

Impact Report



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Overview of the Year

We're surrounded by bold entrepreneurs, committed partners, and a university that believes in the power of innovation to change lives.

At efactory, success isn't just measured in companies launched or space filled, but in people: founders taking the leap, students finding new paths, and partners choosing to build together.

Defined by connection, this year strengthened our role as a bridge between Missouri State University and the community—aligning talent, research, and real-world experiences to advance both economic growth and community good.

None of this happens alone. It happens because people believe the future is something we create together.

As we look ahead, we'll keep connecting ideas to action and people to possibility—because community is who we are, and forward is where we're going.

With gratitude and optimism,

Rachel Munday

Executive Director



From Vision to a Statewide Movement

Missouri Made. Network Driven.

What began as **Innovate SOMO** has evolved into something even more powerful: the **Show-Me Network**, a connected movement of statewide partners and changemakers spanning every corner of Missouri.

- In this year of transformation and growth, partnerships deepened, new regions joined, and momentum was built in ways that reminded us just how powerful shared vision can be.
- Through the network, we **strengthen innovation**, entrepreneurship, and talent to **drive economic vitality** across Missouri.




ST. JOSEPH
Chamber of Commerce



SE MO redi
REGIONAL ECONOMIC
DEVELOPMENT, INC.



\$2.9 M
Federal Funds

Missouri DED Technical
Assistance Grant
to Expand Access to
Capital Across Missouri

47
**Statewide
Partners**
And Growing

Where Strategy Meets Action

Igniting Opportunity

Missouri State University's 2025–2030 Strategic Plan recognizes something we've believed all along: **innovation, entrepreneurship, and partnerships are essential** to how we grow, learn, and serve.

- The Strategic Plan highlights the university's role in developing talent, strengthening the student to employer pipeline, and unlocking new ways for people and businesses to thrive.
- As a key partner in this vision, we're bridging ideas and opportunity, turning goals into action, and partnerships into progress. It's an incredible moment to see our shared values take root.

5-Year Plan





Top Three National Finalist

University Economic
Development Association
Awards of Excellence:
Engaged University

Fueling the Future of Business

Investing in Growth Programs

Innovation, job creation, and business growth fuel regional economic impact.

- Expanded offerings strengthen capacity and deliver lasting value.
 - The Value Builder System™ helps owners build valuable, transferable businesses.
 - The Six Types of Working Genius® unlocks team strengths to improve productivity.
 - LEGO® SERIOUS PLAY® based workshops accelerate clarity, alignment, and problem-solving.
 - The Great Game of Business® builds financial literacy for more resilient organizations.

Together, these services equip leaders to scale with confidence and chart a future with more freedom and stronger results.

500+

Jobs
Created

1,500+

Small Businesses
Assisted

3,500+

Hours of 1-on-1
Business Counseling



120+
Companies
Call Us Home

From first idea to long-term legacy, we support entrepreneurs at every stage with the people, resources, and community that move businesses forward.

Austin Smalley is one of many founders who turned possibility into impact in 2025.

200+
Members



“Having a professional environment to meet clients and connect with other entrepreneurs has been a game-changer.”

