



The Wild West of Business

November 13, 2024



A Little Background Info



25 Years

in Colorado

Launched

45 Brands

Have worked with

100s

of Entrepreneurs

Entrepreneur Since

2008

Founded

5 Companies

Top 25

Most Powerful

Women in Business

2024

Over 150 Business

Workshops

5th Generation Citizen of The West



How The West Was Built



1800s

1858

Gold Discovered

Triggered rush of settlers,
prospectors & entrepreneurs

1870s

Railroads & Urban Growth

Opened up commerce,
transportation & logistics

Late
1870s

Silver Boom & Bust

Wave of wealth led to hotels,
theaters, restaurants &
entertainment

Prominent Entrepreneurs

—1700s - 1800s



**Florence Sabin
(1871–1953)**



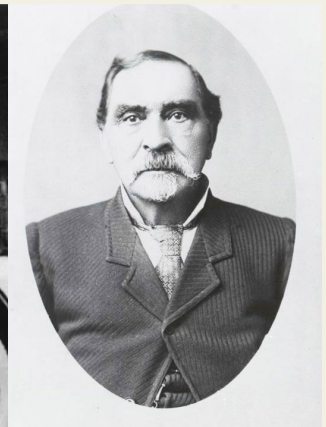
**James P.
Beckwourth (1798–
1866)**



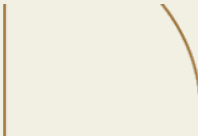
**John W. Iliff (1831–
1878)**



**Justina Ford (1871–
1952)**



**Barney Ford (1822–
1902)**



1900s: Transition From Mining to a Diverse Economy

1920s-
1940s

Oil, Manufacturing & WWII

Discovery of oil in 1920s created new surge of population, entrepreneurship & growth

1950s-
1970s

Space Age & Telecomm

After WWII aerospace & telecomm attracted engineers & defence contractors

1980s-
1990s

Tech, Real Estate & Energy

1980s oil crash hit hard but forced innovation—pivot to real estate, construction & tech

Prominent Entrepreneurs —1900s



**Mildred Montague
Genevieve "Tweet"
Kimball
(1914–1999)**



**William Daniels
(1912–1988)**



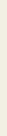
**Linda Alvarado
(1952–present)**



**Albert Henderson
Wade Ross
(1884–1939)**



**John Hickenlooper
(1952–present)**



The Now



Entrepreneurship Today

Denver Metro ranked among **top 20 startup regions**

99.5% of CO businesses classified as small biz

Tech workforce **grew by 30%** between 2016 & 2022

Relatively **lower cost of living** to other startup hubs



Diverse & Growing Business Environment

Population growth fuels demand for new businesses & services. Projected to be **over 4.4 million by 2050**

Top 10 States for low corporate **tax rate of 4.4%** makes it attractive to new business

Women-owned makes up **38.5% of small business**

Minority-owned is 16.8% and growing



The Challenges



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- The slide features decorative geometric patterns at the top and bottom. These patterns consist of various shapes including rectangles, triangles, and curved lines, some filled with diagonal hatching, arranged in a grid-like fashion.
- 1. Rising Cost of Living & Real Estate**
 - 2. Tough Talent Competition—salaries & skills**
 - 3. Access to Funding**
 - 4. AI & the Growth of Tech Infrastructure**
 - 5. Market Size**

The Opportunities





1. Market Size

2. Collaborative & Welcome Environment

3. Diversity of Industry (Not Just Tech)

4. Supportive Community & Resources



How The West Wins



The image features a light beige background with decorative geometric patterns in the top and bottom margins. These patterns consist of thin, brown lines forming various shapes: a grid on the left, a curve on the left, a triangle on the right, and a hatched triangle on the right.

Curiosity

Courage

Commitment

Community



Thank You

Connect with Me!

Kate@TARRA.co | @_TARRACo