



Downtown
Denver
Partnership

State of Center City Startups

Published September 2020



Talented people build business and business builds cities

Denver is a city of opportunity. A city that develops and attracts many of our nation's most talented. And ultimately, talented people build business and business builds cities. We are at a challenging and powerful point in the business cycle of growth and rebirth. We know that during crisis and recession, seeds of ideas are formed, and some ideas will turn into the high growth companies of tomorrow.

Denver is the right place at the right time to plant these seeds.

Rankings

“Colorado’s thriving tech scene and community of top talent made it the perfect location to support our customers with the best technology solutions and support services”

**Laurence Trifon,
SVP, Contentful**

Top 10

#3

city best-positioned to recover from coronavirus
(Moody’s, May 2020)

#2

hottest U.S. job market
(WSJ, 2020)

#4

highest rate of entrepreneurship
(Inc. Surge Cities 2020)

#1

highest high-growth company density
(Inc. Surge Cities 2020)

#1

new city for tech in 2020 according to tech CFOs
(Kruze Consulting, 2020)

#5

best metro for millennials
(CommercialCafé, 2020)

#1

lowest unemployment rate in July 2020 among large metros
(BLS, 2020)

largest increase in small business employment in August
(Paychex, 2020)

Tech Startup Growth

959

total startups

6,069

total startup employees

9.4%

of businesses are startups

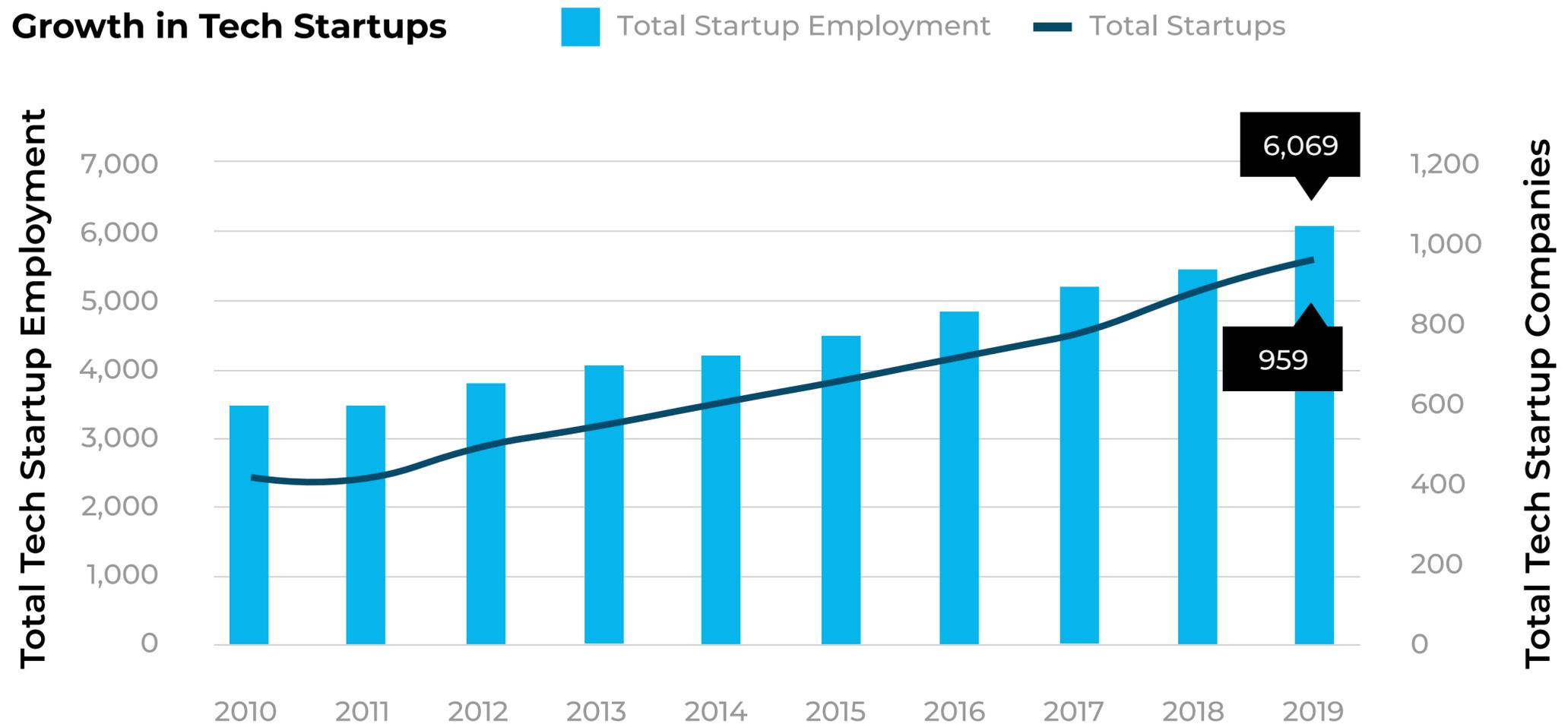
6.3

average number of employees per startup

The definition of a startup for this section is a company in a high tech industry that is under 10 years old and has fewer than 100 employees

Tech startups and tech employment continue to grow in our center city, both from organic growth of existing companies and new companies entering the market. Total employment at center city tech startups **increased 11.8% in just the past year**, significantly higher than the 3.6% employment growth across all industries.

