

# DALLAS - FORT WORTH PLAYBOOK

For Start-Ups and Scale-Ups





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# “Everything is bigger in Texas”

## WHY TEXAS?

Although Texas is known for its massive size in both land and spirit, the state’s motto is “Friendship.” These two characteristics do a great job of defining the people of this great state who are always hungry for opportunity and are willing to help each other out to get there. Texas is the second largest State in the USA, with a population of 29 million and a GDP of \$1,886 billion in 2019, so it offers interesting opportunities for your company. More than 70 percent of the total population of the state lives in the aptly named Texas Triangle, which covers the region between Dallas-Fort Worth, Houston, San Antonio and Austin, and is one of the eleven [megaregions in the United States](#).

Trade between the United States and the Netherlands is hugely important for both economies. The result of this trade is 825,000 jobs created in the U.S., and Texas is the strongest trade partner with the Netherlands among the 50 states. An estimated 80,000 jobs in Texas are supported by Dutch-American investment.

Historically, Silicon Valley and Seattle have been the tech destinations for the U.S., but over the last two decades the trend has shifted towards other parts of the country. Companies that once looked at a location on either American coast as an advantage are increasingly considering the logistical and cost advantages of locating in Texas.

### Watch the video

Do you want to learn why Dutch entrepreneurs think Texas is one of the best places to run a business?

[Watch the video “Why Texas”.](#)





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## Introduction to Dallas - Fort Worth

Dallas has one of the strongest economies in the country. Its proximity to Fort Worth makes it a booming metroplex, and the cities are often named together. The Dallas/Fort Worth International Airport is one of the largest and busiest airports in the world; the region has become a major inland port in addition to its successful economy.

Out of the four major cities in Texas, Dallas might be the most typically Texan. It is home to the [State Fair of Texas](#), which lasts for 24 days celebrating everything about the Lone Star State while promoting agriculture and education.

With professional teams in American Football, Basketball, Baseball, Soccer and Hockey, the city is also a great destination for sports. Additionally, Dallas has made a name for itself in the fine arts world with the Dallas Museum of Art and many galleries throughout town.

Although they are often paired together as the same city, Fort Worth has its own identity and business culture as well. And the proximity to Dallas does make the metroplex a great way to access millions of hard-working Texans. Fort Worth has four great universities and is home to some of the nation's top companies, such as Pier One Imports and Acme Brick.

**24 Fortune 500 companies in Dallas and surrounding areas**



XX01	✓
XX02	✓

There are 24 Fortune 500 companies in Dallas and the surrounding areas including Exxon Mobil, AT&T, American Airlines Group, and Energy Transfer, which are all in the top 100.



#### INHABITANTS

City of Dallas	1.3 Million
Dallas-Fort Worth	7.4 Million



#### UNIVERSITIES

33



#### AVERAGE HOURLY WAGE

\$25.87



#### START-UPS

2,336



#### TOP SECTORS

- Aerospace & Aviation
- Information Technology
- Financial Services
- Energy
- Life Science & Health
- Transportation & Logistics
- Food Processing

## Dallas-Fort Worth by the NUMBERS





# Events

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## Dallas Start-up Week

Dallas Start-up Week is a free five-day event in downtown Dallas where start-ups go to find mentoring and partnerships. The event is presented by Techstars and sponsored by Chase for Business.

[Link](#)

## Venture Dallas conference

The Venture Dallas conference convenes innovators and business around the nation who want to experience the forces propelling Dallas-Fort Worth as a premier hub of innovation.

[Link](#)

## Dallas Regional Chamber

The Dallas Chamber regularly hosts economic events including educational, networking, leadership, economic development, and professional events. They also have space that can be rented.

[Link](#)

## Kay Bailey Hutchison Convention Center

Kay Bailey Hutchison Convention Center hosts regular conventions, gatherings and tradeshow. They update their calendar with general events regularly.

[Link](#)

## Fort Worth Chamber of Commerce

The Fort Worth Chamber of Commerce hosts events with speakers, mentorship, state of the county reports and ribbon cutting ceremonies for new businesses.

[Link](#)





# Main players

## 4

### North Texas Commission

The North Texas Commission is a public-private partnership dedicated to advancing the vibrancy of the North Texas region. With the combined power of the business community, cities and municipalities, chambers of commerce and higher education institutions, they develop solutions, influence action and create change to advance the vibrancy of the region.

[Link](#)

### Dallas Innovation Alliance

The Dallas Innovation Alliance (DIA) is a public-private partnership dedicated to supporting the design and execution of the City of Dallas' smart cities strategy.

[Link](#)

