

# HOUSTON TECH REPORT



**CHARTING THE INNOVATION LANDSCAPE  
OF AMERICA'S FOURTH LARGEST CITY**

# HOUSTON: A CITY OF INNOVATION

The nation's fourth largest city is home to one of the youngest, fastest growing, and most diverse populations anywhere in the world. This global diversity creates a genuine cultural identity and way of life that is uniquely Houston and world class.

While our shared roots are proudly planted in Texas, Houston's reach and influence is truly global— not only because of the substantial foreign investment in our region or the logistics capabilities that provide unparalleled access to foreign markets, but also the groundbreaking innovation that is helping solve the world's greatest challenges.

Houston has been a center for world-changing innovations in energy, life sciences and aerospace for decades. With science and engineering breakthroughs ingrained in the fabric of

Houston's economy, the region has become a thriving hub of digital technology talent and companies thanks to our access to customers and expertise.

A strong educational system with nationally ranked universities, graduate schools, and community colleges produces a large supply of young talent. Our exceptional quality of life offers the cultural, recreational and entertainment amenities of a modern, cosmopolitan city, but at a cost of living well below the national average.

It is no surprise that some of the most important corporations in the world are run out of Houston. But we are also disruptive entrepreneurs, tireless innovators, and bold creatives.

## ACCELERATING CHANGE

Long known and admired as the energy capital of the world and the most diverse city in the United States, with a broad STEM-trained workforce and a robust corporate presence, Houston's tech innovation potential lagged— until recently.

In 2017, recognizing the opportunity to capitalize on its cultural and economic strengths, and the need to develop its startup ecosystem and infrastructure to drive a 21st century economy, civic leaders acted, with the founding of Houston Exponential (HX). Born from the Innovation Task Force of the Greater Houston Partnership and the

Mayor's Task Force on Innovation, HX is a non-profit organization created to accelerate the growth of Houston's innovation ecosystem.

Since then, HX has helped unlock the collaborative potential of founders and investors in the startup scene, local government, academic institutions, and the corporate sector to connect, promote and to attract talent and capital. Houston's size, economic strength, and diverse and collaborative culture make it one of the most promising such efforts in the world.



## HOUSTON'S INNOVATION ECOSYSTEM

In recent years, startup development organizations (SDOs), including workspaces, incubators and accelerators have emerged throughout the city. These key institutions create density and drive collisions among founders, investors and talent, significantly increasing the rate of startup formation and growth.

As the ecosystem has grown, it has benefitted from increased venture capital investment from both inside and outside the region, thanks to the creation of the \$50 million HX Venture Fund, and to the work of Houston Exponential and Houston's SDOs to curate connections between startups and sources of capital. In late 2020,

HX launched the HTXTechList.com database to further facilitate these connections. As a result of these and other efforts, venture capital investment has increased nearly five-fold to more than \$2 billion in 2021—one of many signs that Houston has reached an inflection point in the development of its tech economy.

Large tech firms have taken notice of this growth, with Microsoft, Google and Amazon increasing their presence in the region, while others including Bill.com, Nuro and Hewlett Packard Enterprise relocating or expanding here.

## TRACKING HOUSTON'S TECH ECONOMY

### BY THE NUMBERS

**\$29.2 B**

Impact to Metro GDP (5.6%)

**243,908**

Net Tech Employment

**800+**

VC-backed Tech Startups

**\$2.02 B**

Total Venture Capital in '21



# HOUSTON'S BUSINESS CLIMATE

Houston is well-positioned to become a national leader in tech innovation. It possesses the Corporate, workforce, and infrastructure requirements, including innovation-minded companies, a vast support system of business professionals and corporate decision-makers, and business and quality of life amenities necessary to support a robust tech ecosystem.

Technological strengths across the energy, life sciences and healthcare, manufacturing, logistics, and aerospace industries present immediate opportunities for investing in scalable companies that enable digital transformation, while the heavy corporate and industry presence in the city make Houston a natural place for industrial IOT, logistics, robotics, and cyber security concentrations.



## GLOBAL CITY

**85+** Foreign Consulates

**#1** Metro Exporter in the U.S.

**2** International Airports

# AT A GLANCE

## STRONG, DIVERSE ECONOMY

**#4** Largest U.S. City

**3.1 M** Jobs

**\$488.2 B** GDP

Home to:

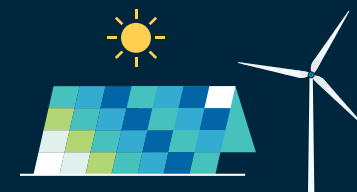
WORLD'S LARGEST MEDICAL CENTER (TEXAS MEDICAL CENTER)

NASA'S JOHNSON SPACE CENTER AND HOUSTON SPACEPORT

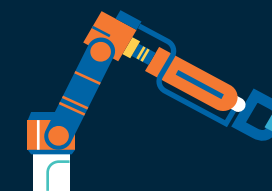
#1 U.S. PORT (PORT HOUSTON)

25 FORTUNE 500 HEADQUARTERS

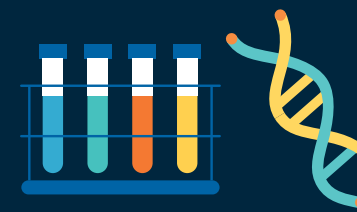
Industry Convergence:



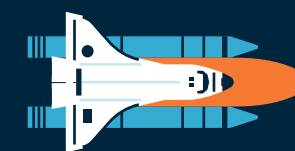
Energy 2.0



Advanced Manufacturing



Life Sciences



Aerospace

## BUSINESS CLIMATE

NO PERSONAL & CORPORATE INCOME TAX

LOW COST OF LIVING

**#3** Global City of the Future (fDi Intelligence)

## POPULATION

**7.2 M**

Residents

**1 IN 4**

Houstonians is Foreign-born

FASTEST GROWING MAJOR U.S. METRO

MOST DIVERSE CITY IN AMERICA



# VENTURE CAPITAL FUNDING

Despite all of Houston's economic strengths, in 2017, the City ranked 19th nationally in total Venture Capital Investment. A citywide effort in recent years has transformed the tech innovation scene and helped to channel investment capital into tech startups like never before.

VC Investment has grown from \$423 million in 2017 to \$2.02 billion in 2021, a near five-fold increase and unprecedented 47.4% growth rate per year.

