2019
ECOSYSTEM
GUIDE
"Atlanta is a city powered by innovation where some of the world’s best and brightest entrepreneurs are turning new ideas into businesses of the future. We are home to a thriving startup ecosystem with more than 25 early stage capacity building programs, over 20 corporate innovation centers, and the third most Fortune Global 500 headquarters. Through organizations like Invest Atlanta and Startup Atlanta, we continue to build our pipeline of talent and help open doors for the next generation of startup leaders. It’s a great time to be an entrepreneur in Atlanta."

Dr. Eloisa Klementich
President and CEO
Invest Atlanta
**Introduction**

We’re excited to bring you the third edition of the Guide to the Ecosystem, Atlanta’s most comprehensive guide to our local startup ecosystem! This year we’ve partnered with Metro Atlanta Chamber, Hypepotamus and other leaders throughout the ecosystem to present you more of Atlanta’s vibrant community. This year’s guide includes: more resources, profiles of new and emerging leaders within the community, and a growing list of terms and verbiage to know in the startup community.

We understand that as our ecosystem is quickly growing, we may have unintentionally missed some organizations, players, or other resources. Please send us your input and feedback at: kylan@startupatlanta.com.

This guide was made possible by:

- Carlton Fields [carltonfields.com](http://carltonfields.com)
- Startup Atlanta [startupatlanta.com](http://startupatlanta.com)

Design and layout by Scott Fuller of The Studio Temporary [thestudiotemporary.com](http://thestudiotemporary.com)
Looking for the scoop on the latest and greatest local startup stories, founder interviews, and the latest news? Check out these local blogs, publications, podcasts, and shows highlighting what’s happening in and around the Atlanta startup ecosystem.
**Média & News**

**Read**

**AfroTech**
afrotech.com
AfroTech is the first of its kind, starting conversations with black founders, techies and employees of the fastest-growing tech startups.

**Atlanta Inno**
atlantainno.com
Since February 2018, we’ve been covering and connecting the Atlanta ecosystem, producing digital media and events about the entrepreneurs, executives, startups, businesses, trends and topics that are shaping the present and future of the city’s economy.

**Atlanta Tech Blogs**
atlantatechblogs.com
Serving as the pulse for startup stories, Atlanta Tech Blogs is a publication that promotes all tech startup blogs in Atlanta.

**Bitter Southerner**
bittersoutherner.com
The Bitter Southerner is an online magazine about the American South — real stories about the real South. Their Southern Hustle column brings you tales of the founders, technologists, investors, and startup champions who call the South home.

**Blavity**
blavity.com
Blavity is a tech company for forward thinking Black millennials pushing the boundaries of culture and the status quo.

**Citizen Cause**
citizencause.com
Citizen Cause is an ambitious platform that focuses on crafting intentional narratives on entrepreneurs who contribute to social justice initiatives.

**HubGA**
hubga.com
Hub focuses on the news, insights trends and culture that are at the intersection of Georgia’s emerging technology community. Hub strives to reach tech-focused innovators, entrepreneurs and corporations through its network of branded media properties: HUBGA.com, Hub Magazine, Hubwire, & Hubworthy.

**Hypepoptamus**
hypepoptamus.com
The Southeast’s largest online startup publication covering the latest startup news, events, people, and companies throughout Atlanta’s innovation ecosystem.

**Southeast Makers**
southeastmakersatl.com
A community-driven platform aiming to document Atlanta’s new attitude toward technology, innovation and the human spirit.

**Tech Square ATL**
techsquareatl.com
Tech Square ATL tells the stories about the heart of the Atlanta tech scene. Breakthrough talent, breakthrough ideas, and breakthrough companies.

**UrbanGeekz**
urbangeekz.com
UrbanGeekz is a groundbreaking African American, Latinx, and multicultural digital news platform focused on technology, business, science, and startups.

**Butter ATL**
@butteratl is Atlanta’s culture channel; we cover the people and things shaping our city.

**Digital Good Times**
digigoodtimes.com
Digital Good Times bridges the gap between disconnected communities by spotlighting compelling stories, producing engaging content and hosting collaborative events.

**Tech Talk Y’All**
techtalkyall.com
Tech Talk Y’All is a bi-weekly show with your hosts Sanjay Parekh and Adam Walker. Sanjay and Adam dish about technology and often other seemingly random topics.

