

The list is made possible through financial support from the Ewing Marion Kauffman Foundation, C2FO and Entrepreneurs' Organization, a global peer-to-peer network of business owners.

Click here to see notable statistics pulled from this year's data.

Click here to see the 2019 Top VC-Backed Companies List.

Finally, the default order for the list is the KC Growth Index (also explained below the list) which is an effort to create a fair and significant way to order the companies. Not all companies responded to all prompts, resulting in some instances of undisclosed or insufficient data.

Is your company eligible and missing from the list? *Click here* to fill out a quick eligibility and data form and email Tommy Felts.

NOTE: On desktop or laptop, you can sort by the different columns, click the "expand" icon by each company name for a company summary, and click "view larger version" in the bottom right corner for a full-screen view. On mobile, click on each company for a company summary.

	Company	KC Growth Index	Funding (in millions)	KC-Area Funding	Tota
1	C2FO	80.650	\$291.50	2%	470
2	Bardavon Health Innovations	32.770	\$59.70	78%	188
3	PayIt	27.747	\$135.80	32%	102
ļ	BacklotCars	27.700	\$50.00	9%	187.
5	Rx Savings Solutions	21.310	\$22.60	25%	151.
6	Mylo	16.545	\$28.00	0%	110.
7	MySidewalk	15.550	\$29.00	0%	46.5
3	Bungii	14.031	\$13.40	95%	51.5
)	Spear Power Systems	12.960	\$21.10	35%	82.0
0	SquareOffs	11.063	\$2.63	67%	8.0
1	HCI Energy	10.907	.undisclosed	.undisclosed	20.5
2	LaborChart*	10.805	\$7.05	100%	23.5
3	ELIAS Animal Health	9.780	\$9.80	85%	10.5
4	Super Dispatch	9.233	\$2.00	60%	59.0
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Note: SMRxT qualifies for the 2020 list, but did not confirm its information.

* denotes new company on the list

Click here to understand how the KC Growth Index is calculated.

Notable statistics

- 66 total companies; 14 new companies, nine companies dropped from the list.
- 29 companies were founded between 2012 and 2014; 11 before and 26 after.

Average company profile:

- 42.7 employees (up 43.3 percent from 29.8 in 2019)
- \$20.56 million raised (up 17.8 percent from \$17.46 million)
- 52.9 percent raised from Kansas City-area investors (down slightly from 53.2 percent)
- 274 percent two-year average annual revenue growth (up from 277 percent)
- 6.1 years old (up slightly from 6.0)

Complete list totals:

- 2,092.5 total employees (up 25.4 percent from 1,669 in 2019)
- 1,502 Kansas City employees (up 18.6 percent from 1,267)
- \$945.80 million raised (up 4.14 percent from \$908.18 million)
- \$237.67 million raised from KC-area investors (down 0.53 percent from \$238.94 million)

Funding:

- The 10 companies with the most reported capital raised, on average raised 23 percent from Kansas City-area investors, as compared to a 59.5 percent average for the rest of the list — indicating companies tend to primarily raise outside funding as they grow.
- Kansas companies that reported funding totals have raised more than twice as much capital (\$30.19 million) on average than Missouri companies (\$14.21 million).
- Kansas companies have on average raised 62.96 percent of their funding from Kansas City-area investors as compared to 43.61 percent by Missouri companies.

Missouri vs. Kansas:

- Of the 65 companies on the list, 34 are headquartered in Missouri (33 specifically in KCMO), and 31 in Kansas.
- Kansas and Missouri companies have a relatively even average two-year growth rate (269 percent for Kansas compared to 278 percent for Missouri).
- Kansas companies average 59.6 percent more employees than Missouri companies averaging 54.9 employees to 34.1 employees respectively.

Employees:

- Nine companies grew their staff by at least 50 percent in the past year: Artio, C2FO, Daupler, Spear Power Systems, backstitch, Scollar, Tesseract Ventures, Homebase, and BacklotCars.
- Six companies added at least 20 employees in the past year: C2FO, BacklotCars, Bardavon, Rx Savings Solutions, Spear Power Systems, and Paylt.
- One company reached the 100-employee milestone Paylt bringing the total to six 100-employee companies: C2FO, Bardavon, BacklotCars, Rx Savings Solutions, Mylo, and Paylt.
- Four companies reached 20 employees: Homebase, Tesseract Ventures, backstitch, and DivvyHQ bringing the total to 23 companies with at least 20 employees.
- 2020 companies have 1,502 total Kansas City employees, 235 more than the 2019 list.

KC as second HQ:

- Two VC-backed companies that didn't qualify for the list SafetyCulture (Sydney, Australia) and TrueAccord (San Francisco) — were excluded because Kansas City is not their primary headquarters, though they boast a significant operational presence locally at their respective "second" headquarters.
- If the two were included in the count, the number of Kansas City employees would jump by 189.5, thanks to 127 local workers at TrueAccord and 62.5 at SafetyCulture.
- The duo also would push the list's overall funding total past the billion-dollar mark to \$1,092.9 million, with \$100 million attributed to SafetyCulture and \$47.10 million for TrueAccord.
- Based on their KC Growth Index scores, SafetyCulture (50.550) would be ordered in the list between C2FO (80.650) and Bardavon Health Innovations (32.770); and TrueAccord (30.760) would be ordered between Bardavon and Paylt (27.747).
- With its Lenexa-based local financial services operation, TrueAccord would add a notch in the Kansas column, while Crossroads-based software company SafetyCulture would buoy the count for Kansas City, Missouri.

Demographics:

• Founder demographics:

- 131 founders
- 20 women (15.5 percent, up from 12.2 percent in 2019)
- 16 non-white (steady at 12.2 percent)

• CEO demographics:

- 67 CEOs (*DivvyHQ has co-CEOs)
- 11 women (16.7 percent, up from 12.9 percent in 2019)
- 7 non-white (10.4 percent, down from 11.3 percent)

COVID-19 relief:

- Of the 55 companies on the list that responded, 43 (78.2 percent) received some COVID-19 relief funding.
- Among those 43 receiving aid, 42 took advantage of the Paycheck Protection Program specifically.
- Of 13 largest companies by employee count, seven (54 percent) accepted PPP funding (though some already have paid it back voluntarily).

Click here to see the 2019 Top VC-Backed Companies List.



Explaining the KC Growth Index

STARTLAND established the KC Growth Index to organize this list in a fair and significant way. The evaluation system doesn't solely prioritize capital raised, but instead creates a more comprehensive snapshot of venture-backed companies in the Kansas City area based on capital raised, number of employees, two-year average annual revenue growth rate and longevity.

The KC Growth Index calculation was tweaked this year so a company's score is now comparable year-to-year. It is based on a 27.5-point scale but a company can exceed 27.5 points. For example, employee count is based on a 10-point scale with 100 employees equating to 10 points. However, if a company has 200 employees, they will be given 20 points.

The index is based on a formula that rates each company based on the self-reported data provided to Startland News and STARTLAND. The index takes into account four data points from each company.

- Total funding raised (10-point scale based on \$50 million; in other words, \$50 million raised equals 10 points);
- Current number of employees (10-point scale based on 100 employees);
- Two-year average annual revenue growth rate (5-point scale based on a sliding scale in relation to longevity, 1000

percent for two-year- old companies to 100 percent for 10-year old companies); and

• Longevity (2.5-point scale based on 10 years).

Each company's four category scores are combined to compute their KC Growth Index score.

NOTE: Companies that didn't disclose certain information received zero points in that particular category.

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