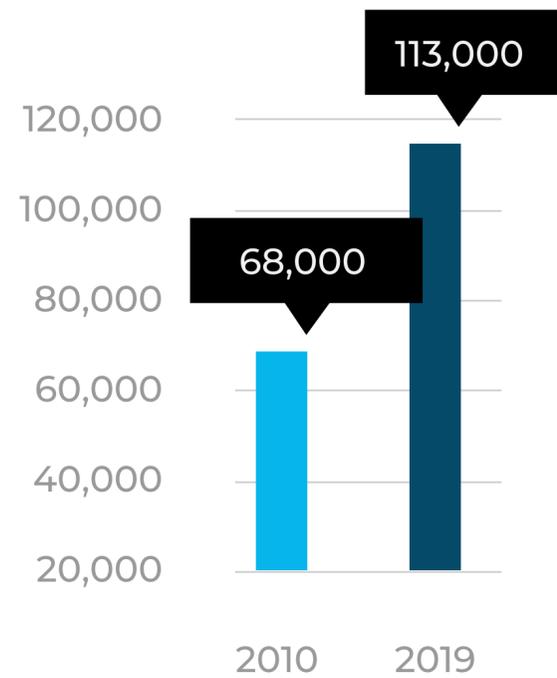
Growth in Tech Startups



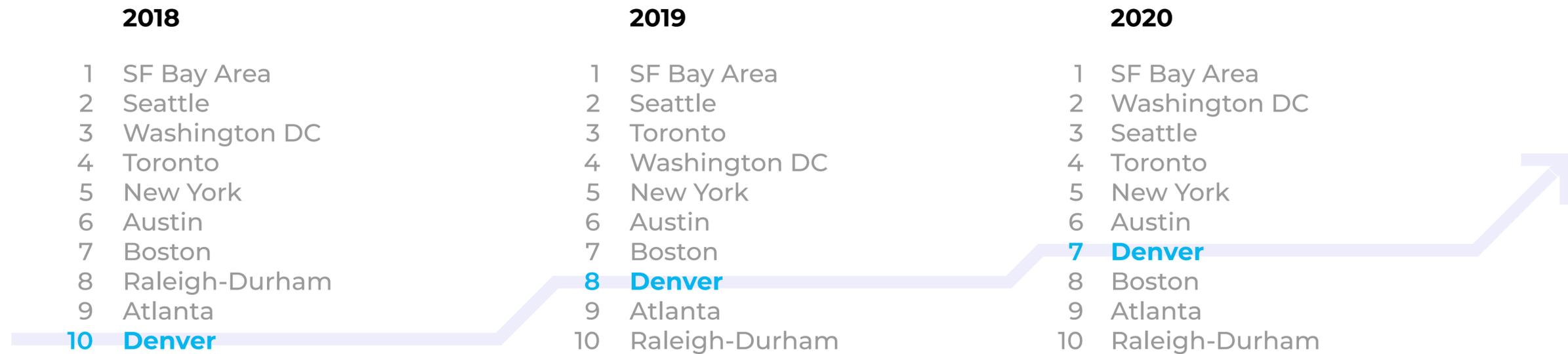
Top Talent

Tech companies continue to locate in Denver due to the growing, quality talent that calls Denver home. Over the past five years, Metro Denver’s labor force has grown by almost 200,000 people. A recent analysis of U.S. Census data by CityLab found that Denver has had the fifth highest growth in the share of college-educated adults of any city in the country and the eighth highest share of adults with advanced post-graduate degrees.

Tech Talent in Metro Denver



CBRE Annual “Scoring Tech Talent” Ranking of Best Markets for Tech Talent



Welcoming New Companies

“Denver has and continues to be an epicenter for technology, attracting talent that matches what we’re seeking for one of the most strategic groups in our company.”

Alon Mor, VP of Customer Care, Wix

Denver’s popularity among costal tech companies looking for a new office location is well-established, and we continue to see headquarter relocations and new offices established in Downtown Denver. Further, the rise or remote work is leading companies like Amazon and Facebook to focus on a handful of employment hubs around the country, with Denver on both companies’ list of cities for future investment and hiring.

Companies relocating to or expanding in Downtown Denver over the past year include:

Amazon

Denver will be one of six U.S. tech hubs where Amazon will expand and hire, adding to its existing 700+ employees in Downtown Denver

Facebook

Denver will be one of three key employment hubs announced by Facebook in May 2020, along with Atlanta and Dallas

Contentful

New major Denver hub was announced in August 2020, joining existing hubs of San Francisco and Berlin

Palantir

In August 2020, data analytics software company Palantir relocated its headquarters from Palo Alto to Downtown Denver

Marqeta

The Bay Area fintech firm Marqeta announced Denver would be the location of its second headquarters in June 2020

Robinhood