**Coffee Shop Talks**
talks.coffee/playlist
Coffee Shop Talks is a YouTube video series hosted by Billy Boozer - developer, founder, and Atlanta startup advocate - that gives you greater insight into the businesses impacting your community and the tech leaders behind them.

**THEA**
www.thea.network
Part video network. Part creative community. All authentic content. Sneak behind the scenes as you connect, explore and jump into a new culture hub: THEA.
GROUPS & EVENTS

Every day there’s something new and exciting happening within the dynamic startup ecosystem in Atlanta. Find out more about events, groups, and associations that are actively meeting throughout the year.

09
Entrepreneur’s Organization (EO) 
etoatlanta.com
EO’s Accelerator program enables first-stage entrepreneurs to catapult your business to the next level. Empowering entrepreneurs with the tools needed to grow their business to more than $1 million in sales and provide you with the skills to make yourself a better entrepreneur and leader.

Invest Atlanta 
investatlanta.com
Invest Atlanta advances Atlanta’s global competitiveness by growing a strong economy, building vibrant communities, and increasing economic prosperity for all Atlantans.

Launchpad2X 
launchpad2x.com
Launchpad2x is an entrepreneurial ecosystem supporting women who are founders/leaders/ majority owners of their startup and emerging businesses.

Metro Atlanta Chamber of Commerce 
metroatlantachamber.com
MAC works to position metro Atlanta as a top-tier global region by focusing on three key areas: economic development, public policy and promotion.

MIT Enterprise Forum 
mitforumatlanta.org
The MIT Enterprise Forum’s mission is to inform, connect, and coach technology entrepreneurs—enabling them to rapidly transform ideas into world-changing companies. Inspired by MIT, and open to the world.

Technology Association of Georgia 
tagonline.org
TAG is a world-class membership organization and an engine for economic development for the state of Georgia.

TIE Atlanta 
atlanta.tie.org
TIE is a non-profit, global community welcoming entrepreneurs from all over the world to change the face of entrepreneurship and growing business through their five pillars; mentoring, networking, education, incubating and funding.

Women Only Entrepreneurs (WOE) 
woeatl.com
WOE is galvanizing unstoppable women by bringing a fresh and authentic vibe to a growing community of female founders who are not afraid to shine a light on the inner work it takes to create outward success.

Women in Technology (WIT) 
mywit.org
WIT’s mission is to serve as passionate advocates for women of all ages in Georgia’s STEAM community. WIT passionately supports women at every stage of their STEAM careers—from the classroom to the boardroom. They do this by telling the stories of successful women and by helping more women write their own.

1 Million Cups 
1millioncups.com/atlanta
Million Cups is a national initiative of the Kauffman Foundation to educate, inspire, and connect entrepreneurs.

Atlanta Black Tech Ecosystem 
atlantablacktechweek.org
A coalition of individuals, organizations and companies working to define and organize the Black Tech community in Atlanta. Collectively we strive to improve the quality, quantity, and connections for people of African descent in the Atlanta Tech ecosystem.

Atlanta Startup Drinks 
atlsuds.com
Atlanta’s Startup Drinks is a meetup for those interested in entrepreneurship and technology.

Code for Atlanta 
codeforatlanta.org
Code for Atlanta uses civic minded technologists, designers, and subject matter experts to improve Atlanta.

The Collab 
collab.capital
COLLAB was formed to create and sustain wealth in the black community by developing successful tech enabled companies through effective connections between minority innovators, investors, and influencers.

FinTech Atlanta 
fintechatlanta.org
FinTech Atlanta is a coalition of companies (from Fortune 500s to startups) and other organizations working to cement Atlanta as the recognized global capital of financial technology.

Georgia Social Impact Collaborative 
gasocialimpact.com
The Georgia Social Impact Map is an initiative of the Georgia Social Impact Collaborative (GSIC), which was formed by a group of community leaders committed to developing a stronger ecosystem around impact investing in Georgia. By bringing together our region’s leaders, representing all sectors of our social fabric, we envision an energetic and dynamic network of resources that raises up our social impact ecosystem.

Latinos in Tech Atlanta (LiT ATL) 
ilatatl.org
The Latinos in Tech Atlanta (LiT ATL) is a group of individuals interested in developing, promoting, fostering, strengthening, and improving the Latino/a tech community in Atlanta. Come hang out, grab a beer, and meet other latinos who love tech and startups.

RitzGroup 
ritzgroup.org
The premier networking group connecting entrepreneurs and investors, dedicated to growing new businesses, creating new jobs, and positioning Georgia as the leader in economic growth.

