



Start:ME

2020 Impact Report

Starting and growing Atlanta's small businesses

CAUTION: FIRE
VINYL PRODUCTS
AFFECTED BY
TEMPERATURE
DO NOT
OR STORAGE WILL



EMORY
GOIZUETA
BUSINESS
SCHOOL

SMALL BUSINESS, BIG IMPACT

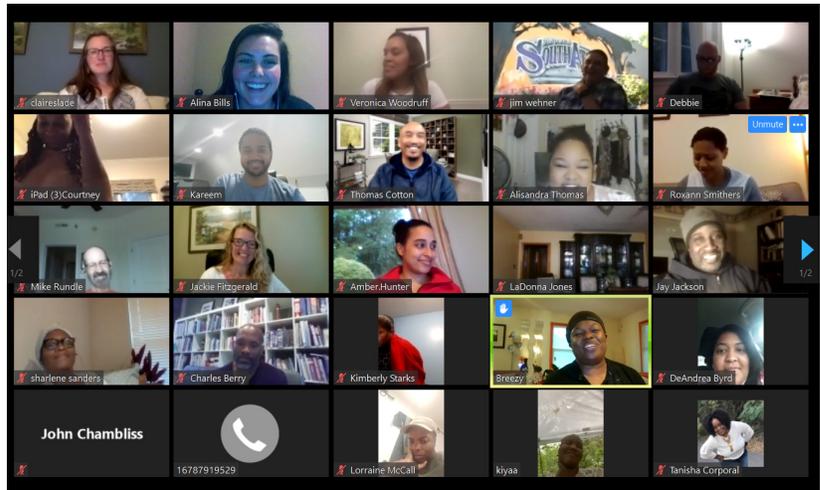
At 1-4 employees, microbusinesses are individually quite small. But collectively, micro is big. In 2016, microbusinesses accounted for 7 million US jobs and more than \$350 billion in total payroll.

You may be wondering how you, as one person, can make a difference. Just as small businesses 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
- ***Invest*** - donate money towards causes you support and champion
- ***Advocate*** - push for truly inclusive policies and resources
- ***Multiply your impact*** - encourage others in your networks to do the same

Your contributions and the contributions of many will help small businesses endure.



Small Businesses Matter Now More Than Ever

The ongoing pandemic has reinforced the need for truly local resources, innovation in times of uncertainty, and flexible ways to generate income during times of economic uncertainty.

Across the country and in our local communities, small businesses are struggling. This is certainly true for Start:ME alumni with:

- 70% cutting hours or closing operations
- 76% experiencing a significant drop in sales
- 44% letting go of employees/contractors
- 67% requiring emergency funding

And yet entrepreneurs endure. They pivot. They adapt. Some have shifted operations fully online, started teaching virtual classes, experimented with new products. A few have been able to access emergency grant and loan capital. They are hustling to meet new market needs, support their families, and shift their business models.

Like our community of entrepreneurs, we pivoted mid-program to fully virtual. It hasn't been comfortable or easy, but we've made it work - switching our in-community 14-session accelerator to online, offering virtual business and mental health support, and crowdfunding resilience grant capital. And we will continue pivoting and adapting to whatever 2020-21 brings. Continue that journey with us.

Please stay well and stay engaged,

Erin Igleheart
Start:ME Program Director

WHO WE ARE + OUR PASSION

Start:ME's mission is to strengthen Atlanta's underserved communities by empowering the entrepreneurs within them to start or grow small businesses. We believe that promising entrepreneurs are everywhere and work to build the local, neighborhood ecosystem required for small businesses to start and grow. When these entrepreneurs thrive, their neighbors and neighborhoods do too.

WHAT WE DO

Start:ME is an intensive 14-session, place-based business accelerator program for promising entrepreneurs who live in, work in, and/or provide valuable products and services to underserved neighborhoods. During the 14-sessions, and beyond, we connect those entrepreneurs to the business know-how, mentorship, and funding necessary to build and grow businesses.

OUR MODEL



BUSINESS TRAINING



MENTORSHIP



EARLY STAGE CAPITAL



“My business was like a ship afloat at sea without a compass. Start:ME spotted my ship and sent extra hands to help navigate my company on the right course. As a result of completing Start:ME, my confidence as a business owner has skyrocketed.”

