

start:ME

EMORY UNIVERSITY / GOIZUETA BUSINESS SCHOOL

2022 IMPACT REPORT

Starting and growing Atlanta's microbusinesses



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GOIZUETA
BUSINESS
SCHOOL



ENTREPRENEURS MAKE IT WORK

Whew, it's been quite the year. In some ways a return to normal, in some ways a continuation of the ups, downs, and unknowns of the past few years.

We served 48 new ventures – three communities, 39 sessions, 75+ mentors, 50+ additional skilled volunteers, and hundreds of community members and friends. And weathered the inevitable pivots caused by cases and closures. We met alumni's enthusiastic and urgent needs with a mix of professional services, monthlong legal workshops, market-making, and slate of Emory Executive Education short courses. We served over 100 alumni and gave our business to local underrepresented service providers.

We as a community have not moved beyond the impacts of the pandemic. For Start:ME alumni, 45% of sales are still down, 44% have still cut hours or remain closed. But the optimism is there, the seeking of opportunity is there. We saw a record number access capital, hire a first employee, or open a brick & mortar space this year. Many have revamped, rebuilt, and relaunched. They found the niches, weathered the unknowns, and created their own successes.

If the past three years have taught us anything, it's to embrace both that uncertainty and that opportunity. We celebrate entrepreneurs' journeys and feel honored to walk alongside them.

— Erin for the Start:ME team – Alina, Dylan, Fran, Kareem, Maria, Mercedes, and Sushma

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.



BUSINESS TRAINING



MENTORSHIP



PEER-SELECTED
GRANT CAPITAL

OUR OUTCOMES

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



351

MICROBUSINESSES SERVED



\$14.7M

ANNUAL REVENUE



566

JOB'S CREATED OR RETAINED



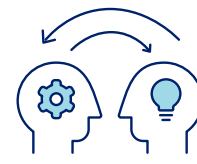
83%

VENTURES LED BY
PEOPLE OF COLOR



71%

FEMALE-LED BUSINESSES



75+

VOLUNTEER MENTORS



65

BRICK AND MORTARS



67%

ALUMNI ACTIVELY OPERATING



\$322K

CAPITAL AWARDED

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.

SUPPORTERS



LEAD DELIVERY PARTNERS



MEET OUR TEAM



Erin Igleheart
Program Director



Alina Bills
Program Manager



Dylan Bahena
Program Associate



Kareem Hall
East Lake and Southside Program Lead



Maria Vines Peck
Clarkston Program Lead



Sushma Barakoti
Clarkston Coordinator



Fran Carroll
Southside Coordinator



Mercedes Uzuegbunam
East Lake Coordinator



"Start:ME truly motivates and celebrates individuals, creating a positive environment for all. The program provides entrepreneurs with tools that are helpful and meaningful."

— Amita McClain | Start:ME Clarkston mentor



CLARKSTON

In partnership with Friends of Refugees, Start:ME Clarkston supports local entrepreneurs from all backgrounds. Since 2013, Start:ME has served 146 local businesses that reflect and embrace the city's diverse skills, abilities, and offerings.



THE STATISTICS

146

MICROBUSINESSES SERVED

\$5.8M

IN ANNUAL REVENUES

212

JOBS CREATED / RETAINED

41

COUNTRIES OF ORIGIN

OUR COALITION



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"Start:ME guided me through the process of creating a business plan, pitching for my business, and provided me with useful information about funding and the legal aspects of setting-up a business. This would have been enough but what I found most valuable and exciting was the opportunity to connect with others at all stages of the entrepreneurial journey. Business information is everywhere but inspiration and camaraderie are priceless!"

— Sharon Newton-Denson | Silk and Yarn, Clarkston 2022

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 128 local businesses Start:ME has served to date bring economic and social vibrancy to the community and its members.



THE STATISTICS

128

MICROBUSINESSES
SERVED

\$5.7M

IN ANNUAL
REVENUES

231

JOB'S CREATED /
RETAINED

19

BRICK AND
MORTARS

OUR COALITION



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the villages of
East Lake



"I was surprised that I could finally articulate and decide things about my business I'd been keeping vague and broad in my own mind. I was also surprised by how nurturing and supportive every single person was - staff, mentors, fellow entrepreneurs, local experts, visiting community members - just WOW. Everyone was incredibly generous with their time and information."

— Stephanie Howard | Stephanie Howard Photography, East Lake 2022

SOUTHSIDE

In partnership with Focused Community Strategies and Purpose Built Schools Atlanta, Start:ME Southside supports a diverse collection of in-town neighborhoods. The 77 local businesses Start:ME has served to date tap into the energy of Atlanta's Southside.



THE STATISTICS

77

MICROBUSINESSES
SERVED

\$3.1M

IN ANNUAL
REVENUES

123

JOBS CREATED /
RETAINED

29

PEER-SELECTED FOR
GRANT CAPITAL

OUR COALITION



"Start:ME has been a game changer for me as an entrepreneur. It helped me to address things in my business that I knew were important, but I kept putting off. It also opened my eyes to areas of business ownership that I was not aware of, and helped me develop the knowledge and skills to address those areas."

— Natasha Thornton | Black Education is LIT, Southside 2022

MICROBUSINESS, MACRO IMPACT

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



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

JOIN US AT [STARTMEATL.ORG](https://startmeatl.org)