Ruby Hack 
meetup.com/atlantaruby
ATL RUG is a non-profit organization of individuals interested in developing, promoting, fostering, strengthening, and improving the Ruby programming language and Ruby community.
Entrepreneurship and careers in STEAM.

Create jobs and foster alliances in leverage networking, develop mentorship, "newbies" as well as "career changers" so that they can share knowledge, resources and opportunities.

Black Women in STEAM
www.bwisteam.org
Galvanizing the efforts of black women in science, technology, engineering, arts and math in Atlanta to build relationships, leverage networking, develop mentorship, create jobs and foster alliances in entrepreneurship and careers in STEAM.

Annual Atlanta Service Jam
meetup.com/Service-Design-Network-Atlanta/events/259127888
Atlanta Service Jam is a collaborative design weekend where interdisciplinary teams concept, prototype, and present new service ideas in a high energy, innovative environment. Along with locations around the world, we imagine solutions that could change lives and take time to make friends in the process!

ATDC Entrepreneurs Night
atdc.org/atdc-news/entrepreneurs-night
Entrepreneurs' Night is a fun, informal event held every month at ATDC filled with some of the best networking for Georgia's technology startup entrepreneurs, complete with food and drinks.

ATDC Startup Showcase
atdcstartupsshowcase.com
The ATDC Startup Showcase gathers entrepreneurs, investors, and tech leaders to discover startups and showcase their technologies.

Atlanta Startup Battle
atlantastartupbattle.com
A free-to-enter competition for tech startups, Atlanta Startup Battle creates funding opportunities at the earliest stage. An all day mentoring session for the top 10 and a $100,000 investment in the winner are key components to its approach to company building.

Atlanta Inno’s SO on Fire
americaninno.com/atlanta/events/atlanta-innos-so-on-fire-2019
Across all of American Inno, SO on Fire is our premier awards event, honoring the influential people and fast-growing businesses that are driving our cities forward.

Atlanta Startup Village
meetup.com/Atlanta-Startup-Village
Atlanta Startup Village is a Atlanta's largest monthly pitch event designed to discuss roadblocks and solutions to improve within the entrepreneurial process through a five minute business pitch model.

Atlanta Startup Week
atlanta.startupweek.co
A five day celebration of the startup community, Atlanta Startup week was designed for entrepreneurs by entrepreneurs.

ATL Tech Gives Back
attechgivesback.com
Get out of the office for a day, mix and mingle with your fellow techies, and give back to our city at the same time! Offered monthly from March thru October, Tech Gives Back harnesses the power of Atlanta’s passionate tech community for the greater good.

Civic Dinners
civicdinners.com
We believe meaningful conversation over food can spark real and lasting change. That’s why we make it easy for anyone, anywhere, to bring people together for conversations that matter.

EY Entrepreneur Of The Year Southeast
en_us/entrepreneur-of-the-year/southeast/overview
Through the Entrepreneur Of The Year® program, we recognize and celebrate unstoppable entrepreneurs who redefine the way we live, work and play.

FinTech South
fintechsouth.com
FinTech South is a global exchange of insights, innovations and trends fueling tomorrow’s financial tech industry.

Local Collective
meetato roam.com/blog/announcing-rooms-new-event-series-local-collective/
Local Collective is a monthly event hosted by Roam which brings an Atlanta leader to share their personal experiences and industry knowledge for the betterment of the community as a whole.

Made In Atlanta
medium.com/schlyard-downtown-club/made-in-atlanta-58a7a57e108
Made in Atlanta is a popular monthly event series about the best brands made right here in Atlanta. The night’s focus is on a brand story. Specifically, stories and anecdotes that aren’t discussed often. How great Atlanta brands are made, how they think, how they act. A look into their soul.

Network Under 40: Atlanta
networkunder40.com/atlanta/
Network Under 40: Atlanta exists at the intersection of friendship and business. We understand that we live in a connection economy and the foundation to success in career and personal life hinges on genuine relationships with real people.

Pitch Atlanta
pitchatlanta.com
A one day experience at Atlanta Tech Village that connects 20 of the best early stage local startups with top tier investors in a dynamic and exclusive event with true Atlanta style.

Pitch Practice
pitchpractice.co
Pitch Practice allows individuals to practice their pitch and receive feedback from their peers every Friday after ATV’s Startup Chowdown.
**GROUPS & EVENTS**

**EVENTS**

RAISE Forum
raiseforum.com
RAISE Forum introduces the best companies to interested and active investors in a concise and efficient day of formal presentations and informal consultations. Candidates also receive mentoring from professors and local business professionals.