**HOUSTON COMPANIES HAVE RECEIVED \$4.35 BILLION IN VENTURE CAPITAL FUNDING OVER THE LAST FIVE YEARS INCLUDING \$2.02 BILLION IN '21, A RECORD HIGH FOR THE REGION.**

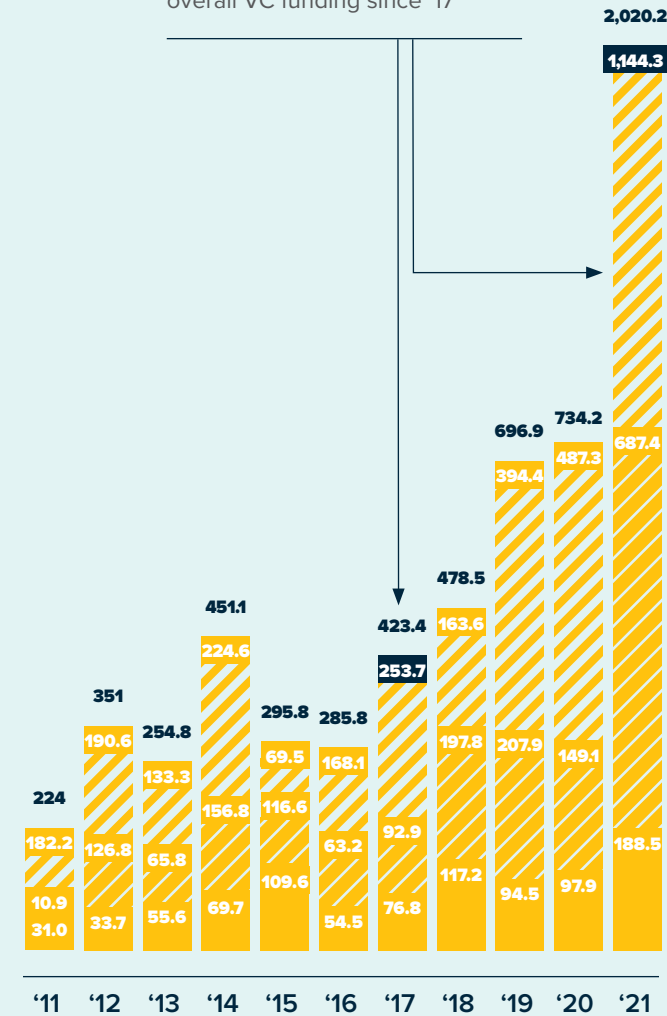
## HX VENTURE FUND

HX Venture Fund, a fund investing in venture capital funds, is one catalyst helping transform Houston into a world-leading hub for innovation. The \$50 million fund of funds, the first of its kind in Texas, aims to attract the expertise and risk capital of leading venture capital firms outside of Houston to the region. Since 2017, the fund has significantly spurred investment and interest in the region while increasing the investable capital available to Houston-based startups.



## VC DEAL VOLUME IN HOUSTON (\$, MILLION)

Growth in later stage deals has spurred a near five-fold increase in overall VC funding since '17



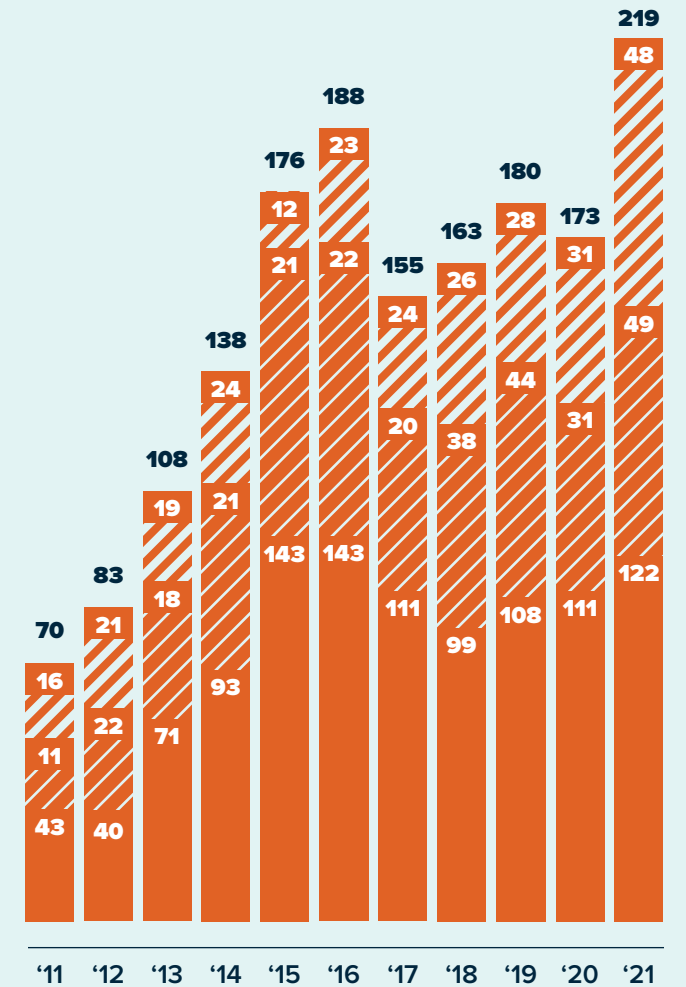
- ▨ Later Stage (Series B+, After 5 yrs)
- ▨ Early Stage (Series A & B)
- ▨ Entry Stage (Angel & Seed)

Venture Capital investment surpassed \$2.02 billion in '21, a record for Houston.

Source: Partnership Analysis of PitchBook Data Updated: 2/8/2022

## VC DEAL COUNT IN HOUSTON

Overall deal count reached a new peak in '21 as the share of deals shifted from entry stage startups to later stage companies over the last five years.



- ▨ Later Stage (Series B+, After 5 yrs)
- ▨ Early Stage (Series A & B)
- ▨ Entry Stage (Angel & Seed)

On average, Houston startups have closed 178 VC deals per year since '17.

Source: Partnership Analysis of PitchBook Data Updated: 2/8/2022

# INDUSTRIES AND VERTICALS

## TOP INDUSTRIES RECEIVING VENTURE CAPITAL

Maturing tech startups in the Houston ecosystem are receiving more lucrative deals than ever before. Houston-based companies generated \$4.353 billion in total venture capital funding from 2017 to 2021. The region's annual VC haul nearly tripled in that time, with the average deal size increasing from \$4.0 million to \$11.6 million.

Growth reached across all industries of Houston's innovation economy, but the trend is most pronounced in the region's top three sectors for VC funding.

- 1 **HEALTH CARE** jumped from the third highest funded industry in 2015 to the top funded industry for the last four years, but moved to second place in 2021. Health tech, life science, and biotechnology companies have thrived in recent years, anchored by the Texas Medical Center and the TMC Innovation Institute. Health Care companies accounted for **26%** of all VC funding in '21.
- 2 **INFORMATION TECHNOLOGY** more than tripled from **\$73 million** in 2015 to **\$632.1 million** in 2021.
- 3 **ENERGY**, the top industry for funding in 2015, fell to fifth in 2021 with **\$79.2 million**, down from its peak in 2019 of \$129 million.

