

# 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.



**\$2.9 M**  
**Federal Funds**

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

**47**  
**Statewide Partners**  
And Growing

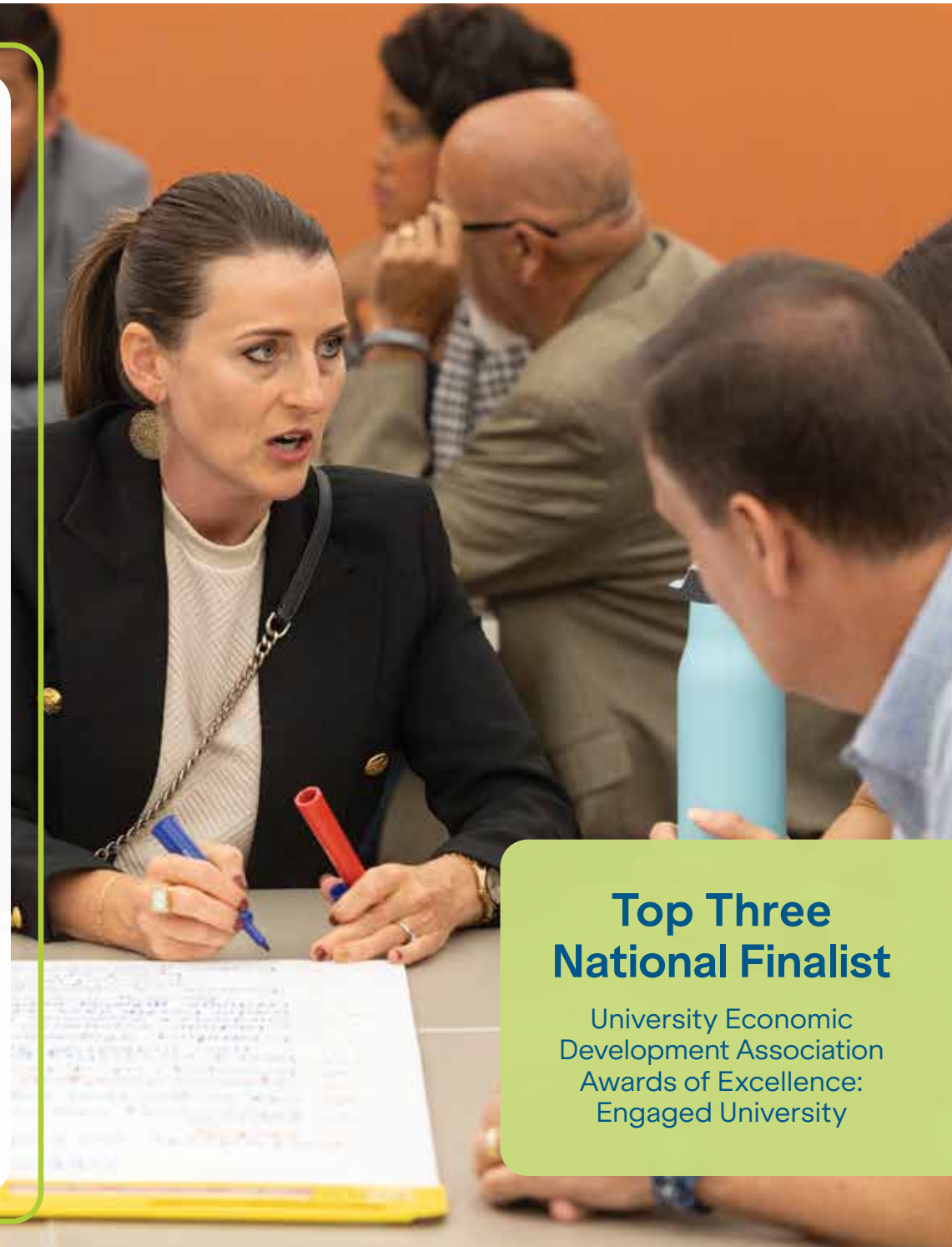
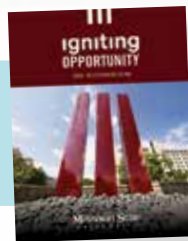
# Where Strategy Meets Action

## 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.



**120+**  
Companies  
Call Us Home

**200+**  
Members

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.



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

**500+**

Jobs  
Created

**1,500+**

Small Businesses  
Assisted

**3,500+**

Hours of 1-on-1  
Business Counseling

**\$118 M**

Capital & Equity  
Generated

**\$84 M**

Sales  
Increased



# 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.

Over  
**300**  
Training Programs & Events

Over  
**10,000**  
Training Participants

# 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 | Great Southern Bank  | Neighbor's Mill      |
| BIZ 417        | Insperity            | The Bank of Missouri |
| Buckhorn       | Mercy                |                      |
| Forvis Mazars  | Mother's Brewing Co. |                      |

# 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



### 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**

# Get In Touch

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Our programs are supported in part through private, state, and federal grant funding including the U.S. Small Business Administration, which provides funding to the Missouri SBDG; federal award number SSBCL-21031-0104, awarded to the Missouri Department of Economic Development by the U.S. Department of the Treasury; U.S. Department of Education Job Location and Development Program; U.S. Department of Justice Edward Byrne Memorial Justice Assistance Grant; Missouri Technology Corporation; Hatch Foundation and U.S. Bank Foundation. Missouri State University is an Equal Opportunity Employer and Institution.



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