

INDIANAPOLIS, IN

AUG 27 & 28, 2024

RALLYINNOVATION.COM

RALLY

The Global Cross-Sector
Innovation Conference

2024 IMPACT REPORT



RALLY

MESSAGE FROM RALLY'S VISIONARY

During RALLY 2024, we collectively experienced creative convergence and saw firsthand how vulnerability and innovation go hand in hand. Whether it was Marcus Lemonis' moving keynote speech that changed people's lives, companies finding much needed growth capital or people building new relationships that have grown into partnerships.

Embracing the unknown leads to some of the most transformative breakthroughs. As we think about struggle, failure, resilience, breakthrough, success and significance, these are not merely just buzzwords. They are hurdles and celebrations that can only be overcome and experienced through relationships built on a deeper level.

RALLY brought together a diverse group of innovators, entrepreneurs, and stakeholders from across the globe, each driven by a shared purpose: the relentless pursuit of progress. From conversations around cutting-edge technology to breakthroughs in healthcare and sustainability, we saw ideas take shape that will undoubtedly reshape industries. But more importantly, we embraced the challenges that come with pushing boundaries. Innovation is not born from comfort—it thrives in the fertile ground of experimentation, risk-taking, and open collaboration.

We are proud of the creative collisions that defined this year's event—moments where unlikely partnerships were formed, new paths were forged, and once-impossible ideas became reality. We saw individuals from across sectors and disciplines coming together, driven not just by success but by a willingness to be vulnerable and share their failures and lessons as openly as their victories.

RALLY 2024 reinforced what we've always believed: that the greatest advancements happen when we collaborate across industries, engage disparate stakeholders, fuse creativity with technology, and embrace the uncertainties of innovation. The journey we started this year will continue to ripple through industries and drive the next wave of transformative growth.

Thank you for being part of this remarkable journey. The future of innovation is bright.



Christopher "Toph" Day
Founder & Visionary, RALLY



RALLY INTRODUCTION

RALLY 2024 has solidified itself as one of the largest global cross-sector innovation conferences, bringing together forward-thinking leaders from industries spanning healthcare, sports, technology, agriculture, and more. Over two days, this event showcased the power of creative convergence—where collaboration across diverse sectors fuels breakthrough innovations. From cutting-edge startups to seasoned investors, each participant was driven by the pursuit of progress and shared a commitment to vulnerability and transformative change.

This report examines the numbers, success stories, and economic ripple effects generated by RALLY 2024. We'll explore how the event sparked new relationships, formed innovative partnerships, and drove real-world outcomes that continue to shape industries.



INNOVATION STUDIOS

At the heart of RALLY 2024 were the Innovation Studios; each studio focused on key industries such as AgTech, Healthcare, SportsTech, Software, HardTech, and Entrepreneurship. These studios fostered deep-dive conversations, intentional networking, and collaborative problem-solving, enabling participants to explore emerging technologies, innovative business models, and creative solutions that drive industry evolution. By bringing together leaders from diverse fields, the Innovation Studios exemplified RALLY's mission to cultivate creativity, forge unlikely partnerships, and spark breakthroughs that have the potential to reshape entire sectors.

AG+
FOOD

ENTREPRENEURSHIP

**HARD
TECH**

**HEALTH
CARE**

**SOFT
WARE**

**SPORTS
TECH**



SPEAK EFFERS

At RALLY 2024, we were honored to host an extraordinary lineup of keynote speakers who not only inspired and energized our attendees but also delved deep into the power of vulnerability and the magic of creative convergence. Visionaries like Marcus Lemonis, Alex Rodriguez, Jann Mardenborough, and Tia White shared their personal journeys, embracing vulnerability to connect authentically with the audience.

Their insights highlighted how blending diverse ideas and disciplines—creative convergence—can drive innovation and propel us toward a more inclusive and dynamic future. Their compelling stories and invaluable advice not only captivated everyone present but also set the tone for a conference dedicated to empowering individuals and fostering meaningful change in our community.





WHO IS RALLY FOR?



Startups,
Entrepreneurs,
& Founders



VCs &
Investors



Cross-Sector
Vertical &
University Thought
Leaders



Marketing,
Sales,
Operations,
Finance &
Advisors

WHO ATTENDED RALLY 2024?

