





Hi, I'm Karen.

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Vice President, Atlanta Tech Village  
Venture Partner, Atlanta Ventures



We believe entrepreneurship is the single greatest mechanism for changing the world.

Our mission is to help more entrepreneurs start and grow businesses.



# START IT UP

## GEORGIA

Powered by





## Our Why

Georgia was currently facing the highest unemployment rate on record (12%).

SIUG would lead Georgians from unemployment to business ownership, creating jobs and stimulating the economy.



# The Program

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A **FREE** 12 week virtual program open to everyone that wanted to launch a new business.

This pay it forward initiative provided:

- Mentorship
- Practical and tactical learning labs
- Community resources
- Opportunity to apply for funding at completion of the program





## How We Did It

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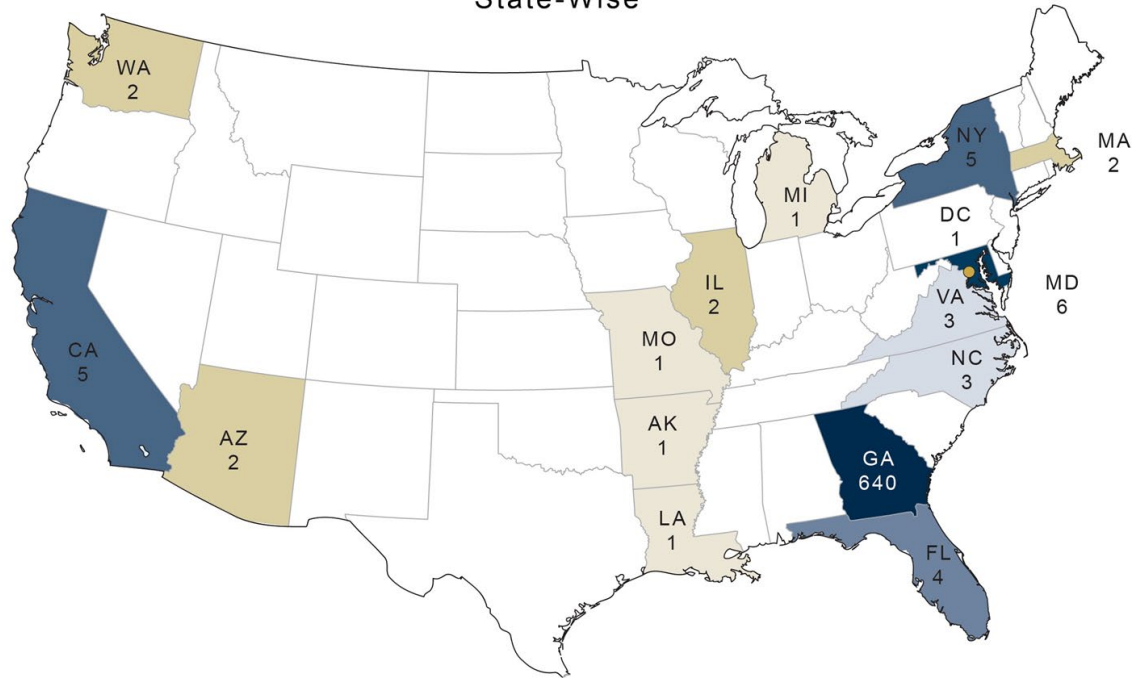


- Ideation to launch in three weeks
- Not tech, all industries
- Application process, (98% acceptance rate)
- Atlanta Tech Village staff
- Utilized our network
- Partners amplified the message
- Iterated as we went



