



Partnership for Inclusive Innovation

Project Name: Startup Runway Georgia
IA Midterm Project Presentation
Date: February 3, 2023





Startup Runway Georgia:

Connecting Georgia Founders To Capital And Investors

Mecca Tartt

Startup Runway
Executive Director

Project Overview

In 2022, The Startup Runway Foundation launched Startup Runway Georgia, a innovative program focused on **connecting underrepresented Founders in Georgia to capital and investors.**

Startup Runway Georgia:

- Sources and empowers **underrepresented entrepreneurs** throughout Georgia, specifically outside metro Atlanta
- Creates educational **programming for startups** on raising capital
- **Connects** Startups to key investors to scale their businesses
- Builds the tech ecosystem by providing a **pipeline of Startups** through dispersing non-dilutive grants



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Sade Shofidiya

Startup Runway Georgia Grant Recipient
Savannah, BEEnevolent

Meet The Startup Runway Georgia Project Team



Mecca Tartt
Startup Runway
Executive Director



Lisa Calhoun
Startup Runway
Founder



**William
Leonard**
Startup Recruiter



Jean-Luc Vanhulst
Program
Manager

BOARD MEMBERS

Nyra Jordan

Social Impact Investment
Director, *American
Family Insurance*

Richard Bailey

*Former Startup
Runway Finalist, Co-
Founder/CEO, GrpFit*

Kim Mackenzie

Atlanta Ventures Lead,
Cox Enterprises

David Li

Principal, *Avata
Ventures*

Nathan Meyer

Division Head Next Gen
Product & Innovation,
Truist

Pooja Shah

Business
transformation leader,
Georgia Power

John Sears

Principal & Founder,
Innovators Legal

Kathy Escoto

Corporate Innovator,
*Former Lead for The
Bridge by Coca-Cola*

Sam Ulu

*Former Startup Runway
Finalist, Founder & CEO,
Candidly*

+34 mentors and 40 VC Investors!

Project Goals 2022-2024

Target Conditions

Ensuring that all tech founders in the state of Georgia have equal access to funding and investors

Description

Startup Runway Georgia is the leading non-profit connecting underrepresented founders in the state of Georgia to non dilutive capital and VC investors.

Baseline Conditions

There is a significant disparity that exist for Georgia founders especially those outside of Atlanta with gaining access to VC's that can invest in their businesses and funding to help their startups grow.

Current Limitations

Limited account for missing voices or depth of connection

Key Proposed Project Metrics (2022-2024)

600

Georgia Startups Sourced

\$120K

In Grants Distributed

\$10m

Raised by GA Startup Runway Finalists

120

VC's/Angels Connections

Timeline / Status

The Startup Runway Foundation launched the Startup Runway Georgia program to connect underrepresented tech founders in Georgia to investors and non-dilutive capital.

2022

- **May 2022: Program Launch**
- Inaugural Women's HerStory Showcase
- **\$40k In PIN Grants Awarded**
- \$50k Additional Sponsorship Secured
- 1st Annual Startup Runway GA VC Day

2023

- **4 Startup Runway Georgia Events** with \$70k In PIN Grants Awarded to Georgia Startups
- 80 VC/Angel Connections made with GA Startups
- Generate **\$120k in new annual sponsorships**

2024

- 4 Startup Runway Georgia Events
- 80 VC/Angel Connections Made with GA Startups
- Generate \$100k in new annual sponsorships
- **\$30k In PIN Grants Awarded to Georgia Startups**

Inclusive Innovation Outcomes (First Year)

Description

Startup Runway connected with over 100 accelerators which fueled the pipeline of Georgia Founders leading to the first ever Startup Runway GA Herstory Program. This program focused on celebrating women Georgia Founders and connecting them with VC's and capital.

Midpoint Evaluation

Startup Runway has met or exceeded proposed outcomes for the mid-point of the project.