3,098
REGISTRANTS

~600+
PARTNER
ATTENDEES

3,698+
TOTAL
ATTENDANCE

213
VCs

13
COUNTRIES

39
US STATES

4
CANADIAN PROVINCES

CREATIVE CONVERGENCE

33,427
CONNECTIONS

19.53M
IMPRESSIONS

863
1:1 MEETINGS

44%
MEETING
ACCEPTANCE
RATE

52
PANELS AND
SESSIONS

79
DEMO ARENA
EXHIBITORS

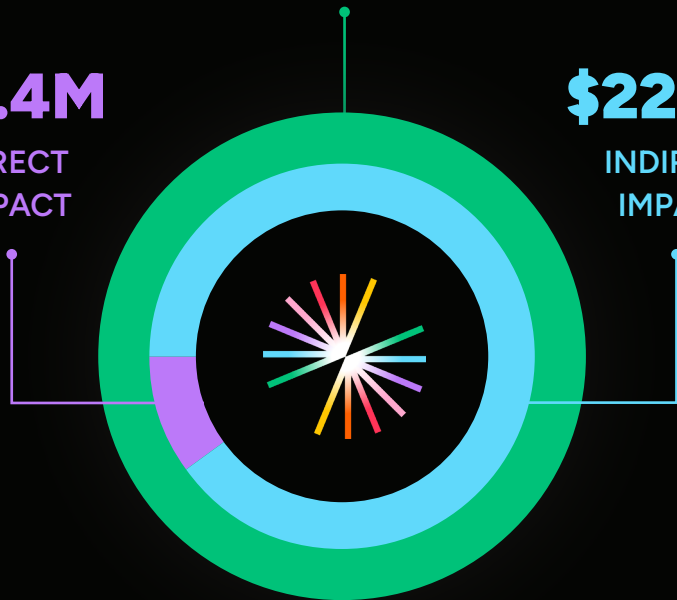
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FOLLOW-UP DISCUSSIONS
WITH CONNECTIONS



IMPACT

\$27.6B
INVESTOR AUM

\$2.4M
DIRECT
IMPACT



\$22.5M
INDIRECT
IMPACT

CAPITAL RAISED
BY STARTUPS
WHO ATTENDED
RALLY 2023

\$198.5M

REVENUE OF
COMPANIES
WHO ATTENDED
RALLY 2023

\$14.6B

REVENUE OF
COMPANIES
WHO ATTENDED
RALLY 2024

\$53.5B



IN-PRIZE PITCH

\$5M
COMPETITION

344
APPLICANTS

12
COUNTRIES

38
US STATES

4
CANADIAN
PROVINCES

WINNERS :

AG & FOOD: Insignum AgTech (Indiana)

HARDTECH: ZilaBIOWORKS (Washington)

HEALTHCARE: Grannus Therapeutics (Indiana)

SOFTWARE: Ascent Integrated Tech (Illinois)

SPORTECH: Sizzle (California)