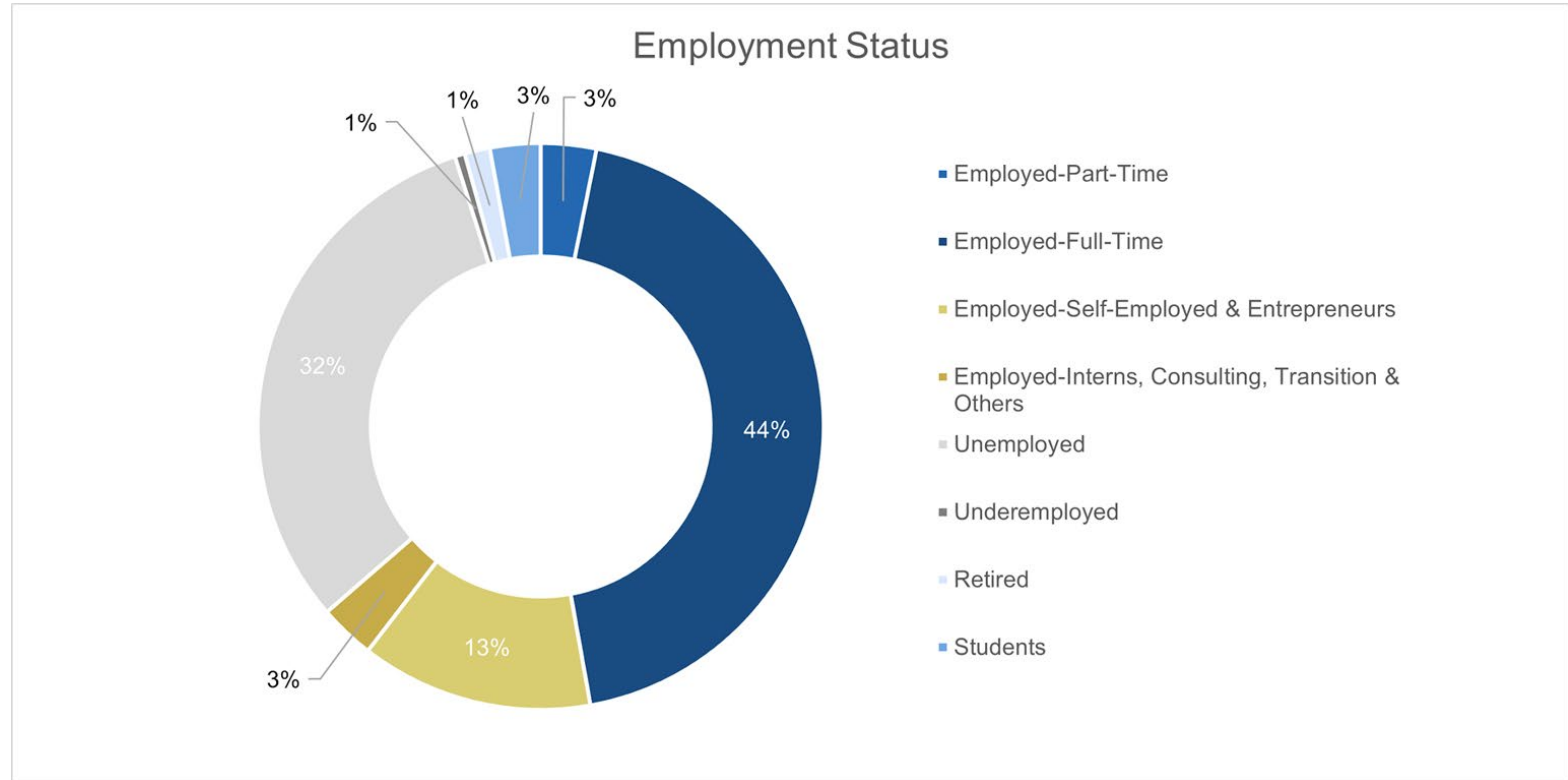
# Who Applied?

Attendee Concentration  
State-Wise





# Who Applied?





# Our Village

709 founders

3 staff

12 teachers

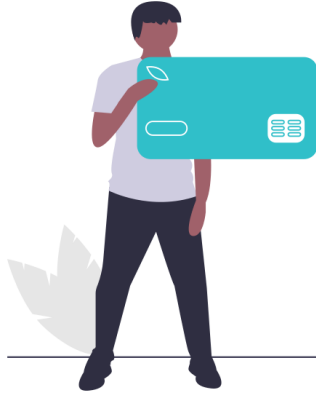
43 mentors

22 partners





# Funding



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**\$16,000**  
donated by  
individuals

