

INDIANAPOLIS, IN | AUG 29-31, 2023 | RALLYINNOVATION.COM

# RALLY

The Largest Global Cross-Sector  
Innovation Conference

2023 IMPACT REPORT

RALLY



## Message From RALLY's Visionary

**The energy from the inaugural year of RALLY  
is still rippling throughout the world.**

The cross-sector innovation experience brought together disparate stakeholders from across the globe to Indianapolis, Indiana with the goal to break down industry silos, spur innovation and create opportunities to connect and collaborate.

RALLY 2023 sparked creative collisions between thought leaders, startups, venture capitalists, government officials, higher education institutions, corporations, students and more. Innovation and entrepreneurship is the marriage that enables creative solutions to solve new challenges and we are excited that RALLY will help lead the way.

The connections forged and ideas exchanged over the three days at RALLY will continue to support innovation-driven companies and collaborations that foster entrepreneurship at every level. Thank you to our incredible sponsors and partners, whose support helped bring this event to life and made RALLY an incredible success. The RALLY experience is another foundational element in Indiana becoming The Innovation Capital of the World.

We look forward to seeing everyone again for RALLY 2024.



CHRISTOPHER "TOPH" DAY

**“We are not merely passive spectators of the future, we are the active architects shaping it!**



RALLY is the largest global cross-sector innovation conference and facilitates connections among companies, entrepreneurs, investors, and universities from around the world.

**RALLY's inaugural conference featured 6 Innovation Studios:**

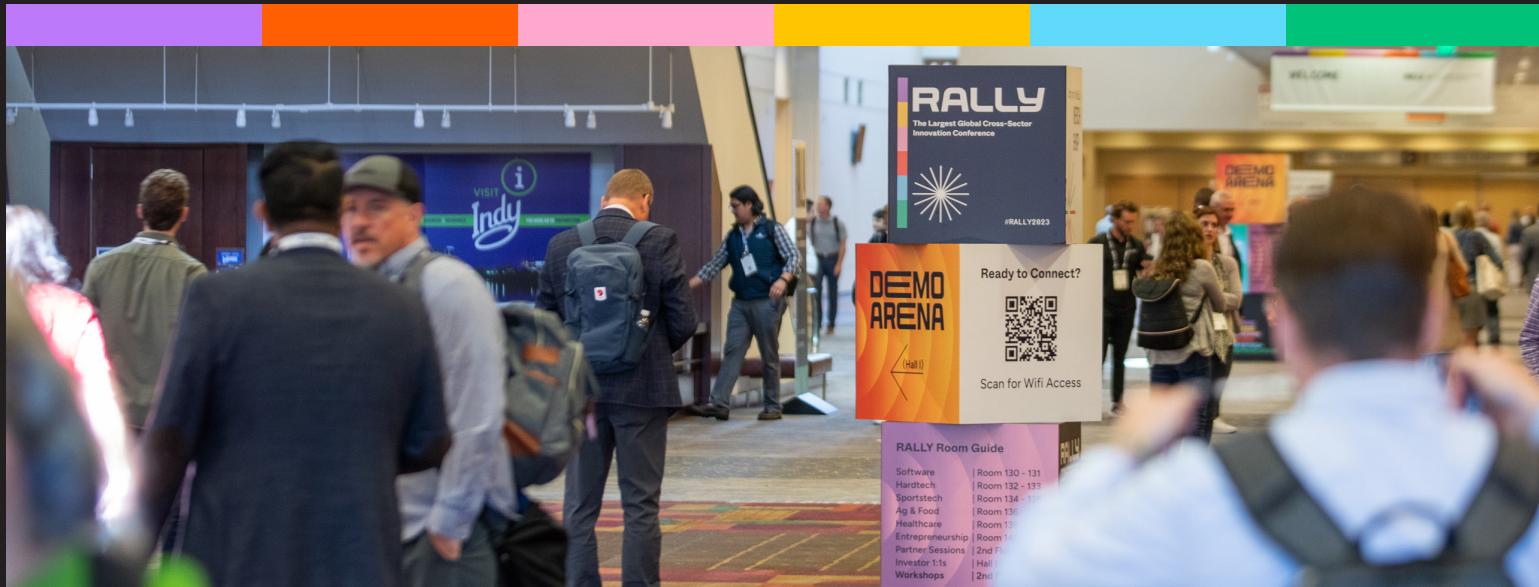


These tracks were designed intentionally with two goals in mind. First, to give space for in-depth conversations, networking, and funding opportunities within each sector. Second, to enable the creative collisions among key players across industries that will unlock new avenues for growth in Indiana's economy.

