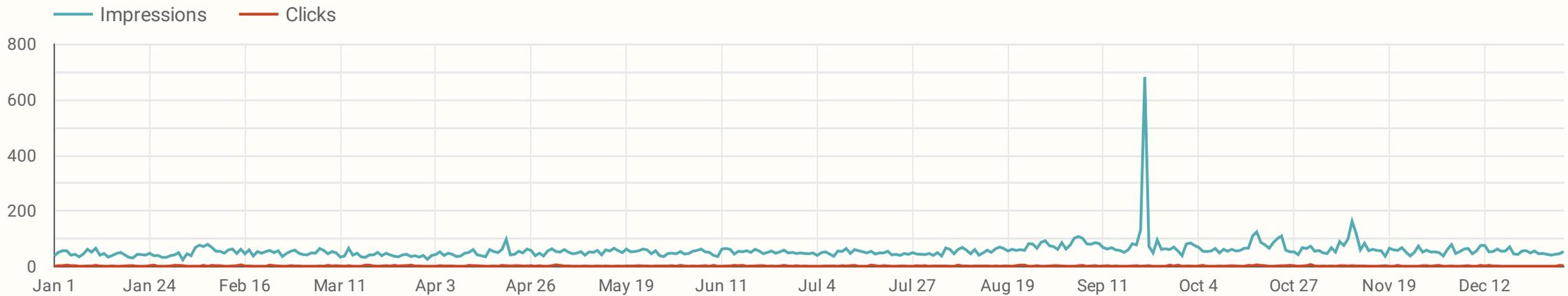


Expertise Building Blog (broad/general info related... Stoke-Focused Blog (coworking info, event preview...

Social Media Followers



Stoke Keywords via Search Console



Facebook Advertising

CLICKS	COST PER CLICK	IMPRESSIONS	COST PER CONVERSION
5,815	\$0.20	314,909	NA

Google Ads

CLICKS	COST PER CLICK	IMPRESSIONS	COST PER CONVERSION
3,085	\$0.78	86,709	\$40.00

stoke **CITY OF DENTON**

DENTON PITCH COMPETITION

+ ENTREPRENEUR EXPO

COME OUT AND SHOW YOUR SUPPORT FOR DENTON'S ENTREPRENEURS AND SMALL BUSINESSES AS TEN INNOVATIVE DENTON-BASED COMPANIES PITCH FOR THEIR CHANCE TO WIN CASH FOR THEIR BUSINESS GOALS.

AT THE ENTREPRENEUR EXPO - LEARN ABOUT DENTON'S ENTREPRENEURS AS THEY COME TOGETHER TO SHOWCASE THEIR BUSINESSES AND IDEAS.

NOV 16 | **SUNAGO BELL** | **4 - 7:30 PM**
 101 S LOCUST ST
 8TH FLOOR
 DENTON, TX 76201

DOORS: 4:00 PM | PITCHES: 4:15 PM
 NETWORKING HAPPY HOUR & EXPO: 6 PM

FREE TO ATTEND, RSVP:

GLOBAL ENTREPRENEURSHIP WEEK