**100%**  
directly funded  
entrepreneurs

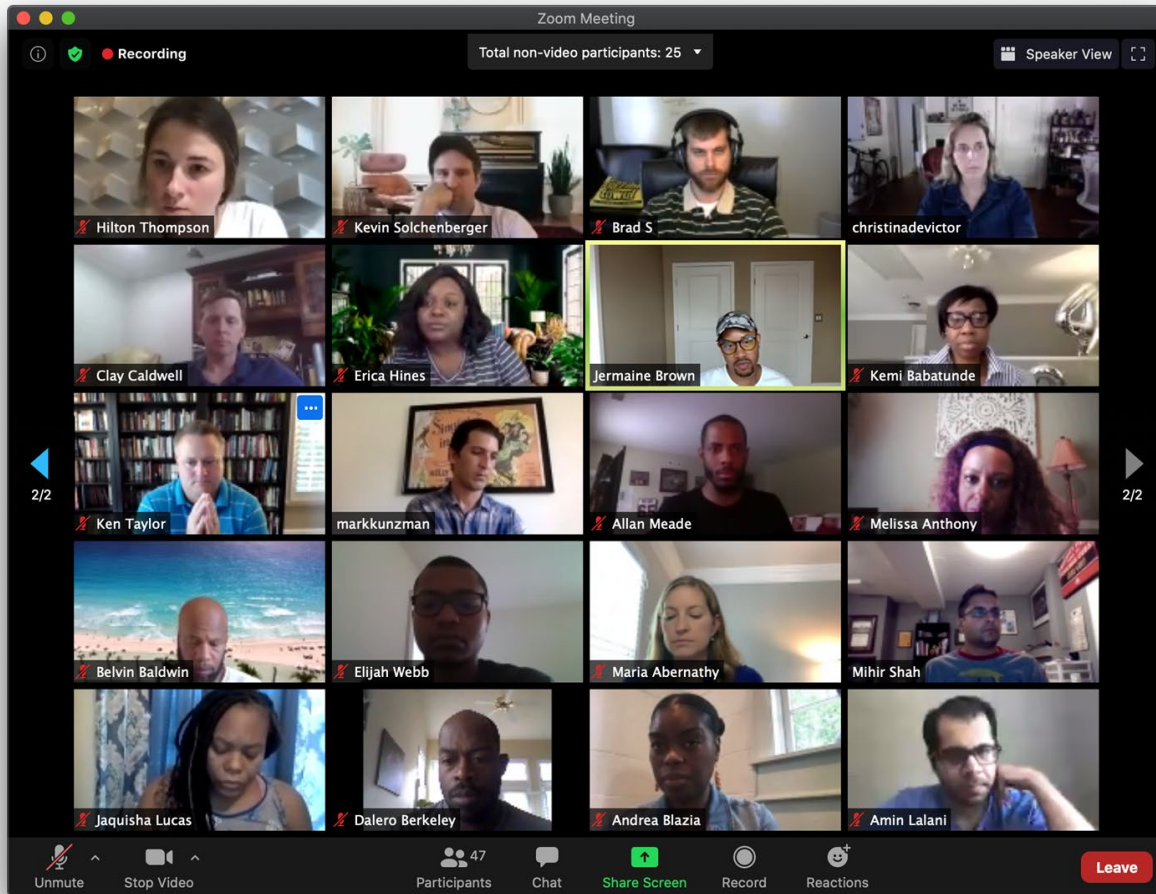


# The Graduation



**139** NEW  
COMPANIES  
LAUNCHED!!!

**194** ppl graduated





## Final Stats

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**\$16,000**

was granted to 7  
startups

**194**

founders  
graduated

**103**

People applied  
for funding

**94%**

said program was  
“very helpful”

**139**

new companies  
launched



## Final Stats

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709

ppl accepted into  
13 week program

350

ppl attended  
weekly

56%

were not in full  
time work

90%

of attendees  
came from GA





# Grant Winners

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1

**KEVIN DEMARCO**

*RIF Robotics Corp*

autonomous mobile robot to help hospitals

2

**STEPHEN BUSSEY & ANDY PEREZ**

*Clove*

software as a customer hub post-sale

3

**ANDREA BLAZIA**

*Blue Honey Homestead*

artisan products for the home

4

**STEVEN SIMMS**

*The Rural Urban Connection*

Regenerative agricultural practices to  
raise grass-fed beef in Georgia

5

**ELISSA RUSSEL**

*READI*

reskills low literate  
adults

5

**ASHLEY TANKS**

*BLK JOY Coffee & Tea Counter*

a mobile counter serving specialty coffee

7

**ALLAN MEADE**

*Concept Factory Atlanta*

a collaborative hub for visual storytellers



# Grant Winners

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# START IT UP

## GEORGIA

