



NEWS RELEASE

Austin FC and Q2 Announce Good Grief as the 2025 Dream Starter Competition Winner

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Austin-based support platform designed for those facing the challenges of illness and loss to receive \$100,000 in funding to accelerate its business and mission

AUSTIN, Texas--(BUSINESS WIRE)-- Today, Good Grief was announced as the winner of the 2025 Austin FC Dream Starter Competition presented by **Q2 Holdings, Inc.** (NYSE: QTWO). Good Grief will receive \$100,000 in funding to accelerate its business and mission as part of the Austin FC Dream Starter business initiative, which supports Austin entrepreneurs.

Good Grief makes a profoundly difficult time more manageable by supporting individuals and families facing the challenges of caregiving or loss of a loved one. The platform provides expert guidance and community connection, along with personalized support for an individual's loss journey, comprehensive resources for managing illness and loss, and practical tools to help navigate each day with confidence.

"Alongside our partners at Q2, we're excited to announce Good Grief as this year's Dream Starter winner," said Austin FC President Andy Loughnane. "Their platform is unique and innovative and we're hopeful that with the Dream Starter funds they will be able to broaden their impact."

"Our mission is to build strong and diverse communities by strengthening their financial institutions," said Q2 Chairman & CEO Matt Flake. "Good Grief's work providing essential resources for those experiencing grief and loss is both meaningful and deeply impactful. We're proud to support their mission alongside Austin FC through the Dream Starter program and excited to see how it will help expand their reach in Central Texas and beyond."

"We are incredibly honored and grateful to be selected as the winner of the 2025 Dream Starter Competition! We understand how overwhelming and painful it is to navigate the caregiving process and the loss of a loved one. Good Grief is dedicated to easing these challenging times by providing essential resources, support, and guidance," said Good Grief Founder & CEO Veronica Pulido. "This incredible opportunity will be transformative, helping us launch our all-in-one platform to provide experts, tools, and support to millions facing life's toughest movements—so that no one has to go through it alone."

The Austin FC Dream Starter Competition combines Q2's mission with Austin FC's inclusivity through equity community pillar. The aim is to connect entrepreneurs with the resources needed to build profitable, high-growth companies. The "Dream Starter" funds will aid Good Grief in overcoming financial barriers to achieve success.

In addition to Good Grief, the 2025 Dream Starter finalists included **Helados La Azteca**, **JUCO ai**, **Safely**, and

RichesArt Gallery.

The five finalists participated in a pitch contest on May 22 at Q2 Stadium. A diverse group of representatives from Austin FC, Q2 Holdings, Inc., and the Austin entrepreneurial community evaluated each finalist's presentation and ultimately selected the winner. Good Grief will be honored with a check presentation during halftime at the Austin FC vs. Real Salt Lake match today, May 28.

Previous Dream Starter winners include: 29Eleven the Salon, SocialNote, CDL Changing Lanes Driving School and At Ease Rentals Corporation.

About Austin FC

Austin FC joined Major League Soccer (MLS) as the League's 27th club in January 2019. Austin FC officially began competing in MLS in April 2021 and will play its fifth season in 2025. Austin FC plays its home matches at Q2 Stadium, a 100% privately financed, state-of-the-art stadium which earned certification as a zero-waste venue in 2024. Austin FC sold out all 70 MLS home matches it played at Q2 Stadium during its first four seasons in the league, including two home MLS Cup Playoff matches in 2022 as the team reached the Western Conference Final.

Austin FC also operates Austin FC II, a professional-level development team competing in MLS NEXT Pro which won the league title during its inaugural season in 2023. In addition, Austin FC operates **Austin FC Academy** which is the fully funded developmental academy representing the highest level of competition for elite youth soccer players in Central Texas, while serving as the exclusive developmental pathway to MLS for the region's most talented young players. Combined, Austin FC II and Austin FC Academy teams complete the pro player pathway between elite youth soccer (MLS NEXT) all the way to MLS, and allow for players to develop, improve, and move up to Austin FC or Austin FC II.

About Q2 Holdings, Inc.

Q2 is a leading provider of digital transformation solutions for financial services, serving banks, credit unions, alternative finance companies, and fintechs in the U.S. and internationally. Q2 enables its financial institutions and fintech customers to provide comprehensive, data-driven digital engagement solutions for consumers, small businesses and corporate clients. Headquartered in Austin, Texas, Q2 has offices worldwide and is publicly traded on the NYSE under the stock symbol QTWO. To learn more, please visit **Q2.com**. Follow us on **LinkedIn** and **X** to stay up to date.

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