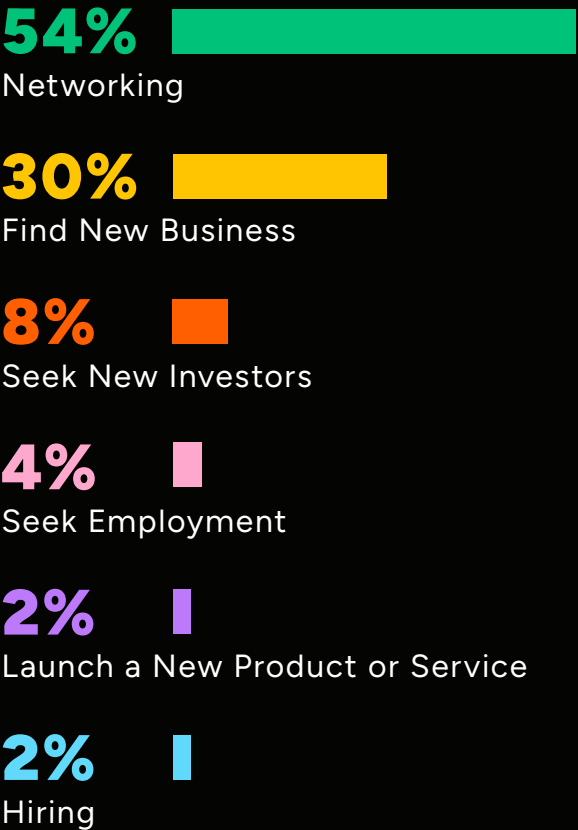




AUDIENCE HIGHLIGHTS

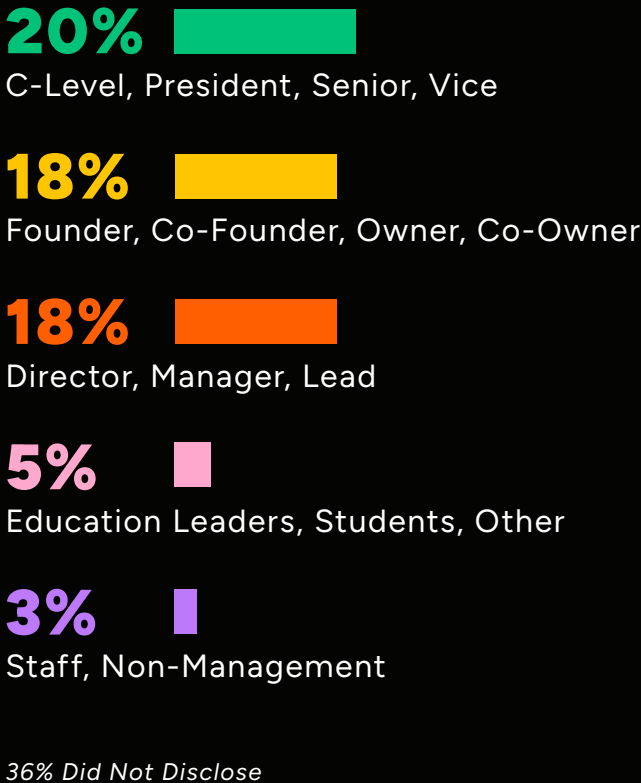
REASONS FOR ATTENDING

(Percentage of Total)



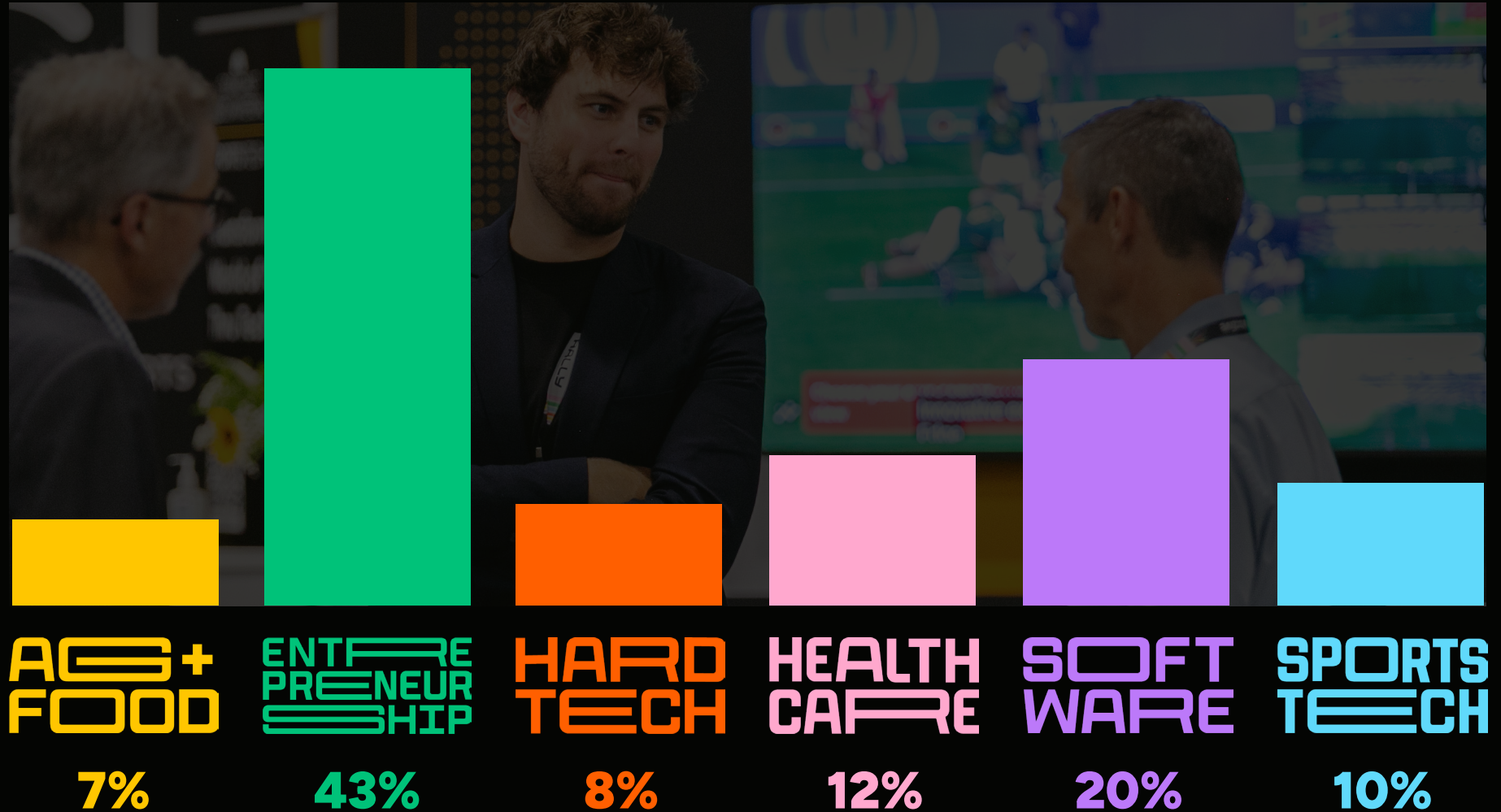
ATTENDEE ROLE BREAKDOWN

(Percentage of Total)



INNOVATION STUDIO ATTENDANCE

(Percentage of Total Attendance Across Each Vertical)



FEEDBACK & TESTIMONIALS

"RALLY was like stepping into a living ecosystem of innovation, where **ideas and experiences collided** in the best possible way. As an international student venturing into entrepreneurship, it felt like navigating uncharted waters, but RALLY provided the map."