**RALLY attracted a diverse mix of attendees**, including founders, C-suite executives, public policy makers, investors, and thought leaders. Their reasons for attending are diverse, but they share a common goal of understanding the trends in technology and business that will let them shape the future.

**Distinguished keynote speakers**, such as Peyton Manning, Earvin "Magic" Johnson, Victoria Arlen, Crystal Washington, and Guy Raz, contributed significantly to the event's excellence by bringing prestige, profound expertise and storytelling. These keynotes, while not the primary draw, greatly enriched the event and contributed to its success.





## Who is RALLY for?



### Startups, Entrepreneurs, & Founders

RALLY gives you access to investors, thought leaders and other cross-sector like-minded entrepreneurs through keynotes, panels, the RALLY IN-Prize and informal networking opportunities.



### VCs & Investors

RALLY brings together global startups, scaleups, and innovators working toward commercialization. Gain access to investable deal flow through 1:1 meetings, other VCs and investors and cutting-edge discussions.



### Cross-Sector Vertical & University Thought Leaders

RALLY provides multiple programming streams for discovery, sharing and deeper learning in emerging and transforming innovation-driven industries.



### Marketing, Sales, Operations, Finance & Advisors

RALLY showcases solutions for the startup, scale and spread of knowledge and networks that tap into, feed and grow an ever-fresh global innovation ecosystem.

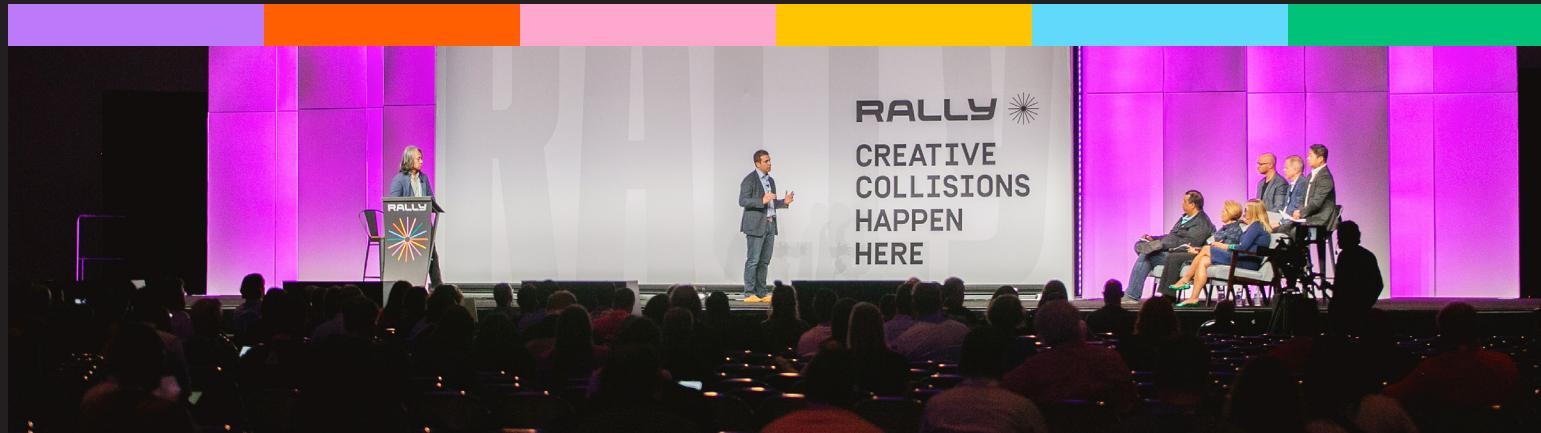
There were  
**21,539**  
creative  
collisions