RioT Atlanta
meetup.com/RioT-Atlanta/events
Discover the IoT trends impacting—and poised to disrupt—the sports and entertainment industries. At RioT XXXIII, we'll highlight projects from the most innovative organizations in these spaces, spotlighting current tech and previewing what's next.

Siggie Awards
siggieawards.com
The “Siggie” awards recognize some of the unsung heroes in the Atlanta startup community: early-stage investors.

Startup Atlanta
startupatlanta.com
Our mission is to introduce, connect, support, and expand the entrepreneurial ecosystem within the greater Atlanta region to bolster the creation of jobs, companies and wealth.

Startup Chowdown
atlantatechvillage.com/events/startup-chowdown
Notorious for its incredibly long lines and catered lunches, Startup Chowdown welcomes all entrepreneurs to network with one another and become actively engaged within the startup community every Friday at Atlanta Tech Village.

Startup Runway
startuprunway.co
Judges grant a $10,000, strings-free prize check supported by sponsor donations.

TAG Annual Summit
tagsummit.com
The Summit is an invitation to engage with the tech community! It provides an opportunity to learn, meet, and discover new ways for your company to get involved, develop relationships, and identify potential partnerships. The Summit allows you to “be in the know” on who is leading the industry in innovation and inspiring what’s next in technology.

TechGroove
techgroovefest.com
TechGroove, where Tech meets Turn Up, is a creative space for students and urban professionals seeking to make connections and nurture authentic relationships (rather than false professional personas) that advance their careers in the tech industry.

Tech In Motion Atlanta Meetup
meetup.com/techinmotionatlanta
Tech In Motion is broad by design, the goal of this group is to be interactive and allow technology enthusiasts to learn from other professionals, have questions answered in real-time, discover new tech, and hear stories that inspire. This group is a place for tech professionals who wouldn’t normally cross paths to meet, collaborate, and learn about what their peers are doing across the city.

TEDxAtlanta
tedxatlanta.com
As the new TEDxAtlanta, we remain focused on creating experiences that spark deep discussion, connections, collaborations and that lasting impact. At our annual flagship conference, we seek to bring a TED-like experience through live speakers from Georgia and beyond, and recorded TED Talks.

**GROUPS**

The Consumer Show
theconsumer.show
The Consumer Show is hosted by Switchyards and highlights five B2C startups every month.

Venture Atlanta
ventureatlanta.org
The region’s largest investor showcase connects entrepreneurs, venture capitalists, bankers, and angel investors who can help raise capital needed to grow businesses.
PLACES

With over 30 startup-focused workspaces in and around the ATL, you can work from practically anywhere you’d like. Take a look at the many co-working spaces, clubs, and even co-living opportunities within our ecosystem to find the right community for your needs.
PLACES

MEMBERSHIP

Aftercar Generator
Generator is a nonprofit focused on ideas about the future of cities.

Atlanta Tech Village (ATV)
3423 Piedmont Rd NE, Atlanta, GA 30305
Atlanta Tech Village is building a thriving ecosystem in the tech community. Their mission is to support and inspire entrepreneurs to achieve success through a community that promotes faster connections between talent, ideas and capital.

The Circuit
1 Innovation Way, Woodstock, GA 30188
The Circuit, a new space in Woodstock, provides a gathering point and physical space for entrepreneurs and startups.

The Gathering Spot
384 Northyards Boulevard Northwest Building 100, Atlanta, GA, 30313
The Gathering Spot is an Atlanta based invite-only private membership club established to connect a network of creators, disruptors, entrepreneurs, executives, artists and forward thinkers who want to elevate their professional and social lives.

IgniteHQ
57 Waddell St SE, Marietta, GA 30060
IgniteHQ connects startups and entrepreneurs with international accelerators, funding opportunities and talent to scale globally. We accelerate startups, cultivate job growth and provide market expansion resources in the SE.

Switchyards/Switchyards West End
151 Ted Turner Dr NW, Atlanta, GA 691 W Whitehall St SW, Atlanta, GA
Switchyards is a members-only consumer & design-focused club dedicated to creating more B2C winners

Tech Square ATL
648 Spring St. NW, Atlanta, GA
Tech Square ATL is membership community dedicated to connecting you to people at the heart of Atlanta’s tech scene. Enjoy special events and a collaborative workspace. Membership is open to anyone who believes in the importance of coming together with people from different fields to learn from, collaborate with, and inspire each other.