**\$4.3 B** VC Raised in Houston since '17

**4X** Information Technology funding quadrupled from '17 to '21

**1 IN 4** VC Dollars went to Health Care in '21



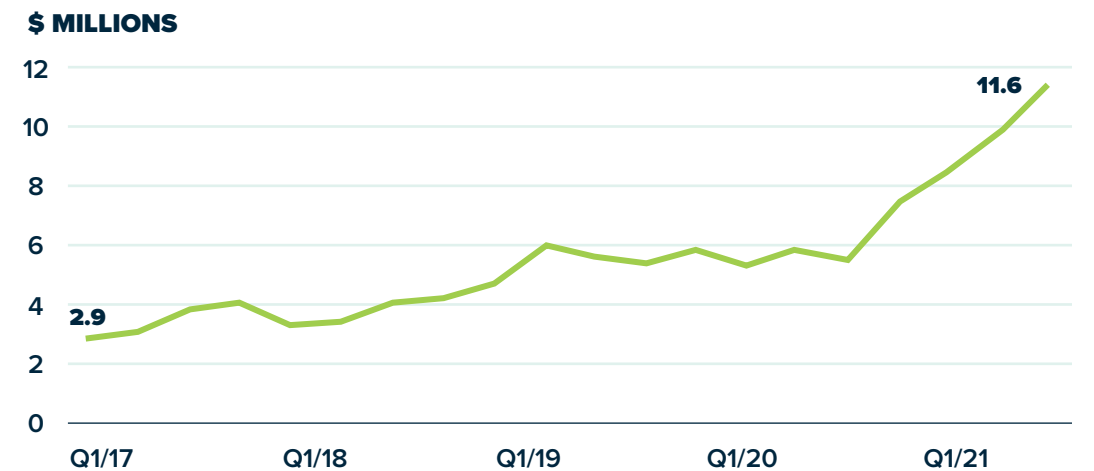
Texas Medical Center Demo Day 2019

## HOUSTON VENTURE CAPITAL FUNDING (\$ MILLION)

PRIMARY SECTOR	'17	'18	'19	'20	'21	TOTAL
<b>INFORMATION TECHNOLOGY</b>	156.1	122.7	162.7	217.9	632.1	<b>1,291.5</b>
<b>HEALTHCARE</b>	208.7	193.5	262.3	314.5	518.4	<b>1,497.4</b>
<b>MATERIALS AND RESOURCES</b>	1.7	27.3	32.4	58.6	426.5	<b>546.4</b>
<b>BUSINESS PRODUCTS AND SERVICES (B2B)</b>	35.6	62.1	54.2	35.8	302.3	<b>490.0</b>
<b>ENERGY</b>	12.1	63.3	128.5	44.6	79.2	<b>327.6</b>
<b>FINANCIAL SERVICES</b>	—	1.5	2.2	25.5	48.4	<b>77.6</b>
<b>CONSUMER PRODUCTS AND SERVICES (B2C)</b>	9.2	8.2	54.7	37.4	13.3	<b>122.8</b>
<b>TOTAL</b>	<b>423.4</b>	<b>478.5</b>	<b>696.9</b>	<b>734.2</b>	<b>2,020.2</b>	<b>4,353.2</b>

Source: Partnership Analysis of PitchBook data

## AVERAGE VENTURE CAPITAL DEAL VALUE IN HOUSTON (4-QUARTER AVG)



Source: Partnership Analysis of Pitchbook Data



# HOUSTON'S TECH STRENGTHS

Emerging technologies don't always conform to standard industry classifications. In order to gauge Houston's strengths across overlapping tech fields, we turn to tech verticals, a more granular classification system for the markets that venture capitalists most commonly target. Tech verticals include dozens of specialties, and a single promising company might operate in several vertical markets at once.

In Houston, certain niche markets show special promise and are overrepresented in the region's ecosystem compared to the national average.

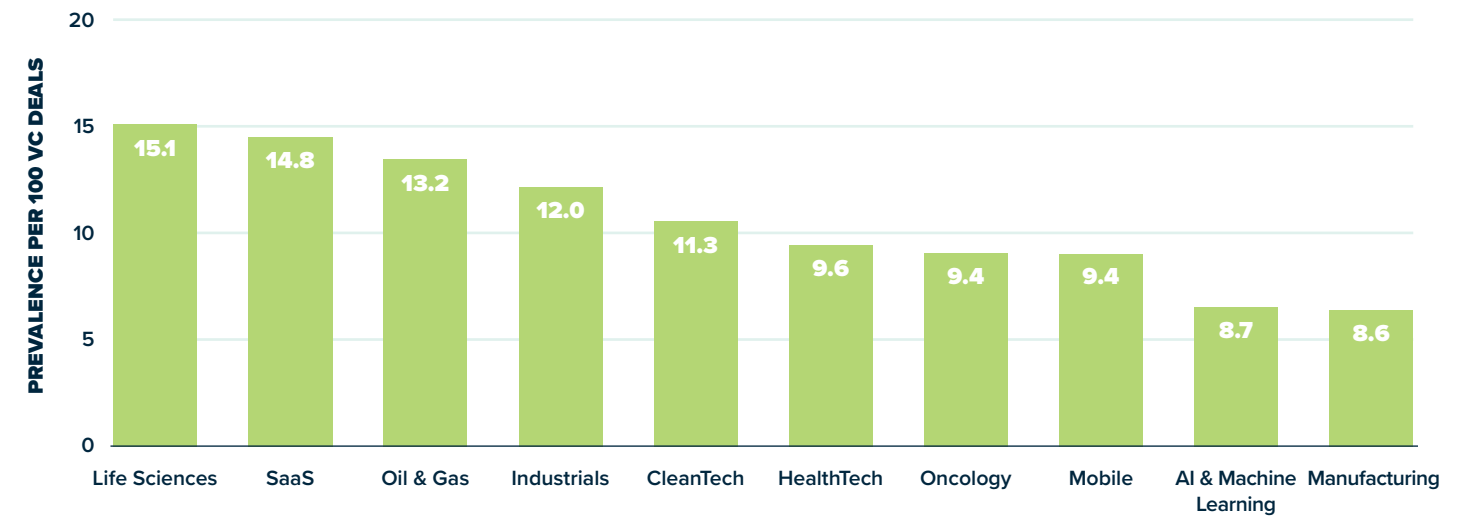
Oil & Gas  
 CleanTech / Climate Tech  
 Oncology  
 Industrials  
 Life Sciences / HealthTech  
 Advanced and Conventional Manufacturing  
 Nanotechnology  
 Space Technology

In particular, Oil and Gas, Oncology and Life Science startups enjoy unique advantages because of the energy and medical institutions that have planted such deep roots in Houston.

On average, 15 out of 100 VC deals in Houston goes to a life science company. That's up from the national average for Life Science of 10 out of 100 deals. On average, 13 out of 100 VC deals goes to Oil and Gas technology in Houston. Nationally, the O&G average is more like 1 out of 100 deals.

