

Houston

A CITY OF INNOVATION





A City of Innovation

Houston has been a center for world-changing innovation for decades. With science and engineering breakthroughs ingrained in the fabric of our economy, Houston has become one of the most prominent emerging tech hubs in the country.

Over the past few years, entrepreneurs, investors, academic institutions, local government, and the corporate sector have come together to unite, grow, and promote Houston's startup ecosystem. Today, Houston offers access to key talent, funding, and customers, along with the robust support system needed for young startups to thrive.

Regional Overview



Houston is one of the youngest, fastest growing, and most diverse regions.

4th

Largest U.S. city

7.3M

Residents

3.3M

Jobs

\$537.1B

GDP

Houston is unabashedly pro-growth and opportunity-rich.

24

Fortune 500 HQs, 3rd highest concentration in the U.S.

#3

U.S. metro for business expansion and relocation
(Site Selection, '21)

Top 25

Global Cities of the Future
(fDi Intelligence, Financial Times, '21/'22)

Houston is a great global city.

90+

Foreign consulates,
3rd highest concentration in
the U.S.

2

International airports
with 180+ non-stop
destinations

#1

Metro exporter in the U.S.

**World-class
infrastructure**



Houston's Tech Economy

The image shows the interior of a large, modern industrial-style space, likely a maker hub or tech incubator. It features high ceilings with exposed ductwork and pipes, concrete floors, and various workstations and display areas. In the foreground, there are wooden structures and a blue pool of water. People are seen walking around and interacting with the space. A sign in the background reads "GREEN TOWN GROWS".

230,800+
Net tech workforce

9,100
Tech-related firms

1,000+
VC-backed tech startups and companies

#5 In Top 100 Emerging Ecosystems for
Startups (Startup Genome)



Venture Capital Funding

Houston companies have received **\$4.35 billion** in venture capital funding over the last five years.

\$2.02B in VC in '21, a record high for the region

Nearly **3X** increase in average deal size since '18

4X increase in VC funding since '18

Houston's Top Funded Sectors

Health Care and
Life Sciences

Information
Technology

Business Products
and Services (B2B)

Energy

Notable Investors in the Region

Houston Angel Network

S3 Ventures

Next Coast Ventures

Green Park & Golf Ventures

Mercury Fund

Sequoia Capital

Tiger Global Capital
Management

Carnrite Ventures

GOOSE Capital

Quiet Capital

Baird Capital

Keiretsu Forum

Texas Halo Fund

Flyover Capital



Houston's Tech Strengths



In Houston, certain niche markets show special promise and are overrepresented in the region's ecosystem compared to the national average.

CleanTech/Climate Tech

Oncology

Industrials

Oil and Gas Technologies

Life Sciences/HealthTech

Advanced and Conventional Manufacturing

Nanotechnology

Space Technology

SportsTech

Business Software



Tech Talent



Houston is home to 9,100 tech-related firms, including more than 1,000 venture-backed startups and companies.

230,800+ Tech workers

146,800+ Tech industry jobs

155,300+ Tech occupation jobs

#2 U.S. market for relocating tech workers (Axios, May '21)

Large Tech Employers

HP Enterprise

NASA - Johnson Space Center

HP Inc.

Boeing

IBM

Honeywell

Siemens

Dell

Microsoft

Lockheed Martin

BMC Software

Oracle

AWS

Google

PROS

Quorum Software

HCSS Software

HighRadius

Ion Geophysical

Alert Logic





Corporate Innovation

Houston has a vast network of academic and commercial R&D activities.

40+ Corporate
R&D centers

24 Major energy
R&D centers

Select Innovation Centers in Houston

Accenture Innovation Center

Baker Hughes Center for Technology
Innovation

BP Center for High-Performance
Computing

CodeLaunch by Improving

Deloitte Greenhouse®,
Powered by Energy & Industrials

Halliburton Labs

Hewlett Packard Enterprise
Innovation Lab

Houston Advanced Research
Center (HARC)

