

start:ME

EMORY UNIVERSITY | GOIZUETA BUSINESS SCHOOL

2023 IMPACT REPORT

Starting and growing Atlanta's microbusinesses



EMORY

GOIZUETA
BUSINESS
SCHOOL



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.



395

MICROBUSINESSES SERVED



\$19.5M

ANNUAL REVENUE



722

JOBS CREATED OR RETAINED



83%

VENTURES LED BY
PEOPLE OF COLOR



72%

FEMALE-LED BUSINESSES



65

BRICK AND MORTARS



64%

ALUMNI ACTIVELY OPERATING



\$370K

CAPITAL AWARDED



75+

VOLUNTEER MENTORS

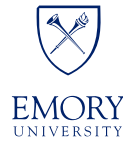
WHERE WE WORK

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.

SUPPORTERS



LEAD DELIVERY PARTNERS



MEET OUR TEAM



Erin Igleheart
Program Director



Alina Mencias
Program Manager



Dylan Bahena
Program Associate
(2021-23)



Mildred Meza
Program Associate
(2023+)



Kareem Hall
East Lake &
Southside Lead



Maria Vinces Peck
Clarkston Lead



Sushma Barakoti
Clarkston Coordinator



Fran Carroll
Southside Coordinator



Mercedes Uzuegbunam
East Lake Coordinator

We're honored to celebrate 10 years of serving local microbusinesses and communities.



CLARKSTON

In partnership with Friends of Refugees, Start:ME Clarkston supports local entrepreneurs from all backgrounds. Since 2013, Start:ME has served 162 local businesses that reflect and embrace the city's diverse skills, abilities, and offerings.



THE STATISTICS

162

MICROBUSINESSES
SERVED

\$7.5M

IN ANNUAL
REVENUES

232

JOBS CREATED /
RETAINED

41

COUNTRIES
OF ORIGIN

OUR COALITION



"Because of Start:ME, I learned that I have the courage to present my business to potential investors and that has significantly increased my confidence. I have a clearer image of my business and am now connected with mentors who genuinely want me to succeed."

— Tanis Beatty of Simone's Sweet Treasures (Clarkston, 2023)

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



THE STATISTICS

143

MICROBUSINESSES
SERVED

\$7.3M

IN ANNUAL
REVENUES

316

JOBS CREATED /
RETAINED

23

BRICK AND
MORTARS

OUR COALITION



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the villages of
East Lake



"Start:ME is a very intentional program that gives their all to you and your business. All the resources you can imagine; it's like you're surrounded in a safe bubble of business and entrepreneurship. There are not many spaces in the world that provide a safe space for entrepreneurs to explore and take risks."

— Savannah Samples of Angel Assistance (East Lake, 2023)

SOUTHSIDE

In partnership with Focused Community Strategies and Purpose Built Schools Atlanta, Start:ME Southside supports a diverse collection of in-town neighborhoods. The 90 local businesses Start:ME has served to date tap into the energy of Atlanta's Southside.



THE STATISTICS

90

MICROBUSINESSES
SERVED

\$4.7M

IN ANNUAL
REVENUES

174

JOBS CREATED /
RETAINED

36

PEER-SELECTED FOR
GRANT CAPITAL

OUR COALITION



"I am so proud that I was able to complete my business plan with financials. I am now confident in creating plans as my business grows. I am honored to be an alum!"

— Makeba Jones of Culinary Therapy (Southside, 2023)

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



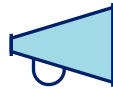
Volunteer your time

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)