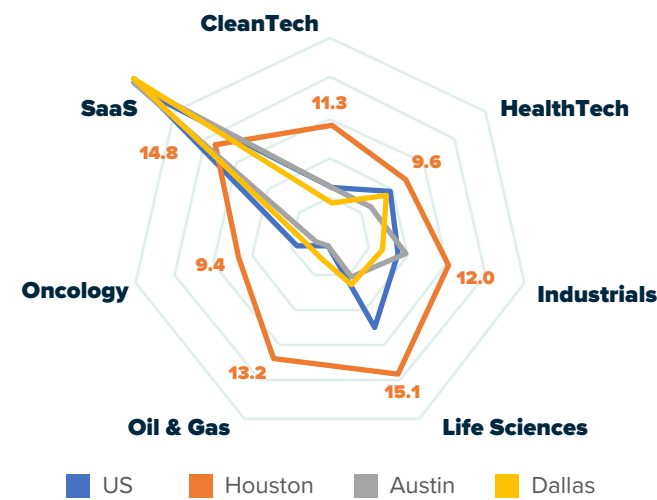
Houston is also above average in Clean Energy deals, which overtook Oil & Gas to be Houston's fourth most funded tech vertical in 2021. Houston's top vertical by deal frequency, Software-as-a-service, has been on the rise, moving up from fifth place 10 years ago.

## TECH VERTICALS PER 100 VC DEALS



Source: Partnership Analysis of PitchBook data

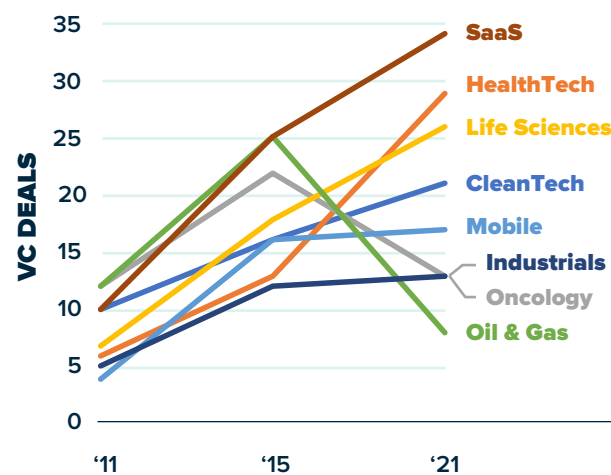
## TECH VERTICALS PER 100 VC DEALS



Houston's tech footprint stands apart from other Texas cities.

In Houston, startup founders focus on the fundamental challenges of our time. Energy, life science and industrial technologies dominate Houston's tech scene. Life science deals are twice as concentrated in Houston as they are in the U.S. overall. SaaS companies are also prevalent, and growing.

## 10-YR TECH TRENDS



Over the last decade, Healthcare sector startups gained ground in Houston's ecosystem, rising from the No. 5 most prevalent VC target in '11 to the No. 1 vertical in 2021.

Both Healthcare and Information Technology startups more than tripled in deal count over the past decade.

Source: Partnership Analysis of PitchBook data



# TECH WORKFORCE

Much of Houston's success is driven by a deep bench of talent. The region offers one of the nation's highest densities of engineers, corporate and IT workers experienced in designing and managing some of the world's most complex systems.

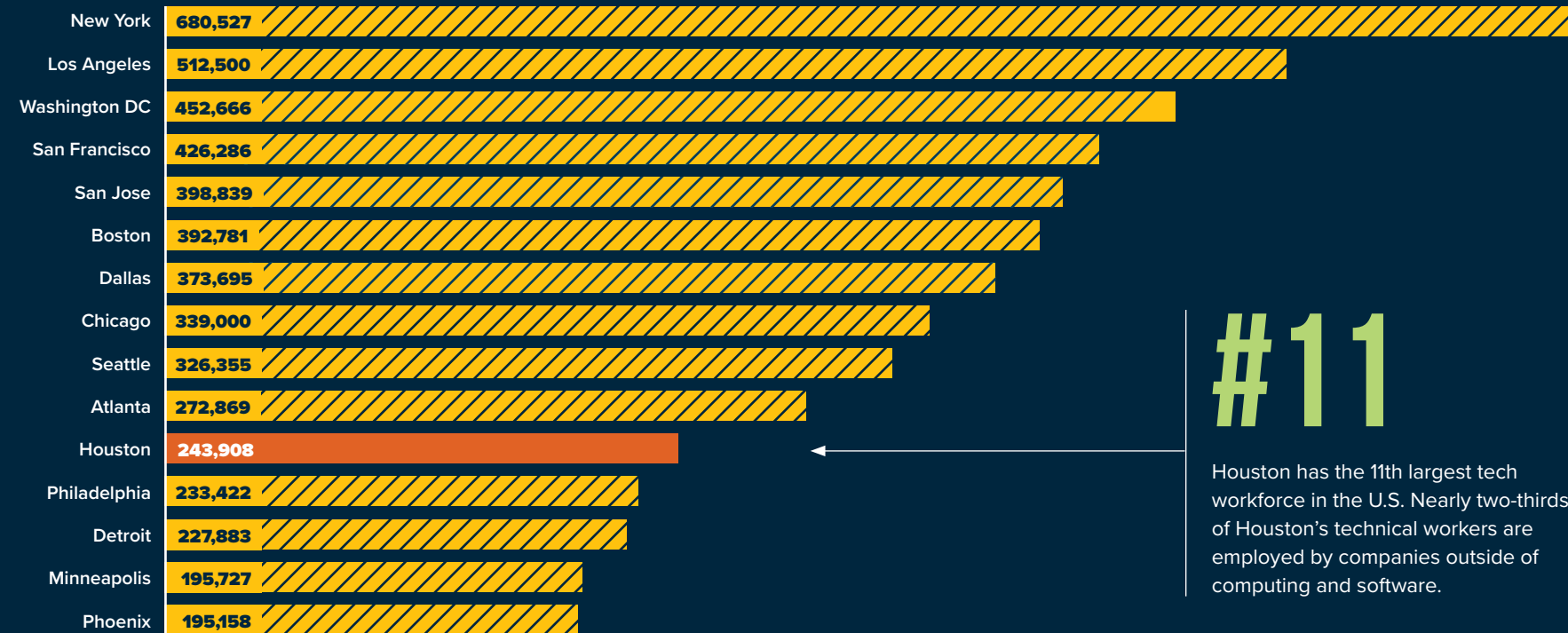
With more than 243,900 tech workers, Houston has the 11th largest sector in the U.S., according to the Computing Technology Industry Association. Houston's tech industry generates \$29.2 billion to the region's GDP.

Houston has seen a healthy influx of tech workers during the COVID-19 pandemic. In fact, Houston ranked second among 14 major U.S. labor markets for the number of relocating software and IT workers according to a report by Axios in May 2021.