First Year (Mid-Point) Project Metrics 2022

306

Georgia Startups Sourced
268 Atlanta Metro
38 Outside of Atlanta Metro

\$40K

In Grants Distributed

\$10,605,370

Raised by GA Startup Runway Finalists

40

VC's/Angels Connections

Project Impact

Women's HerStory

During the inaugural Startup Runway Georgia HerStory Event hosted at the Russell Innovation Center For Entrepreneurs women joined in from all over to Georgia to pitch their Startups. Over 50 Georgia founders had the opportunity to network with each other, listen to pitches, share the business with 7 VC investors and pitch for the opportunity to win a 10k grant.

Speakers included:

- Mecca Tartt, *Executive Director Startup Runway (Panel Discussion)*
- Rita Breen, *Executive Director, Georgia Power Foundation*
- Jennifer Bonnet, *Executive Director of the Creative Coast*
- Desha Elliot, *Business Advisor Accion Opportunity Fund*
- Fireside Chat with **Sofie Abdulrazaaq**, *co-founder and CEO of Goodfynd*
- Fireside Chat with **Sheena Allen**, *CEO and Co-Founder of Capway*

Event Highlights:

- **50+** Women Founders Attended
- **\$10k** Grant Awarded
- **7 VC** Investors Attended



Women's HerStory
Women's Empowerment Series

Startup Runway Georgia VC Day

During this inaugural Startup Runway Georgia event hundreds of GA founders applied for 10 open cohort spots to pitch live in front of 30 investors for 30k in non-dilutive capital.

Speakers included:

- Andre Dickens, Mayor of Atlanta
- Lisa Calhoun, *Founder, Startup Runway*
- George Azih, *Founder, Leasequery*
- Amy Hall, *Charitable Giving, Georgia Power*

Event Highlights:

- **\$30k** in non-dilutive grants awarded
- **30 VC** Investors Attended



Challenges - Statewide

Baseline Conditions

Significant disparities exist for Georgia founders especially those outside of Atlanta with gaining access to VC's and funding to help their startups grow.

Limitations

Limited account for missing voices or depth of connection.

Sourcing

Many founders are not tech focused.

Sponsorships

We have found that many corporations are cutting back on corporate sponsorships. Startup Runway would like to make new introductions with corporate and civic organization across the state to scale our support of underserved founders.

Key Proposed Project Metrics (2023-2024)

600

Georgia Startups Sourced

\$80k

In Grants Distributed

\$10m

Raised by GA Startup Runway Founders

120

VC's/Angels Connections

Solutions-Statewide

Baseline Conditions

Significant disparities exist for Georgia founders especially those outside of Atlanta with gaining access to VC's and funding to help their startups grow.

Solution: bringing VC's and investors to areas outside of Atlanta with our showcases.

Limitations

Limited account for missing voices or depth of connection.

Solution: Developing partnerships with universities, incubators/accelerators

Sourcing

Many founders are not tech focused.

Solution: This is something that will change with exposure. More founders have to be exposed to the possibilities for creating an app or SAAS platform

Sponsorships

We have found that many corporations are cutting back on corporate sponsorships. Startup Runway would like to make new introductions with corporate and civic organization across the state to scale our support of underserved founders.

Solution: Working with PIN to establish new partnerships and connections with corporations headquartered in Georgia.