LyondellBasell Houston

Technology Center

Microsoft Technology Center

NASA Johnson Space Center

Rice University Welch Institute for
Advanced Materials

Rice University Carbon Hub

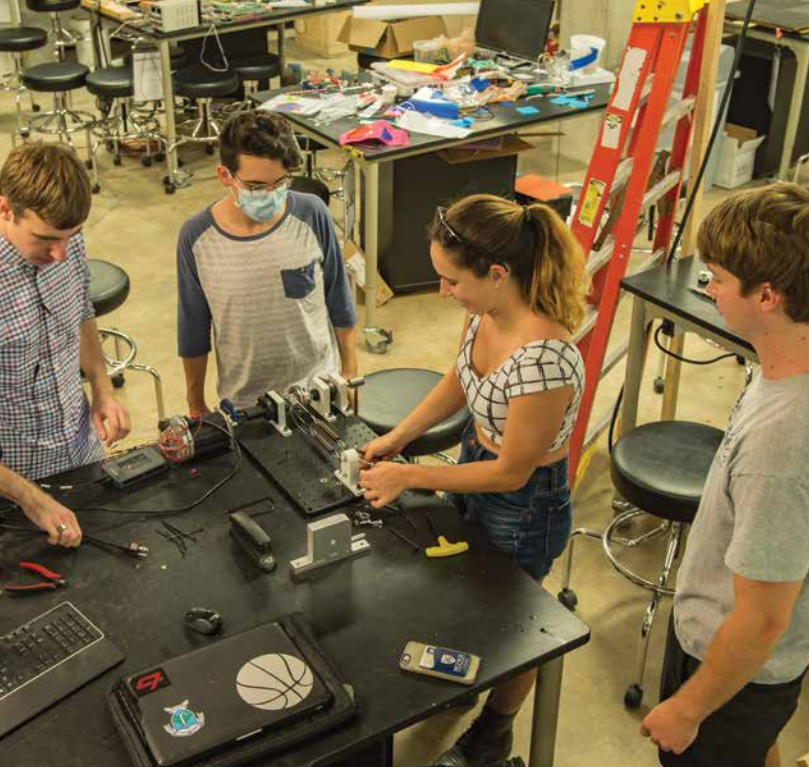
Shell Technology Center Houston

Softeq Venture Studio

The University of Texas MD
Anderson Cancer Center

University of Houston Texas
Center for Superconductivity





Strong Talent Pipeline

Houston is home to a strong university system and a large supply of young talent.

40+

Universities and colleges

5

Nationally ranked universities and graduate schools

Among the largest
community college systems in the U.S.

444,600+

Students enrolled (Fall '21)

3 Tier-One Universities
(Rice University, University of Houston, Texas A&M University)



Nation's Top Entrepreneurship Programs

Rice University | Jones Graduate School of Business

University of Houston | Bauer College of Business

Tech Ecosystem Support



80+

Accelerators, incubators, and hubs

35+

New AIHs since '17

Select Accelerators, Incubators, and Hubs

DivInc Houston Accelerator

East End Maker Hub

Gener8tor

Golden Section Venture Studio

Greentown Labs

Halliburton Labs

Impact Hub

Ion Aerospace Innovation Accelerator

Ion Smart and Resilient
Cities Accelerator

JLABS by Johnson & Johnson

Johnson & Johnson Center for
Device Innovation

LSA Global (Latino Startup Alliance)

MassChallenge

OwlSpark

Plug & Play Technology Center

Rice Alliance Clean
Energy Accelerator

Sesh Coworking

TMC Innovation Institute

University of Houston RED Labs





Diverse Innovation Ecosystem



As the Most Diverse City in America, Houston's global ties are reflected in the people who call Houston home.

1 in 4 Houstonians is foreign born

#2 Best State for Black Entrepreneurs (FitSmallBusiness)

#4 Best City for Diversity in Tech (BeyondHQ)

#5 in Nation for Minority-Owned Startups (Self)

#3 Best City for Women in Tech (Smart Asset)

Major Tech Hubs



Houston is known for its large geographic footprint with a diversity of talent and business hubs across the broader region.