ABB Robotics courtesy of TMC Innovation

## METRO COMPARISON: NET TECH WORKFORCE, 2020

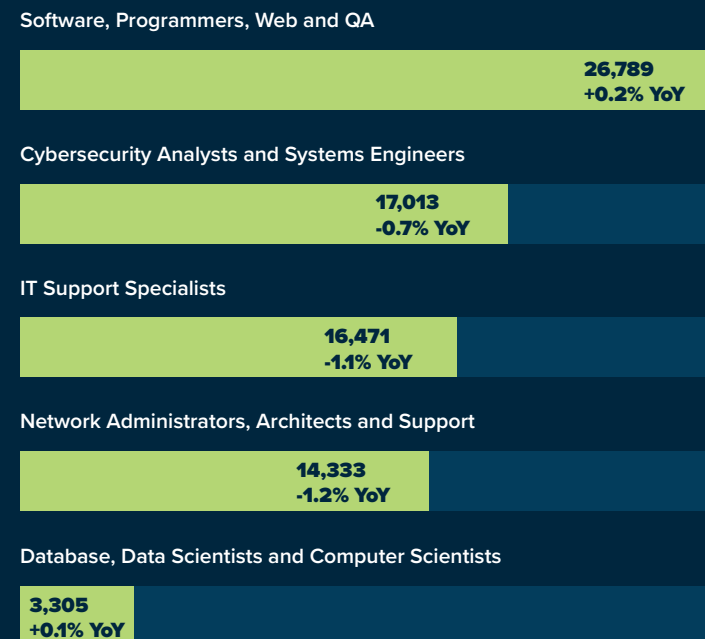


Source: CompTIA Cyberstates 2020.

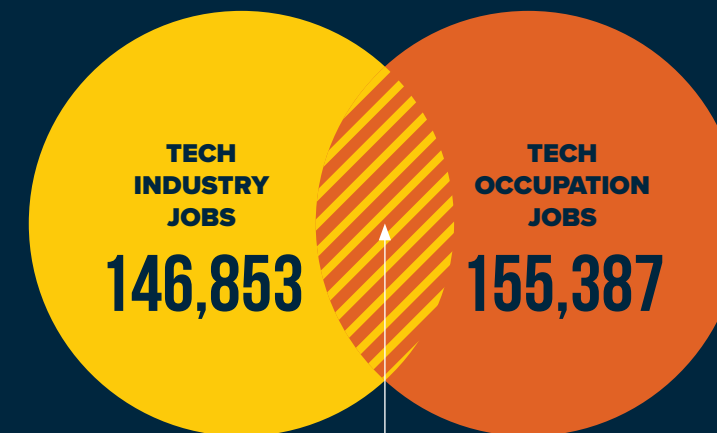
# #11

Houston has the 11th largest tech workforce in the U.S. Nearly two-thirds of Houston's technical workers are employed by companies outside of computing and software.

## LEADING TECH OCCUPATIONS



## TECH INDUSTRY JOBS VS. TECH OCCUPATION JOBS



Source: CompTIA CyberStates 2020

## LARGE TECH EMPLOYERS

COMPANY	EMPLOYEES
HP ENTERPRISE	3,050
NASA - JOHNSON SPACE CENTER	2,950
HP INC.	2,663
BOEING	2,500
IBM	1,700
HONEYWELL	1,400
SIEMENS	1,300
DELL	1,000
MICROSOFT	974
LOCKHEED MARTIN	971
BMC SOFTWARE	861
ORACLE	763
AWS	738
GOOGLE	701
PROS	637
QUORUM SOFTWARE	387
HCSS SOFTWARE	362
HIGHRADIUS	302
ION GEOPHYSICAL	271
ALERT LOGIC	220



# TECH ECOSYSTEM SUPPORT

## EDUCATION & TRAINING

A strong university system produces a large supply of young talent.

Rice University and University of Houston are ranked #1 in the nation for graduate and undergraduate entrepreneurship programs, respectively, by the Princeton Review.

**Rice University's** entrepreneurship program at the Jones Graduate School of Business supports student innovation through the Rice Alliance for Technology and Entrepreneurship. The organization hosts the largest and richest intercollegiate startup competition in the country. Over its 20-year history, the Rice Business Plan Competition has grown to 54 teams from around the world competing for more than \$1.6 million in cash and prizes. Former startups have gone on to raise more than \$3.9 billion, and 4 have achieved "unicorn" status.

**The University of Houston's** Cyvia and Melvyn Wolff Center for Entrepreneurship at the Bauer College of Business aims to teach students how to run their own businesses from the inception of an idea through its implementation. Students with promising concepts are accepted into Red Labs, the University of Houston's startup incubator/accelerator program. At the graduate level, students manage the million-dollar Cougar Venture Fund, working with an advisory board of entrepreneurs, angel investors and venture capitalists to analyze and invest in early stage technology companies.

40+

Universities and Colleges

5

Nationally-ranked Universities and Graduate Schools

3

Tier-One Universities (Rice University, University of Houston, Texas A&M University)

AMONG THE LARGEST COMMUNITY COLLEGE SYSTEMS IN THE U.S.

(Lone Star College and Houston Community College)

428,625

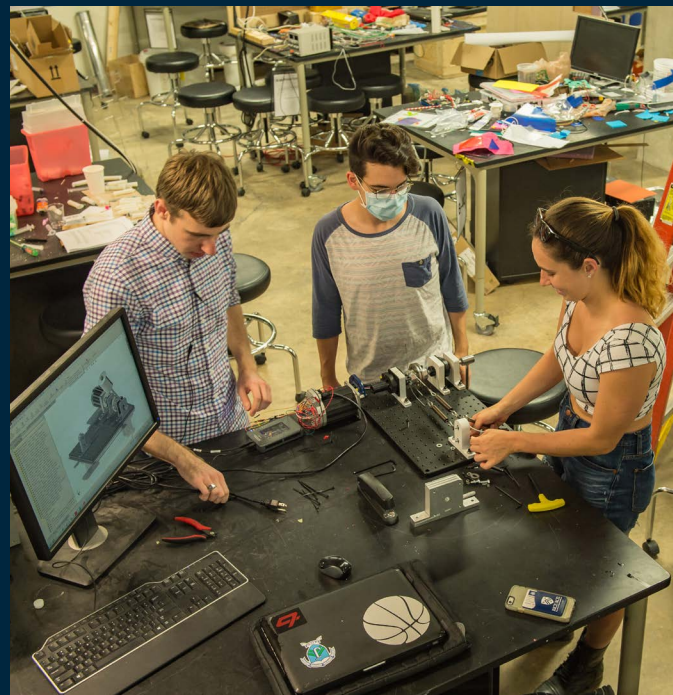
Students Enrolled (Fall '20)

## RESEARCH CENTERS

As a growing hotbed of technological transformation, Houston has an ever-increasing network of academic, governmental and commercial R&D activities. The region is home to more than 40 corporate research centers, exploring solutions ranging from design, prototype and applied intelligence studios to the energy transition. Facilities such as BP's Center for High-Performance Computing feature the world's most powerful commercial super computer. Microsoft Technology Center houses the company's first cloud-based data center and specializes in technologies designed for energy companies. Health tech development is driven by institutes such as TMCi, the innovation component of the Texas Medical Center, whose programs help startups streamline the development of therapeutic, diagnostic, medical device and digital health breakthroughs in world's largest medical complex.