After announcing a new Denver office in late 2019, the fintech company is hiring hundreds of employees in Denver this year

Wix

Tel Aviv-headquartered website creation company will open a customer care hub in Denver this fall

Speechmatics

U.K. based speech recognition startup announced in February 2020 that it will open their first U.S. office in Denver

Raising Unicorns

“When we were hiring our first group of employees at Guild in 2016, we knew we wanted to operate in a place where we could attract great tech talent.”

Rachel Carlson, Co-founder and CEO, Guild Education

In recent years, several Denver tech companies have achieved a valuation of \$1 billion or more valuation, with many more unicorns on their way. These companies have been supported by an ecosystem that develops and attracts great talent, supports innovation, and delivers the necessary capital—all of which are necessary for startups to be wildly successful.

Raises and exits of Downtown Denver tech companies over the past year include:

Ping Identity

Initial public offering on NYSE with initial valuation of over \$1 billion in September 2019

Vertafore

Insurance software company announced \$5.3 billion exit to Roper Technologies

Guild Education

Closed on \$157 million Series D round, achieving a business valuation above \$1 billion

Cologix

Data center company received \$500 million in growth funding in September 2019

DispatchHealth

Tech-enabled in-home health care company closed a \$136 million Series C round in June 2020

CyberGRX

Global cyber risk exchange company raised \$40 million in Series D funding in December 2019

Stedi

Business-to-business messaging platform raised over \$50 million in August 2020

SonderMind

\$27 million in Series B raised to advance a mission to make behavioral health more accessible



Downtown
Denver
Partnership

Downtown Denver Partnership

For more information, including details on sources and methodology,

Email: ebrett@downtowndenver.com

Visit: [**www.downtowndenver.com**](http://www.downtowndenver.com)

1515 Arapahoe St.
Tower 3, Suite 100
Denver, CO 80202
303.534.6161