Texas Medical Center

Downtown Houston

Houston Innovation District

East End

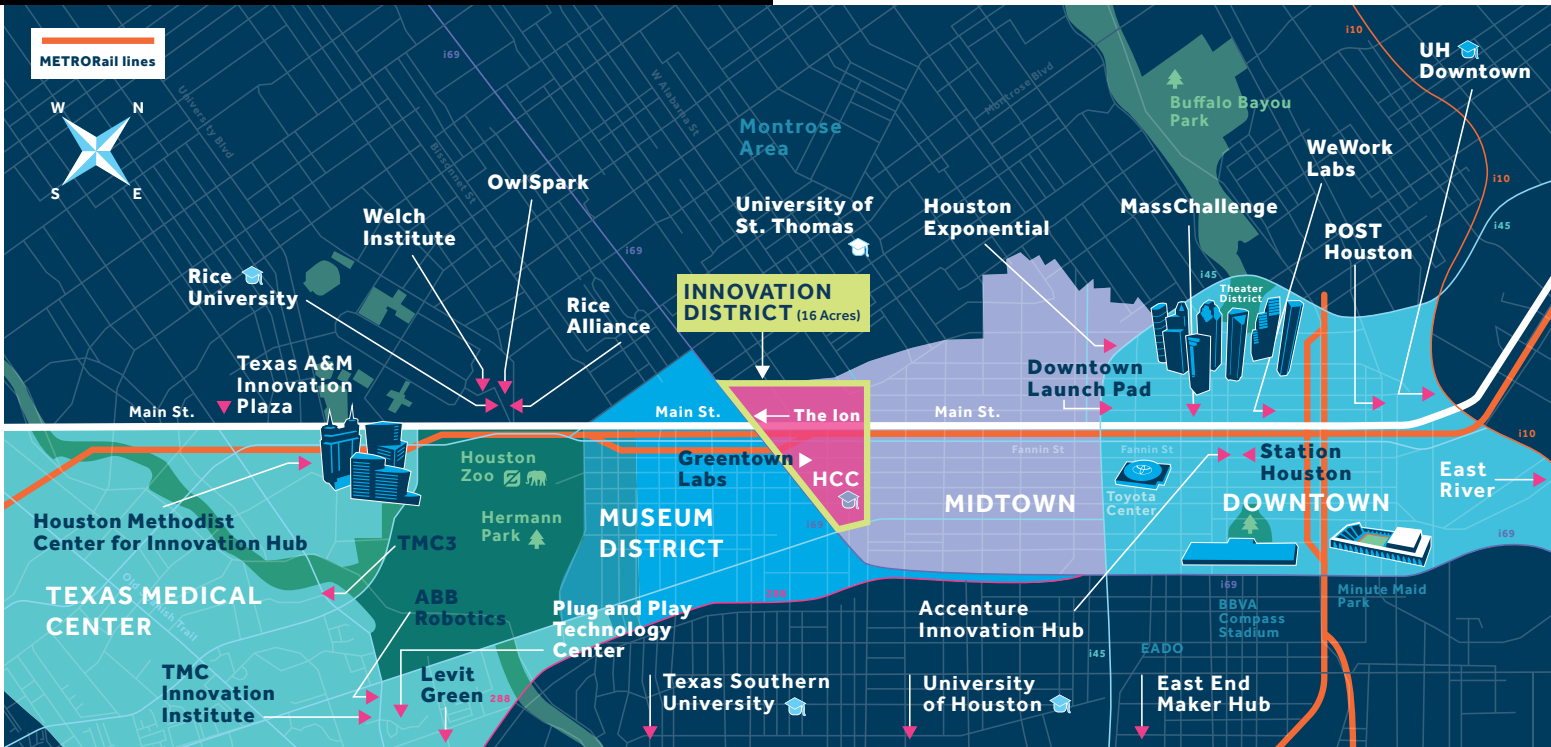
Energy Corridor

NASA/Clear Lake

Houston Spaceport

Houston Innovation Corridor

This four-mile-long corridor offers easy access to key industry and institutional players along with an unparalleled array of amenities.



The 16-acre **Ion District** lies at the heart of this corridor and prioritizes street life, public space, and a mix of uses that embrace technology, community, and sustainability.

The Ion



The Ion is the epicenter of Houston's innovation ecosystem — an inclusive, dynamic, vibrant, and dense hub focusing on quality collaborations between entrepreneurs, incubators, accelerators, corporations, academics, and the Houston community.

280,000 SF of class-A office space, shared workspace, prototyping and maker resources, event space, classrooms, food and beverage, and outdoor space

6 Levels **50,000** SF of public and shared space

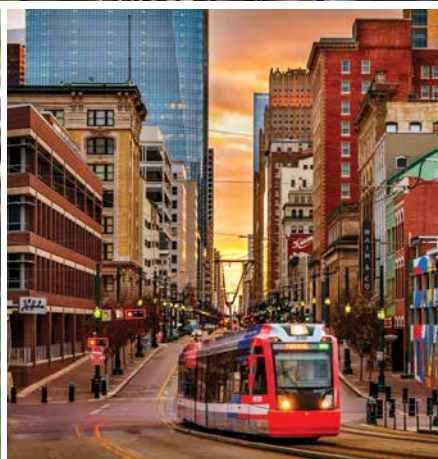
Founding Partners

Aramco, Chevron Technology Ventures,
Baker Botts, ExxonMobil, and Microsoft

Affiliate Partners

bp and Intel

Great Quality of Life



The Houston region offers a low cost of living while maintaining an incredibly high quality of life with the amenities you expect to find in a world-class city.

#2 Lowest cost of living among the 20 most populous U.S. metros

Housing costs **34.1%** below the nation's 20 most populous metros

Houston is home to an acclaimed and extensive cultural scene.

Renowned museums and cultural centers

Resident performing arts organizations

Major league sporting teams

Houston is one of the greenest cities in the U.S.

Nationally recognized green space renaissance

Nearly **44,480** acres of parkland

382 Developed city parks

345 Miles of interconnected bikeways

Home to two of the nation's 10 largest urban public parks

60% of Houston residents live within a 10-minute walk of a park (6% above national average)