

THE NEW FACE OF OPPORTUNITY IS  
**NORTH BANK  
INNOVATIONS**






## MISSION

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North Bank  
Innovations is  
transforming  
Southwest  
Washington into  
a regionally  
recognized hub  
of innovation  
supporting  
high-impact  
startups.

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North Bank Innovations is a startup incubator created for today's accelerated pace of innovation and technology. Traditional business groups and schools provide important resources, but they aren't designed to help startups scale in today's competitive climate.

That's where we step in.

Incubators exist to create opportunity—and North Bank raises the bar by pairing early-stage founders with our model built on action, not just advice. Here, experienced founders and co-founders work side by side with new entrepreneurs to tackle the real obstacles standing in their way. Vancouver has an untapped pool of premier talent ready to step into these roles, and your support allows us to activate them.

With North Bank, donors aren't just supporting programs—they're fueling the growth of companies that can anchor jobs, attract capital, and transform Southwest Washington's economy.



North Bank Innovations (NBI) is a nonprofit incubator and entrepreneurial hub located in Vancouver, Washington, built to serve high-growth, high-impact startups in Southwest Washington and beyond. In a region that has historically been overshadowed by its larger neighbors, Portland and Seattle, North Bank exists to give founders in Southwest Washington the resources, expertise, and community they need to build scalable companies that stay and grow here.

The accelerated pace of innovation and technology today requires more than traditional business support. Small business resources and educational institutions in the region play important roles, but they are not designed to meet the specific needs of venture-backable startups. These startups demand specialized expertise in product development, fundraising, market validation, and team building—areas where early missteps can mean the difference between growth and failure. North Bank Innovations was created to fill this gap, providing the infrastructure and ecosystem for founders who are capable of building transformative companies.

### The Incubator

At the center of NBI is our startup incubator, housed at the Vancouver Innovation Center. The incubator provides physical space, structured programming, and direct access to advisors who have been in the founder's seat themselves. What sets NBI apart is our emphasis on action over advice: experienced founders and co-founders work side by side with new entrepreneurs, applying lessons learned from their own journeys. This collaborative model dramatically increases the odds of success by ensuring founders get real-time, in-the-trenches guidance, not just theory.

Every startup in our incubator goes through our proprietary North Bank Growth Matrix—a structured assessment tool that factors in the stage of a startup and measures readiness across six categories: Product, Market, Team, Finance, Sales, and Operations. NBI works with founders to identify their gaps, prioritize their next steps, and focus on the areas that will have the greatest impact. This process not only accelerates their growth but also prepares them to be credible and attractive to investors.

### Events and Community

North Bank Innovations isn't just a workspace—it's a community. We host monthly events like Startup Couve Coffee, Startup Conversations in the Couve, and Vantechy, each designed to connect founders with peers, investors, and experts. These gatherings bring together hundreds of attendees each month, providing the serendipity and collaboration that startups need to thrive.

In addition, NBI runs targeted sprints such as the Go-To-Market Sprint, a four-week intensive where founders refine their customer acquisition strategies, test messaging, and prepare for launch. Programs like this ensure that entrepreneurs don't just build products—they build businesses.

### Who We Serve

We serve founders who aspire to build high-growth, venture-backable startups. These are not lifestyle businesses or traditional small companies; they are companies with the potential to scale regionally, nationally, or globally. Our founders come from diverse backgrounds, often working in fields like artificial intelligence, advanced manufacturing, consumer products, and scalable services. What unites them is a growth mindset and the willingness to build companies that create outsized impact.





## Why Vancouver, Why Now

Vancouver is at a pivotal moment. Once considered a bedroom community to Portland, the city has transformed into a vibrant, growing hub with its own identity. With a population surge, an influx of talent, and major successes like ZoomInfo and nLIGHT proving what's possible, Vancouver is ready for its next chapter. Yet too many founders still leave the area to find resources elsewhere. North Bank Innovations is here to change that—anchoring opportunity locally and building the connective tissue of a true startup ecosystem.

