Start: ME

Strengthening communities through microbusiness development

October 4, 2017

Start: ME
Goods news at 11 PM (for a change).

Entrepreneurship is a team sport. We brought our best.

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<th>PARTY PROFESSIONAL</th>
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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**

Source: Association for Enterprise Opportunity (AEO), *Bigger Than You Think Report*
In places where more small business are needed.

Atlanta

Since 2013

Spartanburg

Since 2017

Cincinnati

Since 2017
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**
- Emory University

**ATL: Southside**
- Emory University

**S-Burg: Northside**
- University of South Carolina Upstate

**B-School**
- East Lake Foundation

**Q.B.**
- Purpose Built Schools Atlanta

**CDFI**
- 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.

**Business Mentor**
Robyn Hussa Farrell

**PARTY PROFESSIONAL**
Gigail Petty

**WELLNESS TRAINER**
Michelle Campbell

**Resiliency Technologies**

**Let's Celebrate**

**Body by Chelle Fitness**

**NORTHSIDE**

**NORTHSIDE**

**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).