Tech Alpharetta
2972 Webb Bridge Road, Alpharetta, GA 30009
At the time of its formation in 2012, the City’s predominant industry was, and continues to be, technology, and the City is home to more than 640 technology companies. The ATC consisted of a strategic advisory board of local tech C-levels charged with identifying and pursue key investment opportunities and policy decisions for the City’s technology companies and its robust technology sector.

The Lola
621 North Avenue NE D-100 Atlanta, GA 30308
We’re building the old boys club for women... in a way that works for us. Powerful things happen when women come together. The Lola is a Members Club, workspace and community where women can come together and invest in themselves.

PLACES

CO-WORKING/SHARED WORKSPACES

3411 Coworking
3411coworking.com
3411 Coworking is a shared workspace in the heart of Downtown Chamblee, one of the most vibrant cities in Georgia.

Alkaloid Networks
alkaloid.net
Alkaloid Networks is Atlanta’s friendly coworking community on the Beltline.

Atlanta Tech Park
atlantatechpark.com
Atlanta Tech Park is a global collaborative workspace with offices, dedicated open space and memberships designed to promote growth. Located in Peachtree Corner’s new innovation hub just outside the perimeter, their diverse membership community of executives, professionals and entrepreneurs provides access to connect and innovate.

107 Technology Parkway, Peachtree Corners, GA 30092

Berthold Building
bertholdbuilding.com/en
Located a half block from the corner of Ponce de Leon at Monroe, the Berthold Building is the small office/shared space for super heroes & entrepreneurs.

741 Monroe Dr NE, Atlanta, GA 30308

Circle+Moon
circleandmoon.com
Circle + Moon is a work & community space for women in the breathtaking Loft on the Square in Historic Downtown Roswell.

595 Atlanta Street unit A and B Roswell, GA 30075

3411 Pierce Dr #100, Chamblee, GA 30341

Constellations
constellations.community
Constellations is a civic, social, & business galaxy where stars come together and shine. Offering co-working, dedicated desks, private offices & studies, shared workspace and fresh cookies.

135 Auburn Ave NE 2nd Floor Atlanta, GA 30303

Decatur CoWorks
decaturcoworks.com/en
Decatur CoWorks is a place to work, learn and share. With prices starting at $80/month.

708 Church St, Decatur, GA 30030

Digital Ignition
digitalignition.com
Digital Ignition offers tech entrepreneurs a place to create, develop, network, and thrive. They are focused on providing early-stage tech companies with a working environment that is conducive to innovation, sharing, flexibility, and growth.

190 Bluegrass Valley Pkwy Alpharetta, GA 30005

Elevator Factory
elevatorfactory.com
Elevator Factory’s collaborative space is made for individuals, teams, and events of all creative backgrounds.

437 Memorial Dr SE, Atlanta, GA 30312

Flatiron City
flatironcity.com
The Flatiron Building, ‘FlatironCity’, is a melting pot for entrepreneurs and corporations. The refurbished office building houses a diverse tenant base including the WEI an incubator for women founded companies and B2B start-ups who are increasing economic productivity in the airlines, logistics, chemical/refinery, digital advertising and music industries.

84 Peachtree St NW, Atlanta, GA 30303
CO-WORKING/SHARED WORKSPACES

IgniteHQ
ignitehq.co
IgniteHQ connects startups and entrepreneurs with international accelerators, funding opportunities and talent to scale globally. We accelerate startups, cultivate job growth and provide market expansion resources in the SE. 57 Waddell St SE, Marietta, GA 30060

Industrious
industriousoffice.com/city/atlanta
With four locations and more than 800 members, Industrious is Atlanta’s largest community for coworking and shared office space. Members enjoy complimentary access to all their workspaces across the city - and the country.

NEX Atlanta
nexatlanta.com
NEX is a coworking space in the Grant Park neighborhood of Atlanta and is a self-described community of nerds, creatives, tech companies and entrepreneurs.

SharedSpace ATL
sharedspaceatl.com
SharedSpace is a coworking space designed for start-up companies, especially those in an early stage (1-15 employees). Locations in Dunwoody & Galleria.

SPACES
spacesworks.com
SPACES is a creative platform for an international entrepreneurial community. They offer dynamic work areas for you to think, create and grow.