## **Our Role in the Ecosystem**

North Bank is more than an incubator; we are a connector. We bridge the gap between startups and investors, between founders and mentors, between innovation and institutions. We work closely with local partners including Clark College, Workforce Southwest Washington, the City of Vancouver, and private industry to align efforts and focus resources where they will have the greatest impact.

Our model ensures that the benefits of innovation extend beyond individual companies. By supporting scalable startups, we create jobs, attract capital, and retain talent that would otherwise leave the region. This creates a multiplier effect that strengthens Vancouver's economic foundation for decades to come.

## **The Future of North Bank**

Our launch is just the beginning. Over the next five years, North Bank Innovations will expand to include sector-specific programs in artificial intelligence, hardware and prototyping, scalable consumer products, and education technology. We are developing an angel network to connect local investors with local companies, ensuring that capital circulates in the community. And we are building bridges beyond our region, attracting global founders through partnerships that position Vancouver as a soft-landing hub for international startups.





## Conclusion

North Bank Innovations is a bold step forward for Southwest Washington. By focusing on the unique needs of high-growth startups, we are creating an ecosystem that will produce the next generation of breakout companies—companies that not only succeed in the market but also strengthen the fabric of our community.

This is not about replicating Silicon Valley or Seattle. It's about building something distinctly Vancouver: practical, collaborative, and committed to results. North Bank Innovations is where ambitious founders find their footing, where talent meets opportunity, and where the future of innovation in Southwest Washington is being built today.

## Events

North Bank events are the gathering point for founders, innovators, and supporters in Southwest Washington. From casual coffees to in-depth conversations and tech spotlights, these events create real connections and spark collaboration. They give early-stage founders access to seasoned entrepreneurs, investors, and experts while providing students, professionals, and community members a front-row seat to innovation. Whether you're testing your first idea or scaling fast, North Bank events are where you find the people and insights to move forward.

### Monthly

- Startup Couve Coffee
  - Downtown
  - Eastside
- Startup Conversations in the Couve
- Vantechy/Applied AI Association Happy Hour
- Open and AI-centric Coworking Days

### Yearly Events

- Connecting the Couve
- Startup Weekend
- The Grind Pitch Competition
- Vancouver Tech Pub Crawl

### Workshops

- So You Want To Be A Founder
- Innovators vs. Operators
- The AI Native Startup
- Founder's Edge



## Programs

Our programs are designed to meet founders where they are – from the first spark of an idea to scaling a high-growth company. Each program blends practical learning with hands-on execution, giving entrepreneurs the tools, mentors, and community they need to succeed. Whether you're testing an idea, preparing to launch, or building for growth, our programs create clarity, confidence, and momentum.

Go To Market Sprints

Product Pivot Workshop

Accounting for Non-Accountants

## Services

At North Bank, we provide the expertise and support founders and organizations need to thrive. Our Technical Services deliver on-demand product development, design, engineering, and go-to-market execution to help startups move faster and smarter. Through Corporate Consulting, we work with established companies to strengthen strategy, foster innovation, and connect with emerging ventures. Together, these services create a bridge between ambitious founders and forward-looking organizations, driving growth across the region.

Technical Services

Corporate Consulting



### Where is North Bank Going?

North Bank's future is to become the anchor for high-growth startups in Southwest Washington. From our home at the Vancouver Innovation Center, we are building a pipeline that takes founders from idea to investment-ready without leaving the region.

In the coming years, we will expand accelerators like the Go To Market Sprint, scale co-working and membership programs, and grow our network of Entrepreneurs-in-Residence and Resource Council operators. Our focus areas—AI, hardware prototyping, scalable retail, and services—will give founders access to the tools and expertise needed to compete nationally.

We are also laying the groundwork for a regional angel network, ensuring capital flows to capable founders here at home. For donors and partners, this is an opportunity to create jobs, retain talent, and position Vancouver as a place where innovation takes root and grows.