\$118 M

Capital & Equity
Generated

\$84 M

Sales
Increased



Over
300
Training
Programs
& Events

Over
10,000
Training
Participants

Preparation for Tomorrow's Challenges

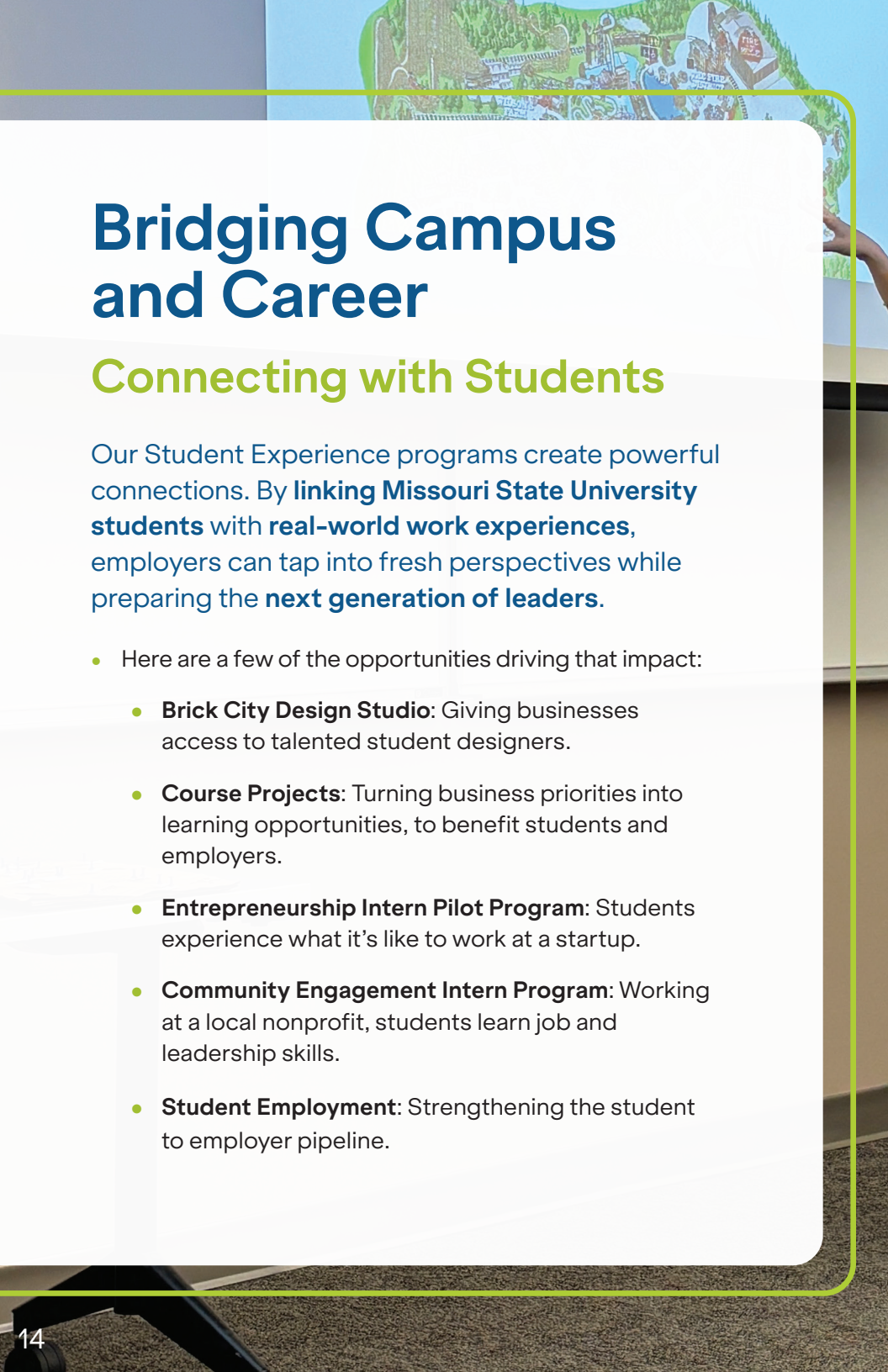
Developing Talent

From business foundations and leadership development to public safety and on-demand career training, we're delivering **expert-led, experience-driven training** with **real-world application**.

Every session, every workshop, every skill gained adds up to one powerful outcome: talented individuals who are ready to think strategically, lead confidently, and create lasting impact.



The **Public Safety Training Center** collaborated with leadership from the Missouri Department of Public Safety to host an Advanced Law Enforcement Rapid Response Training at the Missouri State Capitol Building that trained all local agencies in the Jefferson City region. **ALERRT is the gold standard** of active shooter training, and we are proud to offer it to sworn law enforcement across the state.