## SELECT R&D CENTERS IN HOUSTON

- Accenture Innovation Center
- Baker Hughes Center for Technology Innovation
- BP Center for High-Performance Computing
- Deloitte Greenhouse®, Powered by Energy & Industrials
- Hewlett Packard Enterprise Innovation Lab
- Houston Advanced Research Center (HARC)
- LyondellBasell Houston Technology Center
- Microsoft Technology Center
- NASA Johnson Space Center
- Rice University Welch Institute for Advanced Materials
- Rice University Carbon Hub
- Shell Technology Center Houston
- The University of Texas MD Anderson Cancer Center
- University of Houston Energy
- University of Houston
- Texas Center for Superconductivity



University Students courtesy of Rice University



University of Houston courtesy of dabfoto



Rice University Students courtesy of Visit Houston



# TECH ECOSYSTEM SUPPORT

Houston is known for its urban sprawl, but has focused on building hubs of tech density and energizing them with new collaborative workspaces, incubators, and accelerators. The region is home to over 50 Startup Development Organizations (SDOs), including non-profits, incubators/accelerators, coworking spaces and makerspaces.

In a sign of the ecosystem’s explosive growth over the past few years, 30 of these SDOs have sprung up all over the city since 2016.

## LANDMARK PROJECTS

The **Ion**, a 280,000-square-foot office and collaboration center that houses startups, corporations, venture capitalists, business accelerator programs, academics and others.

The **East End Maker Hub**, a 300,000-plus-square-foot industrial makerspace in Houston’s East End that houses startups and the innovation arms of major corporations.

## SELECT INCUBATORS AND ACCELERATORS

- DivInc Houston Accelerator
- Gener8tor
- Greentown Labs
- Halliburton Labs
- Impact Hub
- Ion Aerospace Innovation Accelerator
- Ion Smart and Resilient Cities Accelerator
- Ion Smart Cities Accelerator
- JLABS by Johnson & Johnson
- Johnson & Johnson Center for Device Innovation
- Mass Challenge
- OwlSpark
- Plug & Play Technology Center
- Rice Alliance Clean Energy Accelerator
- TMCx Accelerator
- University of Houston RED Labs



Downtown Launchpad courtesy of Central Houston



The Ion / Photo by Shannon O'Hara



TMCx Bootcamp courtesy of TMC Innovation



Courtesy of Quy Tran/The Cannon

# INVESTORS

Over the last five years, more than 900 investors have funded over 1,500 venture capital transactions in the Houston region.

More than three quarters of these investors are U.S. based, with California, Texas, and New York funding the largest number of deals. The other quarter of investors are foreign, representing more than 40 countries, with the UK, China, Japan, and Switzerland, Canada, and Singapore funding the largest number of deals.

## TOP VC INVESTORS IN HOUSTON

INVESTOR	HQ	VC DEALS ('17-'21)
<b>HOUSTON ANGEL NETWORK</b>	Houston, TX	42
<b>TMC INNOVATION</b>	Houston, TX	36
<b>CAPITAL FACTORY</b>	Austin, TX	34
<b>MASSCHALLENGE</b>	Boston, MA	27
<b>JOHNSON &amp; JOHNSON INNOVATION - JLABS</b>	San Diego, CA	18
<b>TECHSTARS</b>	Boulder, CO	18
<b>MERCURY FUND</b>	Houston, TX	17
<b>Y COMBINATOR</b>	Mountain View, CA	14
<b>GOOSE CAPITAL</b>	Houston, TX	13
<b>NATIONAL SCIENCE FOUNDATION</b>	Alexandria, VA	12
<b>TEXAS HALO FUND</b>	Houston, TX	11
<b>GREEN PARK &amp; GOLF VENTURES</b>	Dallas, TX	10
<b>OWLSPARK</b>	Houston, TX	10
<b>CARNRITE VENTURES</b>	Houston, TX	8
<b>KEIRETSU FORUM</b>	San Francisco, CA	8

# DIVERSITY & INCLUSION

As the Most Diverse City in America, Houston’s global ties are reflected in the very people who call Houston home. In terms of racial and ethnic composition, the Houston of today resembles what America as a whole will look like in 40 years.

Houstonians have a sense of shared community, commitment, and mutual respect. People of all faiths, cultures, backgrounds, and members of the LGBTQ+ community find Houston to be an inclusive and welcoming city.

**#4** Best City for Diversity in Tech  
(BeyondHQ / January 2022)

**#2** Best State for Black Entrepreneurs  
(FitSmallBusiness)

**#5** in Nation for Minority-Owned Startups (Self)

**#11** Best City for Women Entrepreneurs (Inc.)

# STARTUPS TO WATCH

HOUSTON IS HOME TO **8,800** TECH-RELATED FIRMS, INCLUDING MORE THAN **800** VENTURE-BACKED STARTUPS.



Note: Unicorn Status

**Main Industry:** FinTech  
**Related Industries:** Artificial Intelligence, Machine Learning

Software-as-a-Service (SaaS) company which leverages Artificial Intelligence-based Autonomous Systems to help companies automate Accounts Receivable and Treasury processes.

**Founded:** 2006    **Employees:** 3,600    **Total Funding:** \$485M



**Main Industry:** Business/Productivity Software  
**Related Industries:** CleanTech, Tech. Media, and Telecom

A clean tech firm decarbonizing the energy grid, Lancium intends to build bitcoin mines across Texas running on renewable energy. The company developed a scheduling and orchestration system designed to offer fast decarbonization of the electrical grid.

**Founded:** 2017    **Employees:** 30    **Total Funding:** \$150M



**Main Industry:** Financial Services  
**Related Industries:** FinTech

A fintech company focused on serving migrants worldwide, the company's platform offers a membership account, debit card, money transfers, international calls, and more, to the immigrant community with tools, resources, and support.

**Founded:** 2019    **Employees:** 65    **Total Funding:** \$46M



Note: Unicorn Status

**Main Industry:** Biotechnology  
**Related Industries:** Manufacturing

Specialty chemicals company that applies industrial biotechnology and green chemistry principles to re-design the production of a variety of end-use and novel chemicals.

**Founded:** 2016    **Employees:** 100–250    **Total Funding:** \$440M



**Main Industry:** Advanced Materials  
**Related Industries:** AI & Machine Learning, Big Data, Manufacturing

Developer of advanced materials designed to accelerate the lab-to-market timeline for lithium-ion batteries. The company's technology integrates fundamental science, data, software, machine learning algorithms and manufacturing to convert batteries from commodity chemicals into a product platform for customized applications.

**Founded:** 2021    **Employees:** 25    **Total Funding:** \$20M



**Main Industry:** Energy 2.0/ Industrial Technology  
**Related Industries:** Sustainability/ Clean Energy

A new type of photocatalytic chemical reactor powered by light instead of heat, reducing both cost and carbon emissions for the products that are created.

**Founded:** 2017    **Employees:** 40    **Total Funding:** \$36M



Note: Unicorn Status

**Main Industry:** Aerospace  
**Related Industries:** Space Travel

Builder, owner, and operator of the world's first commercial space station.

