Houston

A CITY OF INNOVATION
A City of Innovation

Houston has been a center for world-changing innovation for decades. With science and engineering breakthroughs ingrained in the fabric of our economy, Houston has become one of the most prominent emerging tech hubs in the country.

Over the past few years, entrepreneurs, investors, academic institutions, local government, and the corporate sector have come together to unite, grow, and promote Houston’s startup ecosystem. Today, Houston offers access to key talent, funding, and customers, along with the robust support system needed for young startups to thrive.
Regional Overview

Houston is unabashedly pro-growth and opportunity-rich.

- **4th** - Largest U.S. city
- **7.3M** - Residents
- **3.3M** - Jobs
- **$537.1B** - GDP

Houston is one of the youngest, fastest growing, and most diverse regions.

- **24** Fortune 500 HQs, 3rd highest concentration in the U.S.
- **#3** U.S. metro for business expansion and relocation (Site Selection, '21)
- **Top 25** Global Cities of the Future (fDi Intelligence, Financial Times, '21/'22)

Houston is a great global city.

- **90+** Foreign consulates, 3rd highest concentration in the U.S.
- **2** International airports with 180+ non-stop destinations
- **#1** Metro exporter in the U.S.

World-class infrastructure
Houston’s Tech Economy

230,800+
Net tech workforce

9,100
Tech-related firms

1,000+
VC-backed tech startups and companies

#5 In Top 100 Emerging Ecosystems for Startups (Startup Genome)
Houston companies have received $4.35 billion in venture capital funding over the last five years.

$2.02B in VC in '21, a record high for the region

Nearly 3X increase in average deal size since ‘18

4X increase in VC funding since ‘18

Houston’s Top Funded Sectors

<table>
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<tr>
<th>Health Care and Life Sciences</th>
<th>Information Technology</th>
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<tr>
<td>Business Products and Services (B2B)</td>
<td>Energy</td>
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Notable Investors in the Region

Houston Angel Network
Next Coast Ventures
Mercury Fund
Tiger Global Capital Management
GOOSE Capital
Baird Capital
Texas Halo Fund

S3 Ventures
Green Park & Golf Ventures
Sequoia Capital
Carnrite Ventures
Quiet Capital
Keiretsu Forum
Flyover Capital
In Houston, certain niche markets show special promise and are overrepresented in the region’s ecosystem compared to the national average.

- CleanTech/Climate Tech
- Oncology
- Industrials
- Oil and Gas Technologies
- Life Sciences/HealthTech
- Advanced and Conventional Manufacturing
- Nanotechnology
- Space Technology
- SportsTech
- Business Software
Houston is home to 9,100 tech-related firms, including more than 1,000 venture-backed startups and companies.

230,800+ Tech workers
146,800+ Tech industry jobs
155,300+ Tech occupation jobs

#2 U.S. market for relocating tech workers (Axios, May ’21)

Large Tech Employers

HP Enterprise
NASA - Johnson Space Center
HP Inc.
Boeing
IBM
Honeywell
Siemens
Dell
Microsoft
Lockheed Martin

BMC Software
Oracle
AWS
Google
PROS
Quorum Software
HCSS Software
HighRadius
Ion Geophysical
Alert Logic
Corporate Innovation

Houston has a vast network of academic and commercial R&D activities.

40+ Corporate R&D centers

24 Major energy R&D centers

Select Innovation Centers in Houston

- Accenture Innovation Center
- Baker Hughes Center for Technology Innovation
- BP Center for High-Performance Computing
- CodeLaunch by Improving
- Deloitte Greenhouse®, Powered by Energy & Industrials
- Halliburton Labs
- 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
- Softeq Venture Studio
- The University of Texas MD Anderson Cancer Center
- University of Houston Texas Center for Superconductivity
Houston is home to a strong university system and a large supply of young talent.

40+ Universities and colleges

5 Nationally ranked universities and graduate schools

Among the largest community college systems in the U.S.

444,600+ Students enrolled (Fall ’21)

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

Nation’s Top Entrepreneurship Programs

Rice University | Jones Graduate School of Business
University of Houston | Bauer College of Business
Tech Ecosystem Support

80+
Accelerators, incubators, and hubs

35+
New AIHs since ‘17

Select Accelerators, Incubators, and Hubs

- DivInc Houston Accelerator
- East End Maker Hub
- Gener8tor
- Golden Section Venture Studio
- Greentown Labs
- Halliburton Labs
- Impact Hub
- Ion Aerospace Innovation Accelerator
- Ion Smart and Resilient Cities Accelerator
- JLABS by Johnson & Johnson
- Johnson & Johnson Center for Device Innovation
- LSA Global (Latino Startup Alliance)
- MassChallenge
- OwlSpark
- Plug & Play Technology Center
- Rice Alliance Clean Energy Accelerator
- Sesh Coworking
- TMC Innovation Institute
- University of Houston RED Labs
As the Most Diverse City in America, Houston’s global ties are reflected in the people who call Houston home.

1 in 4 Houstonians is foreign born

#2 Best State for Black Entrepreneurs (FitSmallBusiness)

#4 Best City for Diversity in Tech (BeyondHQ)

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

#3 Best City for Women in Tech (Smart Asset)
Houston is known for its large geographic footprint with a diversity of talent and business hubs across the broader region.

- Texas Medical Center
- Downtown Houston
- Houston Innovation District
- East End
- Energy Corridor
- NASA/Clear Lake
- Houston Spaceport
The 16-acre Ion District lies at the heart of this corridor and prioritizes street life, public space, and a mix of uses that embrace technology, community, and sustainability.
The Ion is the epicenter of Houston’s innovation ecosystem — an inclusive, dynamic, vibrant, and dense hub focusing on quality collaborations between entrepreneurs, incubators, accelerators, corporations, academics, and the Houston community.

280,000 SF of class-A office space, shared workspace, prototyping and maker resources, event space, classrooms, food and beverage, and outdoor space

6 Levels

50,000 SF of public and shared space

Founding Partners
Aramco, Chevron Technology Ventures, Baker Botts, ExxonMobil, and Microsoft

Affiliate Partners
bp and Intel
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.

#2 Lowest cost of living among the 20 most populous U.S. metros
Housing costs 34.1% below the nation's 20 most populous metros

Houston is home to an acclaimed and extensive cultural scene.

- Renowned museums and cultural centers
- Resident performing arts organizations
- Major league sporting teams

Houston is one of the greenest cities in the U.S.

- Nationally recognized green space renaissance
- Nearly 44,480 acres of parkland
- 382 Developed city parks
- 345 Miles of interconnected bikeways
- Home to two of the nation’s 10 largest urban public parks
- 60% of Houston residents live within a 10-minute walk of a park (6% above national average)
For more information about Houston’s digital tech and innovation ecosystem, please contact

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GREATER HOUSTON PARTNERSHIP.