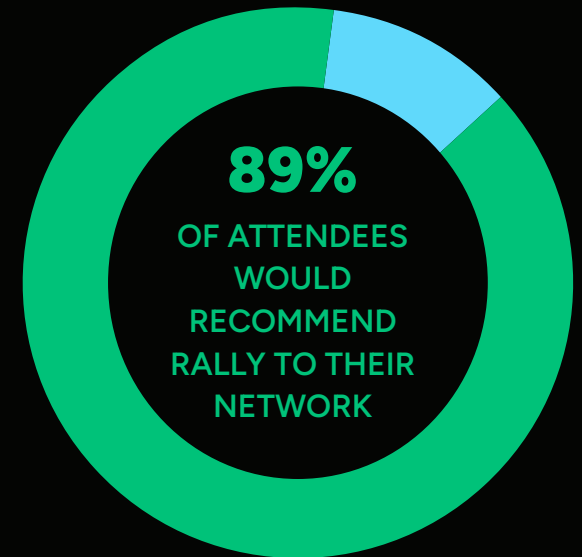
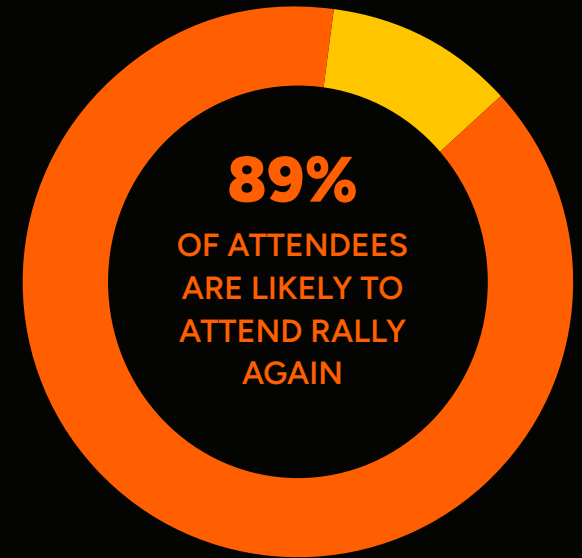
"RALLY Innovation is **a standout Midwest event** attracting the best of the region's start-ups, innovative talent, insightful speakers, various organizations, and early-stage investors."

"The **energy and connections** at RALLY are incredible! As an ecosystem support leader, it was great to build new connections and gain valuable interactions with entrepreneurs and innovators."

"**Absolutely awesome!** Highly recommended for founders who want to raise money."

"It was a great event. Great speakers. The hospitality was top tier. The event itself! It was **VERY WELL ORGANIZED!!**"





"I absolutely enjoyed Rally 2024. As a first time attendee, I was really impressed at the **level of excellence and the intricate details** that went into the event."





CONCLUSION

RALLY 2024 marked a significant leap forward, with even greater density and connections than in its inaugural year. RALLY growing success is reflected in several key achievements.

-  Registrations increased by 32.2% year-over-year, and creative collisions, a hallmark of RALLY, were up 25%.
-  Survey results also showed an increase in attendee satisfaction, rising from 86% to 89%.
-  Four of the five 2023 RALLY Pitch Competition winners have been funded.
-  These milestones underscore the growing influence of RALLY and its ability to drive impact.

As we look to 2025, RALLY is poised for even greater impact. The momentum built over the past two years has laid the foundation for growth. With an even stronger network of innovators, entrepreneurs, and investors, RALLY 2025 promises to be a catalyst for groundbreaking ideas and collaboration that will ripple across industries and shape the future.



PARTNERS

Thank you to our 2024 partners for your vital collaboration in bringing this year two to life. Your contributions helped create a dynamic environment for creative convergence and meaningful connection. Together, we are shaping the future of global innovation, and we look forward to growing our partnerships in the years to come.



SPONSORS

RALLY 2024 would not have been possible without the support of our co-hosts, Elevate Ventures and the Indiana Economic Development Corporation, and our many incredible sponsors. Your partnership has been instrumental in driving cross-sector innovation and fostering the creative collisions that define RALLY. **Thank you!**

HOSTS



Economic Development Corp.

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INDIANA UNIVERSITY



UNIVERSITY OF NOTRE DAME



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Morgan Stanley



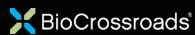
Deloitte.



PLUGANDPLAY



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Sponsors & Partners

Email for inquiries: admin@rallyinnovation.com

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