## Who will Benefit from North Bank?

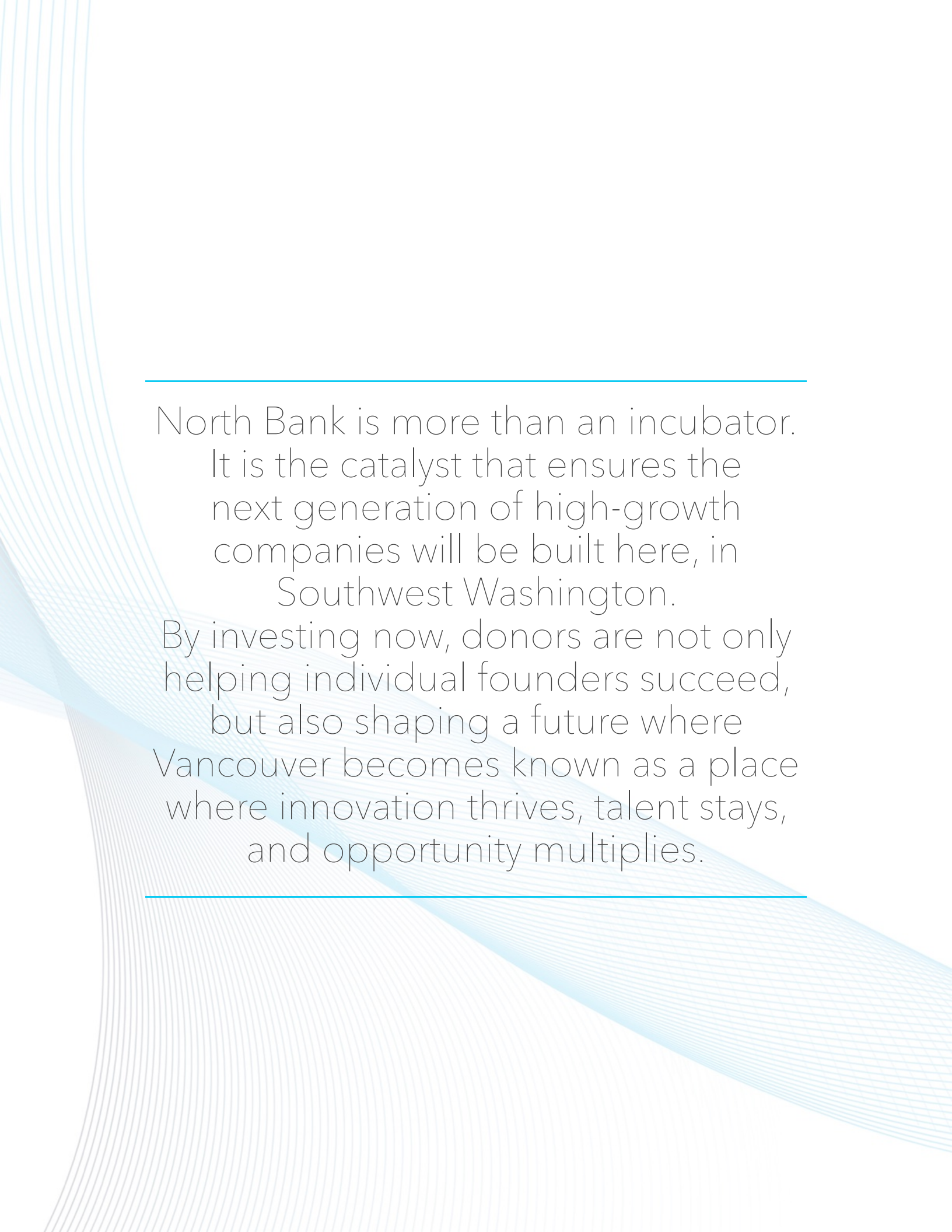
**Founders** – Entrepreneurs building high-growth, scalable companies will gain access to expert advisors, accelerators, and a community designed to help them move faster and smarter.

**Investors** – Local and regional investors will see stronger, better-prepared deal flow and more opportunities to keep capital working in Clark County.