**Founded:** 2015    **Employees:** 315    **Total Funding:** >\$172M



**Main Industry:** Biotechnology  
**Related Industries:** Life Sciences

A biotechnology company advancing biometrics and human identification. Othram operates a DNA sequencing and genomics laboratory to deliver insights at the intersection of molecular biology, population genetics, and bioinformatics, and enabling genomic analysis from degraded and low-input DNA samples.

**Founded:** 2019    **Employees:** 65    **Total Funding:** \$46M



# HOUSTON'S TECH ECOSYSTEM

Houston is known for our large geographic footprint with a diversity of talent and business hubs across the broader region. While innovation activity occurs across the region, there are dense areas of high activity.

## 1 TEXAS MEDICAL CENTER

The world's largest medical center is at the forefront of advancing life sciences through cross-institutional collaboration, creativity, and innovation. TMC's Innovation Institute features over 200,000 square feet of accelerator and incubator space aimed to help startup companies commercialize new medical technologies.

- Johnson & Johnson Jlabs
- Johnson & Johnson Center for Device Innovation
- AT&T Foundry
- TMCx
- TMC3
- ABB Robotics
- CUBIO Innovation Center

## 2 DOWNTOWN HOUSTON

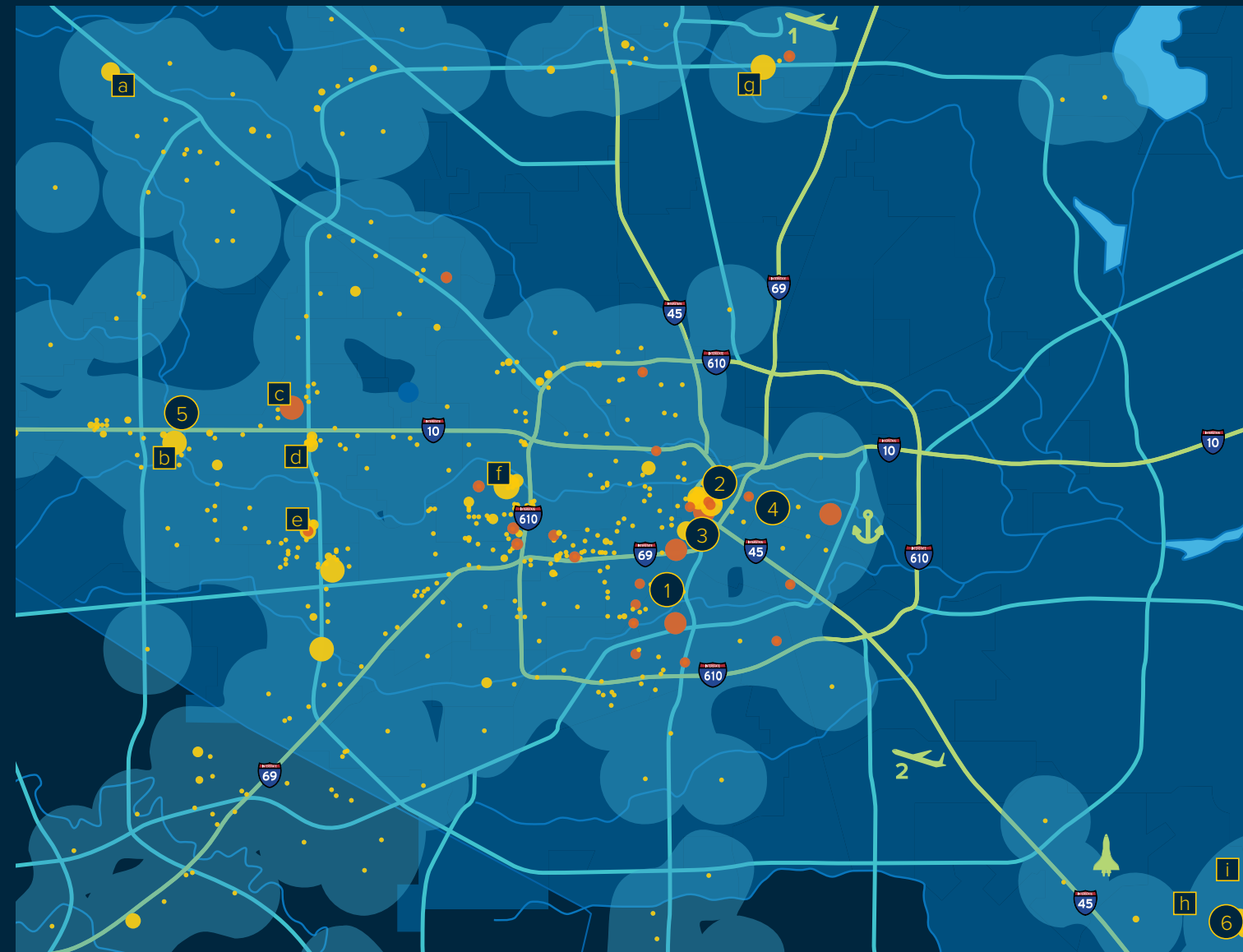
Home to Fortune 500 companies, a dynamic entertainment scene and a growing residential population, Downtown Houston has become one of the most active central business districts in the nation. The Downtown Launchpad is home to global startup accelerators and incubators, and coworking.

- Accenture Houston Innovation Hub
- Deloitte Greenhouse®, Powered by Energy & Industrials
- Downtown Launchpad
- MassChallenge
- ImpactHub
- gener8tor
- The Cannon (Downtown)
- JPMorgan Chase Houston Technology Center

## 3 HOUSTON INNOVATION DISTRICT

Houston's Innovation District sits in the center of a 4-mile long, rail-transit oriented, corridor connecting Houston's innovation ecosystem. The Ion, a 280,000-square-foot \$100 million innovation district, serves as the center of Houston's innovation corridor and be home to academic and corporate R&D centers as well as startup accelerators, labs, and coworking space.

- Greentown Labs
- DivInc
- Chevron Technology Ventures
- Microsoft
- TXRX Prototyping Lab
- Capital Factory
- Latinx Alliance



To view an interactive version of this map, [click here](#).

### MAP LEGEND

#### Tech Employers

- > 1,000
- 700
- 500
- 200
- < 0

#### SDOs

#### Major Companies

- a Gyrodata
- b Siemens
- c The Cannon
- d AWS
- e BMC Software
- f IBM
- g Halliburton Labs
- h Lockheed
- i Boeing

#### Infrastructure

- 1 George Bush Intercontinental Airport
- 2 William P. Hobby Airport
- Houston Spaceport
- Port of Houston

## 4 EAST END

The industrial neighborhood East of Downtown is quickly becoming a hotbed for advanced manufacturing, prototyping and logistics startups. The area is being transformed by new developments, including the \$37 million East End Maker Hub and the East River mixed-use development along Buffalo Bayou.

- TX/RX Labs
- The Headquarters
- East End Maker Hub
- East River

## 5 ENERGY CORRIDOR

The beating heart of America's energy industry, the stretch of the I-10 corridor in West Houston that is home to multitude of the world-leading energy companies, including R&D centers, and energy innovation infrastructure.

