



Start:ME

2019 Impact Report

Starting and growing Atlanta's small businesses



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BUSINESS
SCHOOL

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BEYOND
1919 100 2019

SMALL BUSINESSES MAKE A BIG IMPACT

Stanford SOCIAL
INNOVATION Review
Informing and inspiring leaders of social change

Business

The Macro Benefits of Microbusinesses

New recommendations for the very small businesses that help communities prosper.

We wrote about the microbusiness gap in the January 2018 Stanford Social Innovation Review (SSIR):

“Often, visions for the entrepreneurial success of cities involve attracting and nurturing companies that will hire hundreds or thousands of people. Rather than focusing exclusively on one or two companies that might hire 1,000 people each, we must also find ways to support 1,000 companies that might each hire just one or two people. This approach generates a similar number of jobs while fostering a more equitable distribution of economic opportunities. It also ensures that communities around the country, rich and poor alike, benefit from the countless contributions that microbusinesses make when they are allowed to serve their communities.”



Professor Peter W. Roberts

Goizueta Business School Faculty and Founder of Start:ME

In 2016, microbusinesses (those with up to 4 employees) accounted for **more than 7 million US jobs and more than \$350 billion in total payroll**. These small businesses also have big impacts on their neighborhoods. Because they are hyper-local, microbusinesses support the economic vitality of neighborhoods around the country by:

- Providing products and services tailored to locals;
- Creating a range of meeting spaces;
- Stimulating inflows of economic and social resources; and
- Establishing role models for future entrepreneurs.

We are researching the distributions of microbusinesses per 1,000 residents in urban-residential ZIP codes across the country*. The data show a pronounced gap between the number of microbusinesses in high-poverty versus high-income neighborhoods. On average, **there are 26% fewer microbusinesses per capita in our highest-poverty neighborhoods.**

If you consider the average population in these high-poverty zip codes, a typical neighborhood requires roughly **125-150 additional microbusinesses** to more closely resemble its high-income counterpart. Just imagine what will happen to the economic and social vitality of a low-income neighborhood with scores of additional microbusinesses hiring, renting space, and providing goods and services to local residents and in-bound visitors.

Sadly, in too many of these neighborhoods, microbusiness owners do not receive the support they need to develop their ideas into strong businesses. Programs like **Start:ME** help promising micro-entrepreneurs close the knowledge, network, and capital gaps that stand between potential and success, which opens up critical new pathways to local economic development.

*Using 2010-2016 County Business Patterns data

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



"I truly appreciated being surrounded by believers of dreams and people who gave of their time and energy to help you accomplish that dream! It gave me a family that that understood what the word entrepreneur meant - long nights, sacrifice, dedication, hard work, faith, joy, excitement, wealth, and freedom."

-Musa Abdus-Saboor

Saboor Construction, LLC, Southside Alum 2018

THE START:ME EXPERIENCE

WHAT YOU LEARN



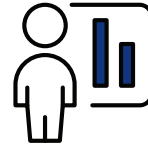
**BUSINESS PLAN
BASICS**



CUSTOMER INSIGHTS



LEGAL STRUCTURE



**PITCH
PRESENTATION**



MARKETING



ACCOUNTING



INVESTMENT PATHWAYS

WHAT YOU GAIN



BUSINESS SKILLS



PEER NETWORK



GRANT ACCESS



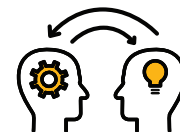
DETAILED FINANCIALS



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.



OUR OUTCOMES

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



208

BUSINESSES SERVED



7.9M

ANNUAL REVENUE



338

JOB'S CREATED OR
RETAINED



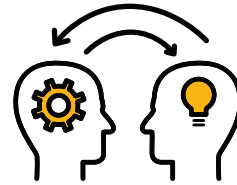
84%

BUSINESSES LED BY
PEOPLE OF COLOR



68%

FEMALE-LED
BUSINESSES



80+

VOLUNTEER MENTORS



30

BRICK AND MORTARS



77%

ALUMNI ACTIVELY
OPERATING



229K

CAPITAL AWARDED

CLARKSTON

In partnership with Friends of Refugees, Start:ME Clarkston supports local entrepreneurs from all backgrounds. Since 2013, Start:ME has served 99 local businesses that reflect and embrace the city's diverse skills, abilities, and offerings.



The STATISTICS

99

Small Businesses
Served

\$3.1M

in Annual
Revenues

132

Jobs Created/Retained

30+

Countries
Represented

Our Coalition



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Friends of Refugees



"It was through the encouragement and mentorship of not only mentors but fellow entrepreneurs that I realized the feasibility of what often felt like a pipe dream. Start:ME is one of those programs that truly overdelivers and surpasses expectations. I'm so fortunate to have been a recipient of that of the surplus."

-Harina Bitow

Founder, CY Love, Clarkston Alum 2018

EAST LAKE

In partnership with the East Lake Foundation, Start:ME has been working in the East Lake area, Edgewood, and Kirkwood communities since 2015. The 77 local small businesses Start:ME has served to date bring economic and social vibrancy to the community and its members.



The STATISTICS

77

Small Businesses
Served

\$3.7M

in Annual
Revenues

173

Jobs Created/Retained

19

Peer Selected
for Capital

Our Coalition



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East Lake
FOUNDATION



the villages of
East Lake

“Rewarding. Knowing that I am playing a part in helping to strengthen small businesses in the United States while sending the message that anyone can strive for the American Dream is simply rewarding. Seeing entrepreneurs happily succeed is an added bonus.”

-Brian Cohen

East Lake Mentor

SOUTHSIDE

Start:ME Southside includes a diverse collection of in-town neighborhoods. In partnership with Focused Community Strategies and Purpose Built Schools Atlanta, Start:ME Southside taps into the energy of some of Atlanta's most promising entrepreneurs.



The STATISTICS

32

Small Businesses
Served

\$1.1M

in Annual
Revenues

33

Jobs Created/Retained

28

Businesses Led by
People of Color

Our Coalition



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FCS

focused
COMMUNITY
strategies



PURPOSE
BUILT
SCHOOLS
ATLANTA
Innovating schools. Inspiring minds.



"I honestly believe that without Start:ME, there's no way I'd have had the confidence to quit my job and go 'ALL IN.' I have never been so happy to go to work. I work for myself."

-Kara Haygood

Owner of Hay! Good Dog, Southside Alum 2018



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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