**Talent & Students** – Emerging talent from Clark College, WSU Vancouver, and beyond will find a pathway into startups, internships, and careers without leaving the region.

**Community & Economy** – Vancouver and Southwest Washington will benefit from new companies anchoring jobs locally, expanding the tax base, and reinforcing long-term economic resilience.

**Partners & Donors** – Organizations and individuals who invest in North Bank will see direct impact in building an ecosystem that keeps innovation rooted here while creating measurable outcomes: jobs, growth, and stronger communities.



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North Bank is more than an incubator.  
It is the catalyst that ensures the  
next generation of high-growth  
companies will be built here, in  
Southwest Washington.

By investing now, donors are not only  
helping individual founders succeed,  
but also shaping a future where  
Vancouver becomes known as a place  
where innovation thrives, talent stays,  
and opportunity multiplies.

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Focus Area	Year One <i>Launch</i>	Year Two <i>Scale &amp; Strengthen</i>	Year Three <i>Expand &amp; Mature</i>	Year Four <i>Regional Leadership</i>	Year Five <i>Maturity &amp; Impact</i>
<b>Incubator, Accelerator &amp; Founder Support</b>	1 Incubator Cohort	1 Incubator Cohort	2 Incubator Cohorts	2 Incubator Cohorts	2 Incubator Cohorts
	1 Program Sprint (Go To Market)	2 program Sprints (Go To Market, Pitch Prep)	4 program Sprints (Go To Market, Pitch Prep, Product, Finance)	5 program Sprints (Go To Market, Pitch Prep, Product, Finance)	5 program Sprints (Go To Market, Pitch Prep, Product, Finance)
	Office Advisory Hours	1 Accelerator Program	Grow Advisory Network	1 New Location	2 New Locations
<b>Community &amp; Events</b>		Growth of 5 Monthly Events	Growth of 5 Monthly Events	Growth of 5 Monthly Events	Growth of 5 Monthly Events
	5 Monthly Events	2 Small Groups	4 Small Groups	4 Small Groups	4 Small Groups
	1 Yearly (Tech Pub Crawl)	2 Yearly (add Innovation Summit )	3 Yearly	3 Yearly	3 Yearly
	1 Workshop	3 Workshops	3 Workshops	3 Workshops	3 Workshops
<b>Coworking &amp; Membership</b>		Expand VIC mfg. startups	Corporate Innovation Program	Second Permanent Facility (Tri-Cities Area, Longview, Skamania County)	Manage 2 hubs; (Tri-Cities Area, Longview, Skamania County)
	Open VIC Co-Working Space	Growth Membership tier	Expanded Junior Board	Corporate Innovation Lab	Corporate Innovation Lab
	Launch Member Benefits Program	Junior Board			
<b>Strategic Partnerships</b>	City of Vancouver/ CREDC	WA State Support	Statewide WA/OR Partnerships		
	WSU, Clark College & Foundation	University of WA	Expanded Soft Landing Program	Global Corporate partnerships	Official WA/OR Innovation partner
	Portland Support Networks and Venture Orgs	International Soft Landing Program	Embedded In Universities.	Establish 2 <sup>nd</sup> City	Expand to 3 <sup>rd</sup> City
<b>Investment &amp; Capital Access</b>	Form SW WA Angel Network	Formalize Angel Network (50+)	Grow Angel Network (100+)	Angel Network 150+	SW WA Fund Formed (\$20M target)
	Investor-Founder roundtables	3-5 investments and \$500k Deployed	5-7 investments and \$2M Deployed	\$5M deployed	
<b>Marketing &amp; Storytelling</b>	Donor Campaign	Annual Impact Report	Regional Startup Index; Reach 5,000+; "First call" for stories.	Voice of SW WA startups; PNW Outlook Report; Reach 10,000+	Flagship hub branding; Annual Impact Report; National media partnerships.
	Monthly Newsletter	Podcast Series.			
	Expand Social presence				
<b>Infrastructure &amp; Sustainability</b>	Coworking Revenue	Board Expanded	Balance Revenue Mix;	Long-term Lease/ Ownership	Full Financial Sustainability
	Establish Foundational Donor/Sponsorship	Anchor Sponsorships	Fill Out Staff	Diversified funding (<30% per source)	Endowment/ Reserve
	Hubspot CRM	Hire Staff	5-Year Renewal Plan.		Leadership pipeline & board.

