

# Bradley Matson | Startup Portfolio



**WA Maritime Blue Innovation Accelerator-** Innovation within the “Blue Economy”

*Advisor | 2019-2021 | Seattle, WA*

Coaching, advising, and running educational workshops for the Cohorts

Reference: Lauren Levy (available upon request)



**Namastay (by Host Kick)-** vacation rentals for health & wellness travelers

*Head of Business Development | 2016-2019 | Montreal, QC, Boston, MA & Miami, FL*

Oversaw a 30X increase in revenue to over \$1M/yr. Grew property portfolio to 150 units across North America. Strategic analysis, marketing, sales, development of employees, products and services, marketing strategies and negotiating partnerships, hiring, networking, onboarding properties, market growth.

Reference: Thomas Dabarno (available upon request)



**Chompler-** food delivery startup

*CoFounder / Investor / Advisor | 2016-2017 | Traverse City, MI*

Advising business plan, building UX for web, php, web apps, native iOS/android

Lean Startup Project management from concept through the current growth stage to local delivery company pulling \$1.2m in annual revenue.

Reference: Erik Akerley (available upon request)



**Beta Batch-** startup accelerator

*Founder / Managing Director | Summer 2016 | Traverse City, MI*

Founded first startup accelerator in Traverse City, MI

Provided mentoring, office space, advisement and business services to Chompler Team

Reference: Erik Akerley (available upon request)



**The Kitchen Digital-** mobile app agency and startup portfolio

*CoFounder / Director of Business Development | 2013-2016 | Traverse City, MI*

Validating client ideas, building mvps, UX for web, web apps, native iOS/android

Project management from concept through post-launch

Reference: Michael Wahlstrom (available upon request)



**CoWharf Coworking-** space for entrepreneurs, creatives, and geeks

*Founder / Web Developer | 2013-2015 | Traverse City, MI*

Building a startup community by creating entrepreneurial density via a coworking space, meetup location, and event space

Reference: Tres Brooke (available upon request)



**Startup Weekend and Northern Michigan Startup Week**

*CoFounder / Organizing Team | 2014 and 2022-Present | Traverse City, MI*

Organized the first Startup Weekend in Traverse City, MI and expanded it to Northern Michigan Startup Week in 2022.

Reference: Eric Roberts (available upon request)



**CityRecess-** event discovery consumer product

*Cofounder | 2011-2013 | Tucson, AZ*

Built a company from the ground up using lean startup principles. Business development, community management, pitch creation, a/b testing, customer interviews

Reference: Warner Onstine (available upon request)

## Other Startups and Apps Created

- Beyond Forests- eco-friendly scattering of remains in nature
- InternTC- Company/Intern Matching Marketplace
- ICS WorkFlow- app for Incident Management Teams using ICS in the field
- Loyalty App- consumer information about local businesses, specials, coupons
- Landscape App- backend tracking and time management, fleet/crew management
- TC Ale Trail- tourism info map with rewards and inductive stamp function
- DockSlip- airBnB for boat slips, Startup Weekend Winner 2014

## Education and Acknowledgements

- Bachelor of Arts in Business Management
- Hope College, Liberal Arts School | Holland, MI | 2003-2007
- Student Body President, Founder of HC Business Club
- Hope Business Department London Term 2005
- The American School- Moroccan Arabic
- Traverse City Business News “40 under 40” | 2013-2016
- Founder and President of ThinkTC progressive community organization | 2013-2016