

Start:ME

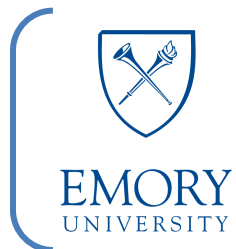


startmeaccelerator.org

October 4,
2017



*Strengthening communities through
microbusiness development*



Goods news at 11 PM (for a change).



[http://www.wsbtv.com/video?
videoid=535442089&videoVersion=1.0](http://www.wsbtv.com/video?videoid=535442089&videoVersion=1.0)

Entrepreneurship is a team sport. We brought our best.



Program
Architect

*Brian
Goebel*

*Emory Goizueta
Business School*



Business
Mentor

*Robyn
Hussa Farrell*

*Resiliency
Technologies*



PARTY
PROFESSIONAL

*Gigail
Petty*

*Let's
Celebrate*



WELLNESS
TRAINER

*Michelle
Campbell*

*Body by
Chelle Fitness*

We will talk about four things today.

1

What are microbusinesses and why do they matter?

Bigger isn't always better when it comes to businesses in our communities.

2

What is the microbusiness gap and how can we close it?

Knowledge, networks and capital are key in the Valley and on main street.

3

What is Start:ME and how does it work?

Accelerating promising entrepreneurs over 14 weeks with a focus on place.

4

How has Start:ME created value for stakeholders?

First hand perspective from our entrepreneurs and mentors.

We believe in small, because they have BIG impact.

BIG amount of small

92% of businesses in the U.S. are micro
(4 or fewer employees requiring less than \$50K in start-up capital)

BIG slice of job pie

26M private sector jobs are directly created by microenterprises
(20% of all private sector jobs)

BIG impact on households

\$8K-\$13K more is generated in female-headed households with
a microbusiness owner

BIG impact on communities

In places where more small business are needed.

Atlanta



Cincinnati



Spartanburg



Start:ME helps businesses start / grow and builds community

Start:ME is an intensive 14-week business training program for promising local, talented entrepreneurs who live in, work in, and/or provide valuable products and services to the community.

OUR MODEL

Business Training



We build business skills through hands on training

Mentor Support



We connect entrepreneurs to mentors, support services, and the local business community










Early-stage Financing



We provide start-up capital and connect entrepreneurs with capital providers

Delivered by a unique team of partners.

Start:ME is powered by partnerships and committed volunteers.

	ATL: East Lake	ATL: Southside	S-Burg: Northside
B-School	 EMORY UNIVERSITY	 EMORY UNIVERSITY	 UPSTATE University of South Carolina Upstate
Q.B.	 <i>East Lake</i> FOUNDATION	 PURPOSE BUILT SCHOOLS ATLANTA <i>Innovating schools. Inspiring minds.</i>	 northside development group
CDFI	 ACE ACCESS TO CAPITAL FOR ENTREPRENEURS	 ACE ACCESS TO CAPITAL FOR ENTREPRENEURS	 CommunityWorks Building People & Places

With an “All In” mentality.



Striving to drive BIG impact for our entrepreneurs.

Traction seen in the ATL in our first 5 years.

110

ventures
served

97%

of alumni report a
direct tie to the
community

186

jobs created
or retained

16

brick and mortar
locations

80+

volunteer business
mentors leveraged

89%

of graduates are actively
operating their business

\$5.8M

combined
annual revenues

51%

employ
others



Insights from mentor and entrepreneurs.



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NORTHSIDE



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PROFESSIONAL**

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Petty***

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NORTHSIDE



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EAST LAKE

Insights from mentor and entrepreneurs.



- As an entrepreneur, what was most valuable about the Start:ME experience?
- As a mentor, what did you value most about your volunteer experience? How does it compare to other economic development focused efforts?
- What aspects of the program are most impactful to business owners?
- How have you seen your peer entrepreneurs and neighbors grow because of Start:ME?

Let's talk (and answer your Q's).