The average  
startup made  
**10 VC**  
connections

— and had —

**3**  
follow-up  
discussions  
about funding





## \$5M RALLY IN-Prize Competition



50+  
PANELS AND  
CONTENT  
SESSIONS

450+  
Curated 1:1 Meetings  
Between Investors  
and Companies

INTERACTIVE EXPERIENCES, NETWORKING AND SOCIAL EVENTS

## 279 SPEAKERS

6 Innovation  
Studios of  
the Future

100 Demo  
Arena  
Booths



## Audience Highlights



21%

C-Level,  
President,  
Senior, Vice



16%

Founder,  
Co-Founder,  
Owner,  
Co-Owner



12%

Director,  
Partner



7%

Lead,  
Manager,  
Head



3%

Staff, Non-  
Management



8%

Other

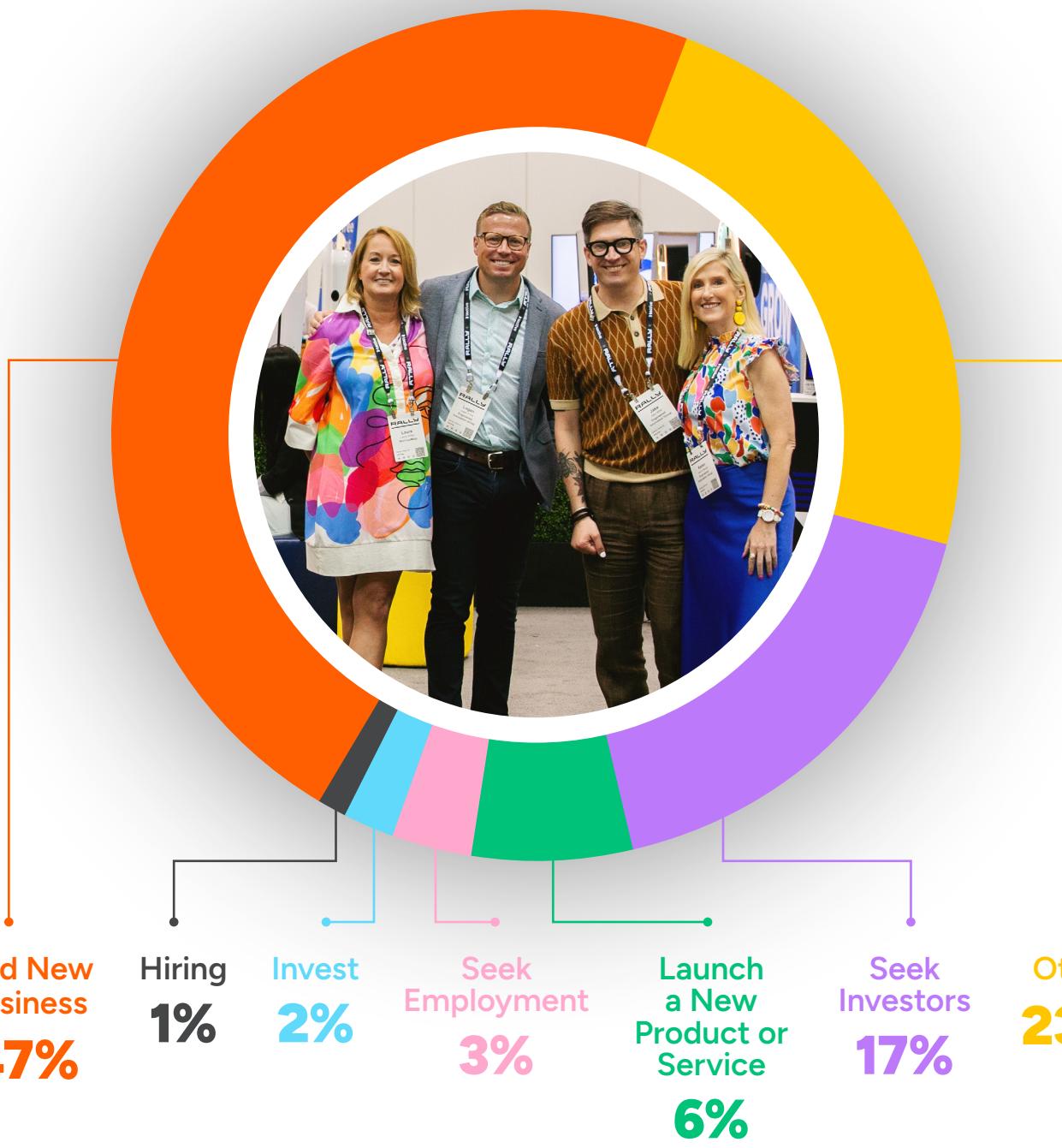


34%

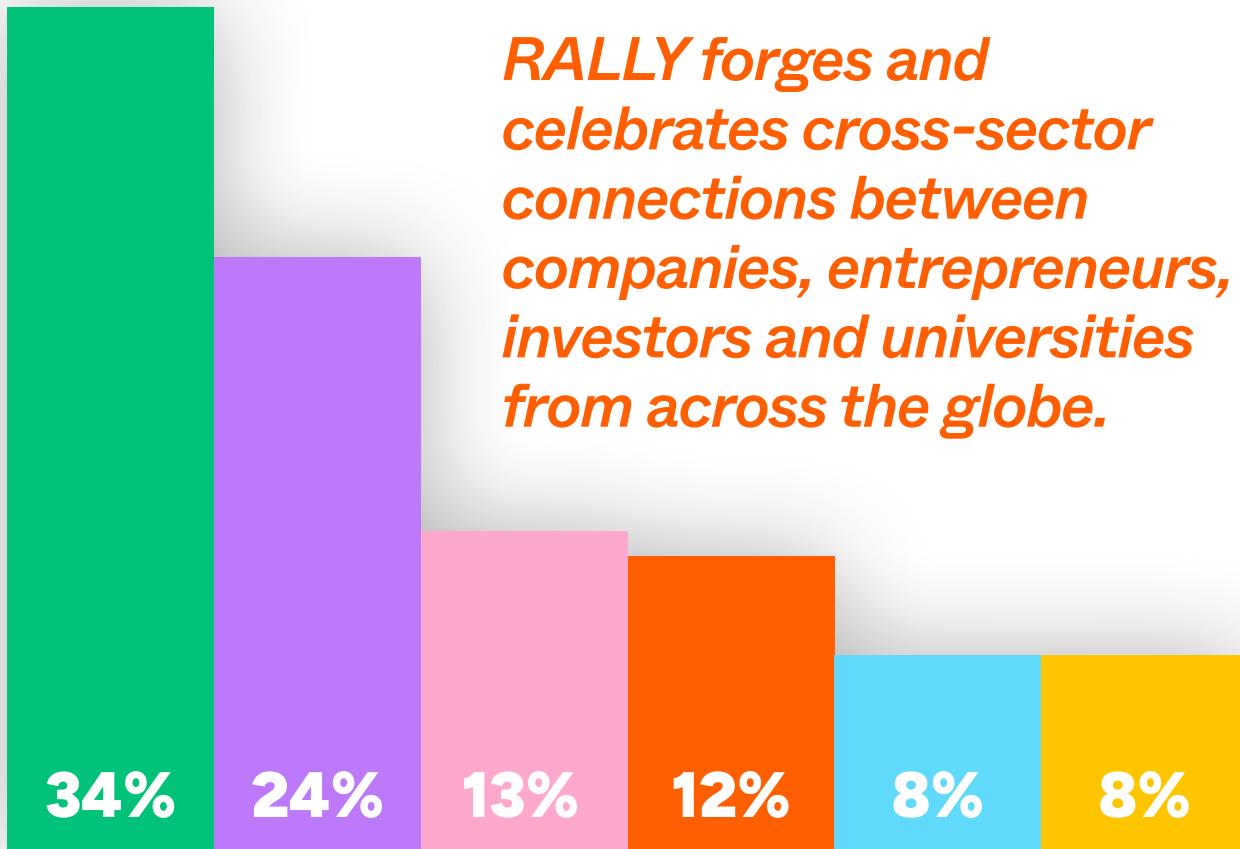
Did Not  
Disclose



## Why Did You Attend?



## Innovation Studio Attendance



## Total Attendance: 3,113+

Confirmed  
Registrants:

**2,113**

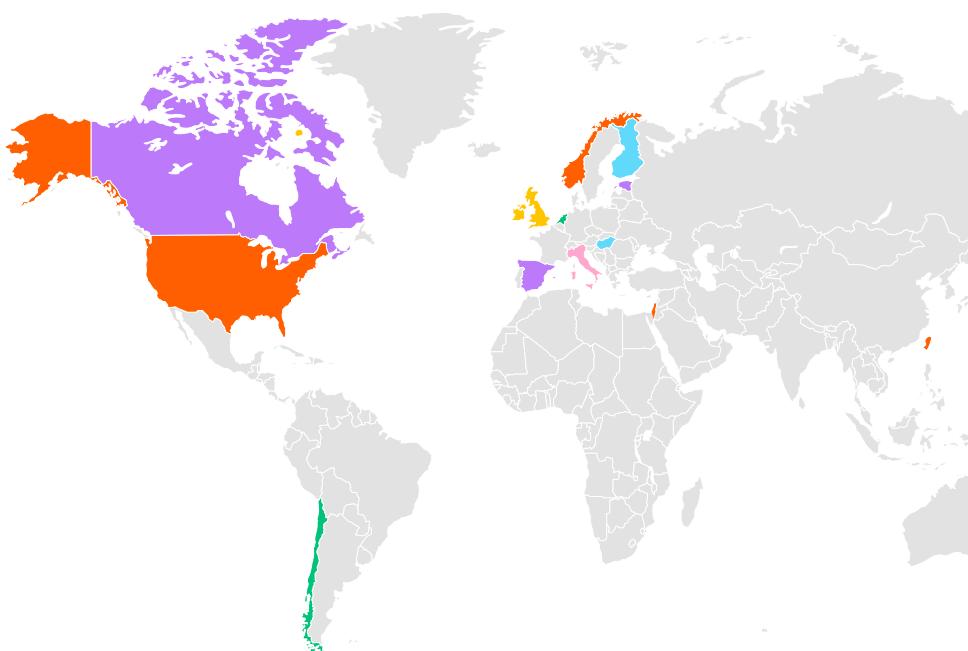
Partner  
Attendees:

**~1,000+**

RALLY drew an extensive and diverse audience, including founders, entrepreneurs, C-suite executives, public policymakers, investors, and thought leaders, reflecting its broad appeal and potential for cross-sector collaboration.

Additionally, partners like the Midwest House, High Alpha, 16 Tech Innovation District and others hosted 15 open networking events and happy hours. Many individuals participated in these Rally events but were not conference attendees. We estimate these numbers at ~1000.