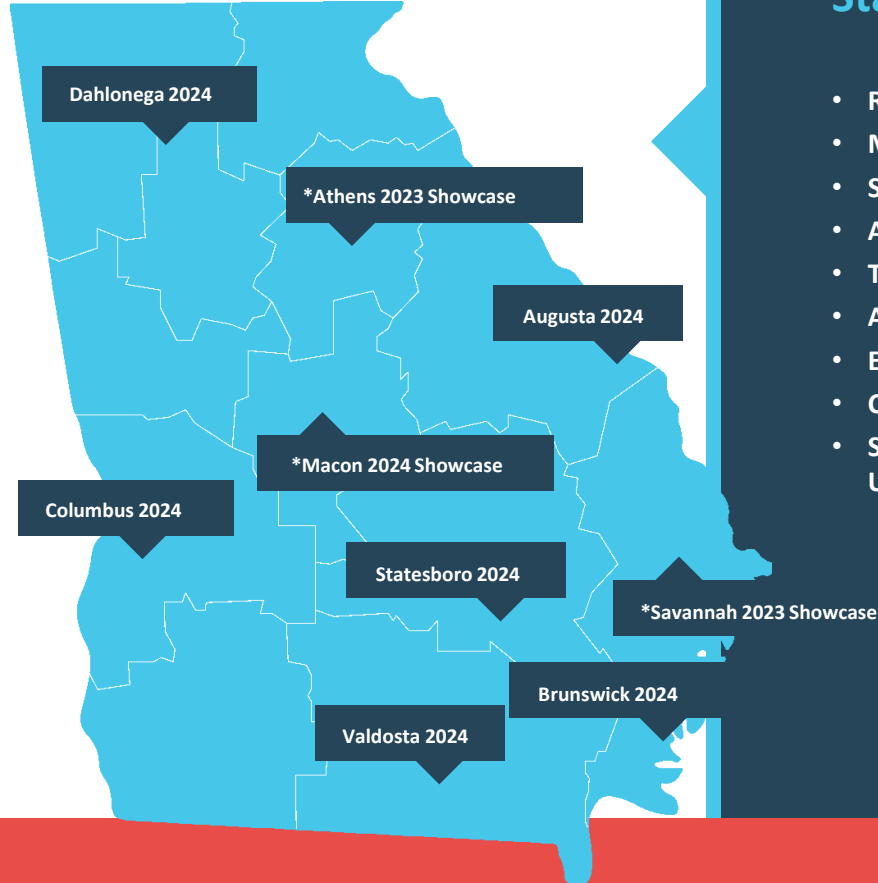
Innovate for All Program Support

Project Scale and Impact

Through our partnership with PIN, we were able to develop new relationships with accelerators and incubators outside of Atlanta. This has expanded our reach to Startups that are further along and prepared to participate in the Startup Runway Georgia program.

In 2023 we will be conducting programs in both Athens and Savannah as a result of PIN's introductions to key local contacts in those specific key cities.

please note locations that are marked with an asterisk are locations where we will host an actual showcase



State Partners

- RICE
- Macon Black Tech
- Startup Columbus
- Accelerate Athens
- The Creative Coast
- ATDC
- Endeavor Atlanta
- CREATE
- Savannah State University ACE

2022 Startup Runway Georgia Finalists raised \$1.4M

Here are two examples of Georgia based Finalists that have gone on to successfully raise VC money.



2022 Finalist Kat Shayne

Founder & CEO
CIRT (Can I Recycle This)

\$220,000
Amount Raised To Date

BLOOKSY



2022 Finalist Anthony Joiner

Founder & CEO
Blooksy

\$165,000
Amount Raised To Date

Additional Georgia Founders:

- Switch \$130k Founder: Kiki Mincey
- Good Action \$120k Founde:r: Gbenga Arotiba
- The Freedom Georgia Initiative 115 Founders: Ashley Scott
- Nerogram \$100k Founder: Daniele De Mari

*additional 2022 founders raised less than \$100k

Startup Runway Georgia Finalist- Highlights

CIRT- Can I Recycle This

www.cirt.tech

AutoMat Partners

<https://www.automat.pet/>

SWAKE

www.swakecosmetics.com

Neurogram

www.neurogram.com

Pinpoinx Technologies

www.pinpoinx.com

SWITH

myswithapp.com

Readi Consulting

www.consultreadi.com

Gently Soap

WWW.GENTLYSOAP.COM

Thryft Ship

ThryftShip.com

Fourth Party App

<http://fourthparty.app/>

Glitch

<https://www.glitch.fun/>

Good Action

www.goodaction.com

ECGO

<https://www.ecgo.co/>

Stagewing

www.stagewing.com

Blooksy Publishing

www.Blooksy.com

Revealaroo

revealaroo.com

Acceleratedx

<http://acceleratedx.com/>

BEEnevolent

beenevolentapp.com

Project Partners





Project Contact Information

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Executive Director

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