Starting and growing Atlanta’s microbusinesses

2023 IMPACT REPORT
WHAT WE DO

Start:ME strengthens underserved communities in metro Atlanta by empowering entrepreneurs to start and grow resilient microbusinesses. When they thrive – generating income, creating jobs, occupying spaces, providing role models – their neighborhoods do too. Start:ME provides business training, mentorship, and grant investment capital, coupled with ongoing alumni support.

OUR OUTCOMES

Since 2013, we’ve built a community that is helping entrepreneurs thrive.
Entrepreneurship is a team sport. Start:ME is delivered by Emory University’s Goizueta Business School in partnership with trusted community lead nonprofit organizations. Together we build ecosystems, businesses, and communities.

WHERE WE WORK

Start:ME is made possible through the generous support of our donor partners.

SUPPORTERS

BANK OF AMERICA

Delta Community Credit Union

EMORY UNIVERSITY

Regions Foundation

Truist Foundation

LEAD DELIVERY PARTNERS

East Lake Foundation

EMORY GOIZUETA BUSINESS SCHOOL

FCS

Friends of Refugees

Purpose Built Schools Atlanta
MEET OUR TEAM

Erin Igleheart
Program Director

Mildred Meza
Program Associate (2023+)

Sushma Barakoti
Clarkston Coordinator

We’re honored to celebrate 10 years of serving local microbusinesses and communities.
In partnership with Friends of Refugees, Start:ME Clarkston supports local entrepreneurs from all backgrounds. Since 2013, Start:ME has served 162 local businesses that reflect and embrace the city’s diverse skills, abilities, and offerings.

“Because of Start:ME, I learned that I have the courage to present my business to potential investors and that has significantly increased my confidence. I have a clearer image of my business and am now connected with mentors who genuinely want me to succeed.”

— Tanis Beatty of Simone’s Sweet Treasures (Clarkston, 2023)
In partnership with the East Lake Foundation, Start:ME has been working in the East Lake, Edgewood, and Kirkwood communities since 2015. The 143 local businesses Start:ME has served to date bring economic and social vibrancy to the community and its members.

THE STATISTICS

143 MICROBUSINESSES SERVED

$7.3M IN ANNUAL REVENUES

316 JOBS CREATED / RETAINED

23 BRICK AND MORTARS

OUR COALITION

“Start:ME is a very intentional program that gives their all to you and your business. All the resources you can imagine; it’s like you’re surrounded in a safe bubble of business and entrepreneurship. There are not many spaces in the world that provide a safe space for entrepreneurs to explore and take risks."

― Savannah Samples of Angel Assistance (East Lake, 2023)
In partnership with Focused Community Strategies and Purpose Built Schools Atlanta, Start:ME Southside supports a diverse collection of in-town neighborhoods. The 90 local businesses Start:ME has served to date tap into the energy of Atlanta’s Southside.

**THE STATISTICS**

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<thead>
<tr>
<th>90</th>
<th>$4.7M</th>
<th>174</th>
<th>36</th>
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<tbody>
<tr>
<td>MICROBUSINESSES SERVED</td>
<td>IN ANNUAL REVENUES</td>
<td>JOBS CREATED / RETAINED</td>
<td>PEER-SELECTED FOR GRANT CAPITAL</td>
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**OUR COALITION**

“**I am so proud that I was able to complete my business plan with financials. I am now confident in creating plans as my business grows. I am honored to be an alum!**”

— Makeba Jones of Culinary Therapy (Southside, 2023)
At 1-4 employees, microbusinesses are individually quite small. But collectively, micro is big. According to The Association for Enterprise Opportunity (AEO), microbusinesses account for 92% of all U.S. businesses and create 41.3 million jobs.

You may be wondering how you, as one person, can make a difference. Just as microbusinesses together move markets, intentional consumers, volunteers, and donors create momentous impact. So what can you do?

**Shop intentionally**
Spend money at local small businesses

**Volunteer your time**
Share your time, energy, and talents

**Advocate**
Push for truly inclusive policies and resources

**Multiply your impact**
Encourage others in your networks to do the same

**Invest**
Donate money towards causes you support and champion

Your contributions, combined with the contributions of many, have a macro impact on microbusinesses.

JOIN US AT STARTMEATL.ORG