**The \$5M pitch competition also drew global attention attracting 443 applications from 44 countries.**



RALLY attendees represented

**15**

Countries

**39**

US States

**5**

Canadian Provinces



## Online Engagement Metrics

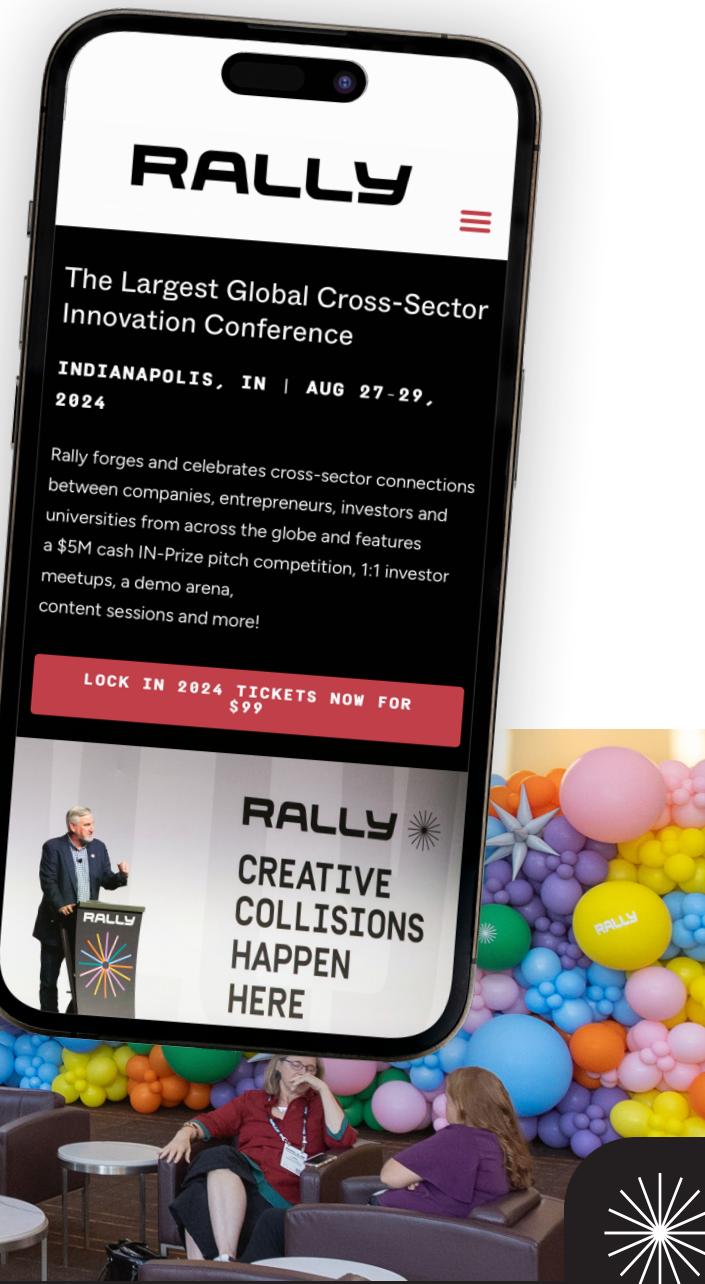
RALLY's online presence attracted attention from a global audience, bolstering its visibility and reach, which may lead to increased participation and impact in the future. RALLY's social media presence on LinkedIn amplified its influence and engagement. Growing the number of followers can further extend the event's reach and influence over time. RALLY's impressive organic and sponsored impressions highlight its potential to increase engagement with a broader audience.