Lanii Dennis

Othello Communications, Clarkston 2020

THE START:ME EXPERIENCE

WHAT YOU LEARN



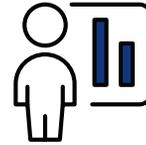
**BUSINESS PLAN
BASICS**



CUSTOMER INSIGHTS



LEGAL STRUCTURE



**PITCH
PRESENTATION**



MARKETING



ACCOUNTING



INVESTMENT PATHWAYS

WHAT YOU GAIN



BUSINESS SKILLS



PEER NETWORK



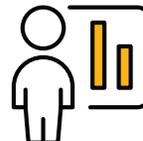
GRANT ACCESS



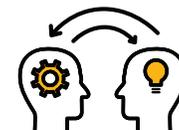
DETAILED FINANCIALS



BUSINESS PLAN



STRONG PITCH



COMMITTED MENTORS

WHERE WE WORK

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.



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

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Champion Sponsors



Lead Delivery Partners



Alumni Supporter



OUR OUTCOMES

Since 2013, we've built a community that is helping entrepreneurs thrive.



257

BUSINESSES
SERVED



11.7M

ANNUAL
REVENUE



556

JOBS CREATED OR
RETAINED



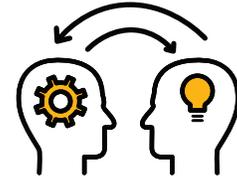
84%

BUSINESSES LED BY
PEOPLE OF COLOR



69%

FEMALE-LED
BUSINESSES



75+

VOLUNTEER
MENTORS



30

BRICK AND
MORTARS



79%

ALUMNI ACTIVELY
OPERATING



259K

CAPITAL
AWARDED

CLARKSTON

In partnership with Friends of Refugees, Start:ME Clarkston supports local entrepreneurs from all backgrounds. Since 2013, Start:ME has served 115 local businesses that reflect and embrace the city's diverse skills, abilities, and offerings.



The STATISTICS

115

Small
Businesses Served

\$5.2M

in Annual
Revenues

170

Jobs Created /
Retained

37

Countries
Represented

Our Coalition



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SCHOOL



Friends of Refugees



“I learned there is a community of small businesses, and I’m part of it. I feel that I’m not just a number - I’m an essential element. Start:ME makes me feel that every one of us is important to make a better Atlanta.”

Teresa Abboud

Teresa Afternoon, Clarkston 2020

EAST LAKE

In partnership with the East Lake Foundation, Start:ME has been working in the East Lake, Edgewood, and Kirkwood communities since 2015. The 93 local small businesses Start:ME has served to date bring economic and social vibrancy to the community and its members.



The STATISTICS

93

Small
Businesses Served

\$5M

in Annual
Revenues

286

Jobs Created /
Retained

10

Brick and Mortars

Our Coalition



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GOIZUETA
BUSINESS
SCHOOL

East Lake
FOUNDATION



the villages of
East Lake

“Start:ME is a rewarding experience like no other. It equips entrepreneurs with the necessary tools to be successful in business with unmatched support of peers, alumni, and experienced volunteer mentors. Being involved with entrepreneurs become successful in business because of the Start:ME program is by far the single greatest joy I get out of being a mentor.”

Brian Cohen

East Lake Mentor

SOUTHSIDE

In partnership with Focused Community Strategies and Purpose Built Schools Atlanta, Start:ME Southside supports a diverse collection of in-town neighborhoods. The 49 local businesses Start:ME has served to date tap into the energy of Atlanta's Southside.



The STATISTICS

49

Small
Businesses Served

\$1.5M

in Annual
Revenues

100

Jobs Created /
Retained

17

Peer Selected for
Grant Capital

Our Coalition



“I truly appreciate the time, effort, and energy along with the knowledge and expertise of the mentors and entrepreneurs alike. It’s an honor to be amongst some of the strongest business people in Atlanta, and I’m excited for my future as a businesswoman and leader in the community thanks to Start:ME!”

Kiyaa Lawrence

YOGASKILLS KemetiC Yoga Studio ATLANTA, Southside 2020



HOW TO SUPPORT START:ME -

INVEST: Provide financial support for community-based programs

MENTOR: Put your business skills to work

SHOP: Buy local goods and services

JOIN US AT STARTMEATL.ORG



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