Bridging Campus and Career

Connecting with Students

Our Student Experience programs create powerful connections. By **linking Missouri State University students** with **real-world work experiences**, employers can tap into fresh perspectives while preparing the **next generation of leaders**.

- Here are a few of the opportunities driving that impact:
 - **Brick City Design Studio:** Giving businesses access to talented student designers.
 - **Course Projects:** Turning business priorities into learning opportunities, to benefit students and employers.
 - **Entrepreneurship Intern Pilot Program:** Students experience what it's like to work at a startup.
 - **Community Engagement Intern Program:** Working at a local nonprofit, students learn job and leadership skills.
 - **Student Employment:** Strengthening the student to employer pipeline.

Over
3,200
Missouri State
Student
Employees

Over
160
Students
in Course
Projects



When **Bri Record** joined Nightly as an intern, she helped design a creative Great Game of Business® MiniGame™, sparking team engagement, boosting reach, and even inspiring Silver Dollar City to deliver fresh treats in celebration. By semester's end, Nightly didn't just complete the challenge, they hired her.



"When I start my own business one day, I'll have more confidence because I've seen someone do it before."

Partnerships that Power Progress

Making More Possible

Corporate partners play a vital role in supporting businesses, fueling innovation, and helping our region succeed. Their investment, insight, and belief in what's possible move our mission and Missouri forward.

Thanks to our partnership with the Springfield Area Chamber of Commerce, all incubator members now receive a **complimentary one-year Chamber membership**, which connects them to key networking events, increased business visibility, and talent recruitment tools that support growth and integration into the regional business community.



“We’ve seen firsthand how efactory’s programs cultivate the problem-solving mindset and resilience that today’s business landscape demands. Through our partnership, we’re not only investing in individual entrepreneurs; we’re helping build a more vibrant, self-sustaining innovation ecosystem that will benefit our region for generations to come.”

Dwayne Fulk
President-CEO, City Utilities of Springfield



Innovation Champion



Executive Partners



Supporting Partners



Affiliate Partners

Bass Pro Shops
 BIZ 417
 Buckhorn
 Forvis Mazars

Great Southern Bank
 Insperity
 Mercy
 Mother's Brewing Co.

Neighbor's Mill
 The Bank of Missouri

A Dynamic Team of Changemakers

Working Together

From visionary funders to dedicated board members and staff, every name and logo represents a shared commitment to helping businesses grow, people succeed, and communities thrive.

Board Members

Brad Bodenhausen
Missouri State University

Amanda Hedgpeth
CoxHealth

Scott Ross
O'Reilly Auto Parts

Andrea Brady
Great Southern Bank

Sarah Hough
Bass Pro Shops

Gary Schafer
Forvis Mazars

David Cameron
City of Springfield

Chris Kleinfeld
SRC Electrical

Kelly Turner
City Utilities

Erin Danastasio
Hatch Foundation

Matt Morrow
*Springfield Area
Chamber of Commerce*

Taylor Warwick
Mercy

Brad Erwin
Paragon Architecture

**Dr. Richard
"Biff" Williams**
Missouri State University

The Missouri SBDC at Missouri State University received the **U.S. Small Business Administration's SBDC Excellence and Innovation Award** for the Great Plains Region, recognizing its outstanding impact on small business growth and entrepreneurship across Missouri and neighboring states.



Funding Partners



Missouri Department
of Economic Development



U.S. Department of
JUSTICE



Hatch



Staff



**Laura
Anderson**



**Cody
Brewington**



**Lance
Coffman**



**Macee
Curtis**



**Emily
Denniston**



**Kim
Dixon**



**Nicki
Donnelson**



**Charlee
Eubanks**



**Melisa
Hamilton**



**Tara
Horton**



**Chrystal
Irons**



**Abby
Isackson**



**Amy
Jackson**



**Emily
Melton**



**Rachel
Munday**



**Fatimah
Rafique**



**Sandra
Smart**



**Melvin
Steele**



**Laura
Wright**



**Katie
Young**

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State |  **efactory**

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