Strongbox West
strongboxwest.com
Strongbox West is Atlanta’s finest coworking facility, providing comfortable, professional, & affordable shared work space.

The Circuit
circuitwoodstock.com
The Circuit, a new space in Woodstock, provides a gathering point and physical space for entrepreneurs and startups.

WEWORK
wework.com/atlanta
WeWork provides workspace, community, and services for a global network of creators.

CO-LIVING

Co-Lab
Co-Lab creates co-living spaces for optimized social interaction, shared resources and collaboration. We develop enriched living experiences for individuals to develop their ventures and holistically grow themselves as leaders.

DreamHouse
DreamHouse sets out to build co-living spaces that bring together entrepreneurs from all stages to live, work, and grow under the same roof.

The Guild
The Guild is a social enterprise developing co-living spaces + holistic accelerator programs to empower changemakers and build resilient communities.

Post-Office Cowork
post-office-cowork.com
Currently located in Underground Atlanta, Post Office is ATL’s first pop up coworking space allowing users to purchase pass packs to be used at any of their locations. 86 Pryor St SW, Atlanta, GA 30303

Roam
meetatroam.com
Roam is the innovator’s workplace, a meeting and gathering experience for the new workforce, located in five locations across metro Atlanta.

SharedSpace Dunwoody - 4470 Chamblee Dunwoody Rd #510, Atlanta, GA 30338 / SharedSpace Cobb - 2424 Herodian Way Atlanta, GA 30308

WEWORK
wework.com/l/atlanta-GA
WeWork provides workspace, community, and services for a global network of creators.

WEWORK Tower Place - 3340 Peachtree Rd NE, Atlanta, GA 30326 / WEWORK
Colony Square - 1175 Peachtree St NW, Atlanta, GA 30309 / WEWORK
Peachtree - 1372 Peachtree St NW, Atlanta, GA 30309
Whether you’re still a student or looking to gain new skills for a career shift, the ecosystem is here for you. Discover local coding & design schools as well as what university resources are available within the community.
Black Men Code
blackmencode.org
Black Men Code is a fiscally sponsored, non-profit, social benefit organization. Their mission is to provide free and low-cost training in computer programming that inspires and motivates Black men to: (1) pursue education in STEM fields and (2) participate in the innovation economy through entrepreneurship.

Big Nerd Ranch
bignerdranch.com/training
The Big Nerd Ranch functions as a development agency providing end-to-end mobile solutions for a range of app development projects and they also offer two types of programming classes: public bootcamps and private corporate training.

Digital Crafts
digitalcrafts.com
DigitalCrafts is a top-rated coding bootcamp with campuses in Atlanta, GA and Houston, TX.

General Assembly
generalassemb.ly/atlanta
General Assembly offers full-time courses, part-time courses, and workshops in coding, data science, design, digital marketing, and product management.

Georgia Tech Bootcamp
bootcamp.pe.gatech.edu
Georgia Tech Boot Camps equip you with essential skills to help guide you down a path to success. With strategically engineered curricula, face-to-face interaction, and knowledgeable instructors, we provide an educational experience that will help you find a path to success.

Flatiron School
flatironschool.com
At Flatiron School you learn how the future is being built, so you can change anything, starting with a new career in code, data science, or UX/UI design.

Tech Talent South
technalsouth.com
Tech Talent South is a southern-based tech education company that offers programs ranging from 8-week, full-time code immersion bootcamps to 2-day data analysis workshops.

Thinkful
thinkful.com/bootcamp/atlanta
Thinkful is where world-class online technology curriculum meets a real-world professional network. Thinkful hosts meetups in several locations throughout downtown and midtown Atlanta, as well as surrounding areas like Alpharetta and Buckhead, to build a strong community amongst our students, mentors, and hiring partners. Every week, they host free events for beginner and intermediate learners and special events for members.

SCORE
atlanta.score.org
At SCORE whether you’re just starting out, in business, or ready to sell or retire, you can get FREE, confidential, business advice from expert advisors committed to helping you succeed. Meet face-to-face in one of our mentoring locations or connect with one of our online mentors.

Small Business Development Center
georgiasbdc.org
The Small Business Development Center (SBDC) provides tools, training and resources to help small businesses grow and succeed. The SBDC has 17 offices ranging from Rome to Valdosta to serve the needs of Georgia’s business community. Since 1977, their network of partners has helped construct a statewide ecosystem to foster the spirit, support, and success of hundreds of thousands of entrepreneurs and innovators.