- The Cannon
- Microsoft
- Amazon Web Services
- BP
- ConocoPhillips
- BakerHughes

## 6 NASA/CLEAR LAKE

Home to Houston's thriving aerospace technology sector, NASA's Johnson Space Center and the surrounding area host many of the world's leading aerospace companies, one of the world's only truly urban commercial spaceports and a burgeoning commercial space sector.

- NASA Johnson Space Center
- Houston Spaceport
- Intuitive Machines
- Axiom Space
- Collins Aerospace
- EDGE Center
- Boeing
- Lockheed Martin
- Space X





# EXCEPTIONAL QUALITY OF LIFE



Turrell Skyspace / Photo by dabfoto



Free Press Summer Fest courtesy of Visit Houston



Buffalo Bayou Park / Photo by Bryan Malloch

The Houston region offers a low cost of living while maintaining an incredibly high quality of life with the amenities you expect to find in a world-class city.

## ARTS & CULTURE

Houston is one of the few cities in the U.S. with resident companies in all four major performing arts. Houston’s world-renowned cultural scene includes more than 550 institutions devoted to the performing and visual arts, science and history.

**Houston’s Theater District**, located in downtown Houston, has nine world renowned performing arts companies, four flagship theaters and spans 17 blocks. The Alley Theater, Hobby Center for the Performing Arts, Jones Hall and Wortham Theater Center house 13,000 seats.

**The Houston Museum District** is home to one of the largest collections of top-rated museums in the nation, centered around the 19 institutions in the Houston Museum District. There you’ll find the sprawling campus of the Museum of Fine Arts Houston and its collection of more than 70,000 works of art as well as the Houston Museum of Natural Science with its expansive paleontology hall and large collection of Egyptian mummies.

## OUTDOOR RECREATION

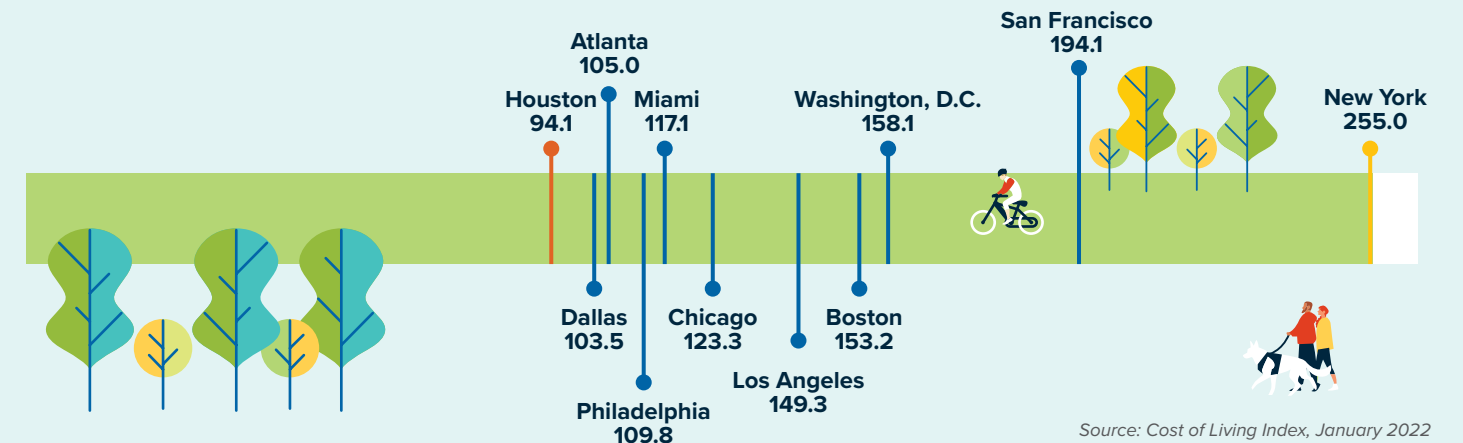
Houston is one of America’s greenest cities. The metro boasts more than 43,000 acres of parkland and is home to two of the nation’s 10 largest urban public parks, Cullen Park and George Bush Park. In fact, 61% of Houston residents live within a 10-minute walk of a park, six percent above the national average.

Over the past decade, Houston has seen a nationally recognized green space renaissance. Several of the city’s signature parks including Memorial, Hermann, Buffalo Bayou, Levy, and Discovery Green have implemented master plans to further expand their offerings to Houston area residents and visitors.

**The Memorial Park Master Plan** is one of the largest and most visionary urban parks projects currently underway in the U.S.

## COST OF LIVING

Houston is one of the most affordable major cities in the U.S. with overall living costs 25.6% below the average of the nation’s 20 most populous metropolitan areas.



## DINING

Houston restaurants feature outstanding regional dishes as well as diverse international cuisine. The region’s reputation of being a culinary hotspot is recognized by the James Beard Foundation with 10 semifinalist nominations for this year’s awards.

Numerous dining options, and the increasing number of food and market halls in the Houston area, earned the city a spot on “The World’s Greatest Places of 2021” by Time magazine.



Truck Yard / Photo by Bryan Malloch

## URBAN DEVELOPMENT

Houston large and growing footprint has led to a resurgence in urban living. The city’s signature neighborhoods like Downtown, EaDo, Uptown, Midtown, and Montrose, to name a few, offer residents access to urban living at affordable costs. Projects like the Uptown District, Avenida Houston in Downtown are a few examples of how the city continues to invest in increasingly walkable dining and entertainment districts.



Main Street in Downtown Houston / Photo by Bryan Malloch



# JOIN HOUSTON'S INNOVATION ECOSYSTEM

HOUSTON IS A CITY THAT HAS BEEN LEADING THE WAY FOR DECADES, WITH **BREAKTHROUGH INNOVATIONS** THAT HAVE TRULY CHANGED THE WORLD.

Over the past few years, we have been working to transform an already incredible economy into one that competes as a leading digital tech city.

Visit us for more information on Houston's innovation ecosystem, or if you are considering relocating on expanding your business.



GREATER HOUSTON  
**PARTNERSHIP**

Making Houston Greater.

## HOUSTON.ORG

Since 1840, the Greater Houston Partnership has strived to make the region the best place to live, work and build a business.

Our economic development team can assist in site selection analysis, incentive evaluation and application, aid in the permitting process, provide key data on business facilities and help connect you with civic, industry, and innovation ecosystem leaders.

We serve over 1,100 member companies in the 12-county Houston region.



**Houston  
Exponential**

## HOUSTONEXPONENTIAL.ORG

Houston Exponential (HX) is a non-profit organization created to accelerate the growth of Houston's innovation ecosystem by creating pathways for innovation to flow at scale. HX aligns ecosystem support around strategic initiatives that are connecting, attracting, and promoting startups, investors, corporations, government, and universities.

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2021 venture capital numbers.*

GREATER HOUSTON **PARTNERSHIP**.