Support Local Small Businesses as a Start:ME Mentor

What We Do

Start:ME is a free, intensive **14-session accelerator for promising local entrepreneurs** who live in, work in, and/or provide valuable products and services in underserved Atlanta communities. During the 14 sessions, and well beyond, we connect those entrepreneurs to the knowledge, networks, and capital needed to build and develop sustainable businesses.

BUSINESS TRAINING

MENTORSHIP

EARLY-STAGE CAPITAL

Where We Work

Start:ME works in places where more small businesses are needed. We currently operate in three metro Atlanta communities – **Clarkston, East Lake,** and the **Historic Southside**. Start:ME partners Emory University's Goizueta Business School with trusted, community-based nonprofit partners, including:

Who We've Worked With

208	68%	77%	$7.9M	54%	338
ventures served	led by women	actively operating	in annual revenues	employ others	jobs created or retained

What Our Entrepreneurs Do

Start:ME has helped 208 small businesses in metro Atlanta launch and grow. Our alums are the local makers, bakers, fixers, and doers in their communities, operating ventures that do everything from custom textiles, to STEAM enrichment services, to electrical repair, to fitness instruction.

In each community cohort, we select 15 entrepreneurs who are 100% committed to their businesses and fully engaged in a peer and mentor learning environment.

Learn more about our alums at startmeatl.org/entrepreneurs.

How Our Mentors Have An Impact

Volunteer business mentors are *critical* to the success of Start:ME and our entrepreneurs. Start:ME recruits and deploys 25-30 mentors in each community to guide and support local ventures.

Start:ME mentors possess:

- **Experience** establishing a successful business or working in a business environment
- **Skills** in finance, communications, strategy, operations, marketing, law, or other key fields
- **Interest** in and appreciation for community development
- **Ability** to attend 9+ of 11 in-community sessions (3 cross-community sessions are optional)*
    - **East Lake/Kirkwood** – Tue 6-9PM at Drew Charter High School, Jan-Mar 2020
    - **Clarkston** – Wed 6-9PM at the Clarkston Community Center, Jan-Apr 2020
    - **Southside** – Thu 6-9PM at Focused Community Strategies, Jan-Apr 2020
- **Time** between sessions to work directly with entrepreneurs

** Estimated time commitment is 35-40 hours over 3 months*

What Role Mentors Play

Start:ME mentors play a **hands-on role in every session**, working to:

- **Encourage** entrepreneurs to develop their businesses and business plans
- **Advise** entrepreneurs by reviewing and providing feedback on business plans, marketing materials, financial summaries, verbal and written presentations, and more
- **Connect** entrepreneurs with additional educational and network resources
- **Assess** entrepreneurs' readiness to participate in program milestones

Mentors are onboarded by early Jan. Volunteer work with several ventures for the first 3-4 sessions, after which time we match up teams of two entrepreneurs and three to four dedicated mentors. All sessions include team working time, allowing entrepreneurs and mentors to build businesses and relationships during the program.

How to Learn More/Become A Start:ME Mentor

Please complete our online interest form or visit startmeatl.org/mentors.

Learn more about Start:ME at startmeatl.org