Clark Atlanta University Center for Innovation & Entrepreneurial Development (CIED)
visidel.cau.edu/rsp/research-centers/innovation-and-entrepreneurial-development/
At the CIED we take students through the lean start up and Business Model Canvas methodology to develop their business ideas. We Coach students through the start-up process and then provide qualifying students the opportunity to pitch their business idea before investors during our hackathon and business pitch competitions.

CREATE-X
create-x.gatech.edu/front
CREATE-X is an initiative designed to build entrepreneurial confidence among students at Georgia Tech. Startups going through CREATE-X programs have raised outside capital, executed successful crowdfunding campaigns, and secured large corporate clients.

CREATE
www.cau.edu/CREATE
CREATE is a 12-week incubator and accelerator for ventures focused on food and beverages, food/beverage production, food distribution, indoor agriculture, food safety, community kitchens, food truck operation and other related opportunities whether in the ideation or early stage all the way to exit.

E-House
eni.gsu.edu/ehouse
The Entrepreneurship House (E-House) Living Learning Community provides students at Georgia State University with entrepreneurial ambitions the chance to live, learn, and connect with others who share similar interests and aspirations. E-House is located in the University Commons housing complex.

Emory Startup Launch Accelerator
emorystartup.com
The Emory Startup Launch accelerator program is offered this fall (2018) to guide early stage founders through a defined process that will help teams rapidly take their ideas and test them with customers to discard, change and build a business model to move the startup forward.

Emory Entrepreneur & Venture Management (EEVM)
eevm.org
Emory Entrepreneurship & Venture Management is Emory’s first campus-wide organization that directly promotes an entrepreneurial atmosphere on campus. EEVM was founded in May 2013 and since then, has become the fastest growing organization at Emory by hosting events like Startup Crunch, Innovation Series, and hackATL.

Emory Entrepreneurship
entrepreneurship.emory.edu
The Emory Entrepreneurship, housed in the Goizueta business school is a strategic initiative to develop and support entrepreneurial aspirations for students at every stage of their careers and at each phase of venture creation.
Georgia State Entrepreneurship & Innovation Institute
eni.gsu.edu
Dedicated to engagement, innovation and impact through entrepreneurship, the Entrepreneurship & Innovation Institute blends education and application through undergraduate and graduate courses, panel and guest speaker events, competitions, student organizations, a living-learning community, and incubation/acceleration.

Georgia University Entrepreneurship Initiative (GUEI)
padlet.com/entrepreneur_enabler/GUEI
GUEI is a bi-annual event that brings together University faculty, admin, and ecosystem leaders to network with peers, hear from guest speakers on the startup/entrepreneurial ecosystem in Georgia, and participate in discussions on best practices to engage university students and industry professionals in the field of entrepreneurship.

Herman J. Russell Sr. Center for Entrepreneurship
eni.gsu.edu/russell-center
The Russell Center for Entrepreneurship was endowed by Mr. Russell to empower a new generation of passionate leaders. The center offers competitions, a speaker series and other programming to help educate students, alumni and other members of the Atlanta entrepreneurial community.

Launch GSU Student Incubator
launch.gsu.edu
A 24/7 access collaboration space for students to work on their startup projects, meet like-minded students, hear from community thought leaders, attend events, host meetings, and rally together to produce innovative projects.

Morehouse College Entrepreneurship Center (MCEC)
mcecenter.com
The Morehouse College Entrepreneurship Center is a global model for higher education and industry collaborations, programs that connect education with student leadership development, and community-focused resources and support.

Shore Entrepreneurship Center
coles.kennesaw.edu/ec/
At the Robin and Doug Shore Entrepreneurship Center in the Coles College of Business, they pride themselves on training students and entrepreneurs who desire to better themselves, others, and society. They achieve this by bringing together the “best of the best” in entrepreneurship and providing transformational programs and experiences to their community.

Spelman Design & Innovation Lab
spelman.edu/about-us/innovation-lab
The Innovation Lab is a campus-wide resource for creative inquiry, unconventional research, experimental pedagogy, and exploratory play. The lab is a makerspace that engages the intersections of art, science, technology, and engineering. Available tools include 3D printers, laser cutters, 4-axis CNC router, 3D scanner along with many other conventional hand tools and power tools that make prototyping of just about anything possible in one space.