## 5

# Coworking spaces and Innovation hubs

### Common Desk

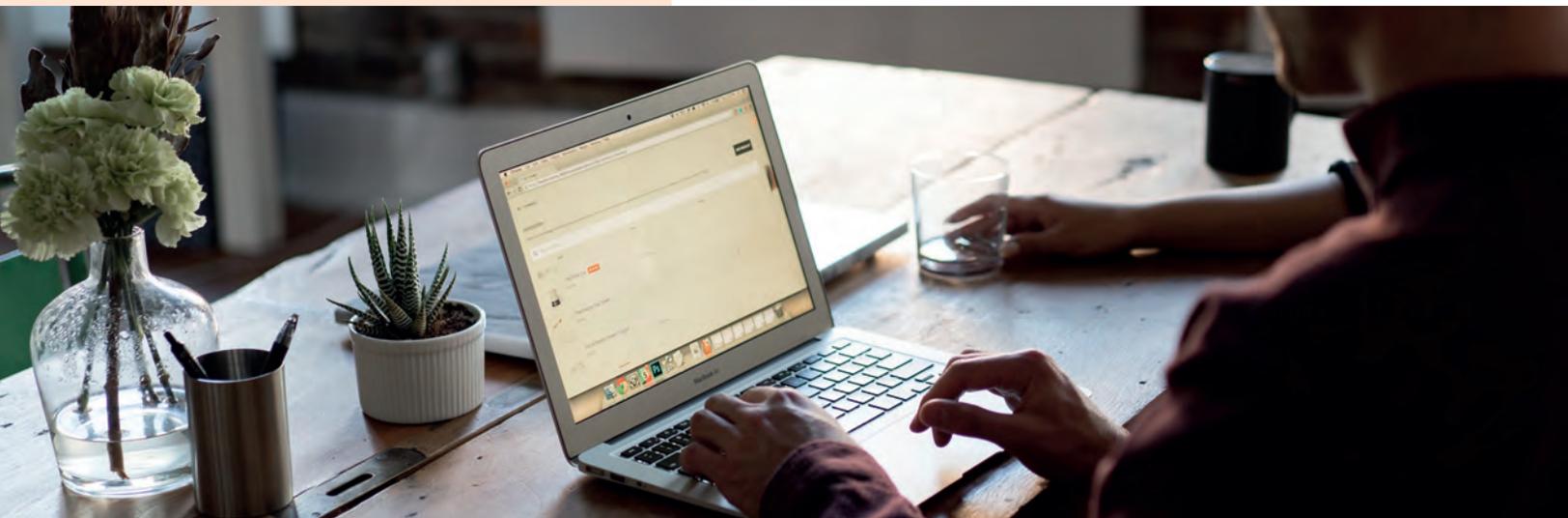
The Common Desk has 5 locations throughout Dallas. They focus on providing a modern experience for entrepreneurs with their onsite coffee shop, treadmill desks and many other resources and amenities for their tenants.

[Link](#)

### GeniusDen

GeniusDen matches its entrepreneurs with qualified mentorship at its facility. Their focus is on early-stage growth, and they provide connections to customers, vendors and capital whenever possible.

[Link](#)





### Capital Factory Dallas

The new space is half coworking and half community space for meetups, classes and large groups. You can review their latest events here.

[Link](#)

### Addison TreeHouse

The Addison TreeHouse is part of the Dallas Entrepreneur Network, and they focus on providing entrepreneurs with programming and events, mentorship and education.

[Link](#)

### The Dallas Entrepreneur Center

This Center is the main player for start-ups in Dallas. It has a business support structure that focuses on stimulating job growth to boost the Dallas economy. The DEC focuses on providing services to paying members such as office spaces, high speed internet, unlimited coffee, access to the online member platform, DEC-coordinated events. Additionally, the center offers access to experts from major corporations, investment groups, academic institutions and government entities.

[Link](#)





# 6

## Incubators & Accelerators

### Innov8te

The Innov8te Smart Cities Incubator was launched in 2019 to support entrepreneurs and early-stage companies in sectors supporting urban and civic transformation. This incubator's presence in the Dallas Innovation District and Smart Cities Living Lab continues to drive a focus on smart city technology research and development for the region.

[Link](#)

### Accelerate DFW

Accelerate DFW Foundation is a non-profit organization that was formed in 1999 to create and implement programs and services that would significantly impact economic growth in Fort Worth, including incubator, startup bootcamps and courses.

[Link](#)

### TECH Fort Worth

TECH Fort Worth is a nonprofit that has been around since 1998. They focus on emerging technology companies and offer them mentorship, and coaching. They have three programs companies can join called ThinkLab, SmartStart, and FastForward.

[Link](#)



# Crowdfunding, Venture capital & Angel investors

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## Dallas Angel Network

This is a group of angel investors seeking minority interests in small companies. Companies looking for their help should have market acceptance and be at a point where they could not grow without outside funding.

[Link](#)

## Dallas Venture Partners

They invest in early-stage companies that have experienced management and disruptive technology. They focus on many industries and are particularly focused on Agriculture technology, healthcare IT, network technology, scalable mobile applications, gaming technology and web-enabled services.

[Link](#)



# 8 Online resources

## The Dallas-Fort Worth Startup Ecosystem – Silicon Hills Lawyer

Silicon Hills Lawyer is a law firm and blog that helps start-ups navigate the ecosystem of venture capital, funding and anything that can be new for beginning entrepreneurs.

[Link](#)

## Dallas Innovates

Dallas Innovates distributes relevant news, business intelligence, data, and thought-leading articles in the innovation industry. Dallas Innovates is a collaboration of the Dallas Regional Chamber and D Magazine Partners.

[Link](#)

## Dallas Business Journal

The Business Journals are newspapers that report on everything business in many cities, including the four major ones in Texas. They have great resources to read about the economic climate of each city, and their events calendar highlights many corporate and networking events.

[Link](#)



# Beyond business

# 9

The [Netherlands Business Support Office](#) Texas supports Dutch companies looking for business opportunities in the region and one [Honorary Consul](#) is based in Dallas. [The Dallas Business Resource and Information Network](#) (B.R.A.I.N) is a partnership between the City of Dallas Economic Development and the Dallas Public Library, which promotes entrepreneurial literacy among developing and established businesses.

Texas has hundreds of incubators and accelerator programs in addition to the prominent ones we listed in our guide. The full list can be found here.

[Link](#)



Do you need more information about doing business in Texas?

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