By Year Five, North Bank is no longer just a local incubator—it is a recognized regional leader, with multiple hubs, deep state and international partnerships, active funds, and a proven track record of creating high-growth companies that anchor jobs and investment in Southwest Washington.

## THE TEAM

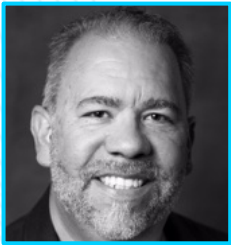
The team behind North Bank are a group of top-flight advisors and operators who've built, scaled, and exited companies across industries from tech to healthcare to finance. They're not just experts—they're founders, strategists, and problem-solvers passionate about turning startups into incredible companies.



**Dave Barcos** has spent more than two decades building companies—and the scaffolding that helps them grow. He has founded or co-founded six startups, advised 100+ early-stage teams, and run hundreds of founder events.

Born in Silicon Valley, Barcos co-founded his first digital-design company at 23 before moving to the Pacific Northwest in 1990. In the 1990s he led creative work for Nike, Intel, ESPN, Whole Foods, and Adidas with agencies such as Wieden+Kennedy and Sandstrom Partners—experience that shaped his bias for clear messaging and disciplined execution. He later co-founded My Shopping Community (acquired 2007) and additional ventures across SaaS, fintech, consumer products, and creative services.

Today he is expanding North Bank's footprint across Southwest Washington—strengthening founder pipelines in Clark County and connecting local startups to regional talent, capital, and customers.



**Christopher (C3) Croteau** is a former Intel executive with 27 years of experience leading corporate strategy, venture investments, and the launch of groundbreaking wearable and AR technologies. His focus is on execution, development, and scaling challenges.



**Chris Magaña** is a seasoned financial strategist who spent nearly a decade as President of IMS Capital Management, guiding nonprofits and successful families through complex wealth and philanthropic planning. He now serves as a strategic advisor, investor, and professor, leveraging his expertise to help founders thrive.



**Charles Swatzell** is the CEO of Formos, a global software development firm with over 130 employees across the U.S., Vietnam, and Ecuador. He is a seasoned entrepreneur guiding multiple ventures from early stage to growth stage.



**Ronda Closner** became addicted to startups in the 80s and went on to build, sell, and scale multiple companies across telecom and wireless. As former head of First Flight Venture Center in North Carolina, she played a pivotal role in growing one of the nation's leading incubators.



**John Furukawa** Formerly COO and partner at Uncorked Studios and Managing Director at Fresh Consulting, he brings decades of experience. He is now a fractional COO and business consultant with an amazing track record of helping founders and leadership teams scale.



**Luke Atherton** is Executive Director at Wells Fargo's Technology Banking Group, leading growth-stage lending and fintech coverage across the West, with a focus on fueling the PNW innovation economy. He is also a deeply committed community builder driving capital, literacy, and opportunity for our local community.



**Matt Dittrich** is President & Chairman of TiE Cascades and a Venture Partner with Oregon Venture Fund and Cornucopian Capital. With a background spanning Bain, Madrona, Fortive, and nLIGHT's IPO journey, he brings deep venture, strategy, and startup ecosystem expertise and connections to the team.





## THE OPPORTUNITY

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We are currently raising our initial first-year budget of \$425,000 to begin in Q1 2026. This allows for four FTE positions, operational expenses (including a robust event schedule/workshops and multi-week programs), as well as legal costs. We are seeking corporate sponsorship, City, State, and Federal grants in addition to philanthropic donors.

For all contributions, we offer a wide range of marketing considerations.

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