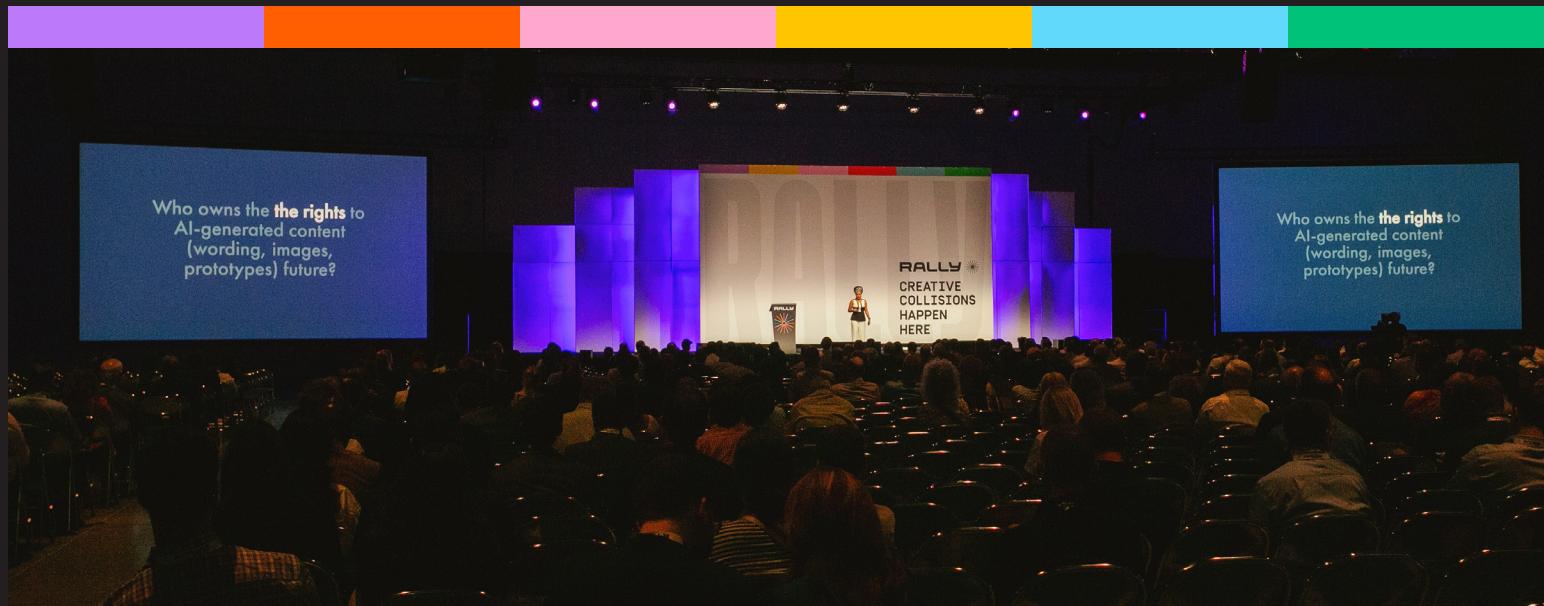


Impressions (Sponsored): 1,539,236  
Impressions (Organic): 134,066  
LinkedIn Page Views: 10,545  
LinkedIn Unique Visitors: 5,470  
LinkedIn Interactions: 3,504  
LinkedIn Followers: 1,565



**RALLY Website**  
(March 1 – August 31)  
Total Users: 54,070  
**Total Sessions: 94,493**





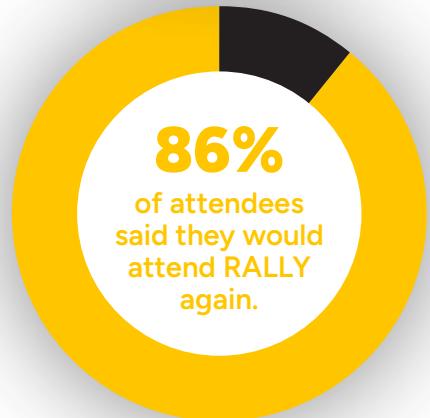
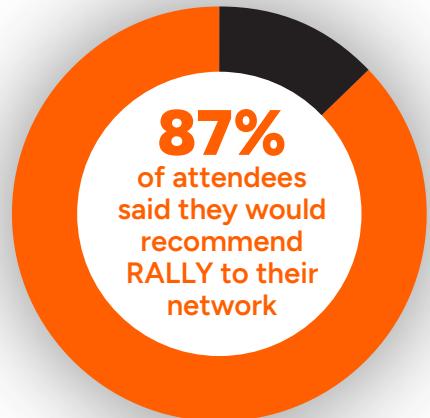
## Media Highlights

Maintained consistent coverage in local, regional, and national news through print, digital and TV spots.

**74 pieces of media coverage**  
across TechCrunch, US News & World Report, SpiceWorks, etc.

Exceeded first year media coverage goals by **281% on average.**





## "Energetic."

- Guy Raz

**“A fantastic first year event; great potential to make a big impact in years to come and stayed true to vision of creative collisions happening at RALLY!”**

**“RALLY was a spectacular event that really shared a vision that was challenging in all the right ways. I learned so much while there and met so many more meaningful connections than I normally would have at a trade show or at a conference specifically in my industry.”**

**“It was fabulous and far exceeded my expectations.**



## 2023 RALLY Sponsors

Our inaugural conference would not be possible without the support of our sponsoring organizations!  
We appreciate their partnership as we grow this global cross-sector innovation conference.

### HOSTS



Economic Development Corp.



INNOVATIVE IDEAS. REAL RESULTS.



## Conclusion

**RALLY's inaugural event in Indianapolis served as a platform for cross-sector collaboration, innovation, and investments.**

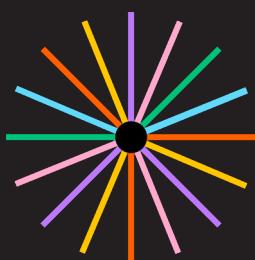
RALLY's has the potential and momentum to become an annual marquee experience in Indiana. It is poised for future growth and even greater impact in subsequent years within Indiana and beyond.





# Ready to Get Involved With RALLY 2024?

Email Whitney Kuntz at [wkuntz@rallyinnovation.com](mailto:wkuntz@rallyinnovation.com)  
to learn about sponsorship opportunities  
and RALLY partnerships.



**RALLY**  
**2024**

INDIANAPOLIS, IN | AUG 27 & 28