Startup Exchange
startup.exchange
Startup Exchange is the largest student entrepreneurial community at Georgia Tech. They support and inspire our students to create and develop their ventures. They promote entrepreneurship education at Georgia Tech by organizing speaker events, workshops, and panels for students. They connect students with startups through their network of fellow students, founders, and mentors.

Students2Startups (Invest Atlanta)
investatlanta.com/businesses/startups-creatives/students2startups
Invest Atlanta and Worksource Atlanta are further developing a tech talent pipeline by subsidizing Atlanta-based students to complete entrepreneurial-focused internships with Atlanta startups. This will support growing startups with funding some of their immediate tech talent needs.

VentureLab
venturelab.gatech.edu
VentureLab works with faculty and students to create startups based on Georgia Tech research using evidence-based entrepreneurship.

Atlanta Tech Blogs
atlantatechblogs.com
Serving as the pulse for startup stories, Atlanta Tech Blogs is a publication that promotes all tech startup blogs in Atlanta.

Atlanta Inno Career Directory
americaninno.com/atlanta/careers

ATV Job Board
atlantatechvillage.com/community/about-us/job-board/

Hypepotamus
hypepotamus.com
The Southeast’s largest online startup publication covering the latest startup news, events, people, and companies throughout Atlanta’s innovation ecosystem.
PROGRAMS

Have an idea but don’t know how to start? Ready to scale your startup? Consider looking into these incubators and accelerator programs dedicated to helping entrepreneurs grow their businesses through mentorship, curriculum, and access to capital networks.
JPMorgan Chase & Co. has partnered with Morehouse College Entrepreneurship Center and TechSquare Labs to launch Ascend2020 Atlanta, a technology startup and small business support ecosystem for minority-led companies throughout Metropolitan Atlanta.

CenterForm
centerform.org
As a collaborative workspace, community, and laboratory, CenterForm joins the international coworking movement as a vibrant ecosystem for the startup generation. A monthly membership gives you access to workspace, internet, coffee, lounge, library, professional development, events and workshops and discounts on room bookings and other services.

Engage Growth Program
gen.et.Interval/about
The Engage growth program is held twice a year, Fall and Spring. The program is particularly interested in technically-leaning teams in the IoT, AI, FinTech, logistics, and blockchain spaces and business models with recurring revenue potential.

Flashpoint at Georgia Tech
flashpoint.gatech.edu
Flashpoint at Georgia Tech combines startup engineering techniques and highly individualized mentorship to help startups understand their customer’s and market fit.

Founder Institute
fi.co/s/atlanta
The Founder Institute is the world’s premier idea-stage accelerator and startup launch program. Through a challenging curriculum and strong post-program support, they provide aspiring entrepreneurs with structure, mentorship, and a network to start an enduring company.

Greenhouse Accelerator
greencs.org/greenhouse
Greenhouse Accelerator supports startups over a span of three years seeking candidates whose products and services impact positive resource use.

It Takes A Village (Pre-Accelerator)
atlantatechvillage.com/programs/pre-accelerator-program/
It Takes A Village is Atlanta Tech Village’s diversity and inclusion initiative which emphasizes the importance of supporting diverse perspectives and inclusive work environments in technology. We believe an entire community with different skill sets, backgrounds, and cultures is needed to produce the most productive and innovative companies.

Launchpad2x
launchpad2x.com
Launchpad2x is an entrepreneurial ecosystem in Atlanta supporting women who are founders/leaders/majority owners of their startup and emerging businesses.

Points of Light Civic Accelerator
cvxc.org
The Points of Light Civic Accelerator “CivicX” is the first national accelerator program and investment fund in the country focused on “civic ventures” for-profit and nonprofit early stage ventures that include people as part of the solution to critical social problems.
PROGRAMS

INCUBATORS

22 Tech Park
22techpark.com
22TechPark offers technology entrepreneurs a place to create, develop, network, and flourish. Our mission is to provide early stage IT startups with a working environment that is conducive to teamwork, sharing, flexibility, and execution.

Advanced Technology Development Center
atdc.org
The Advanced Technology Development Center (ATDC) at Georgia Tech is Georgia’s technology incubator. Founded in 1980, ATDC has developed a global reputation for fostering technological entrepreneurship.

Avondale Innovation District
avondaleinnovationdistrict.com
The Avondale Innovation District™, located in downtown Avondale Estates, is a place-based urban development designed specifically to support entrepreneurs and creative professionals, foster open innovation, attract and accelerate new business ventures.

BIG Incubator by Digitalundivided
digitalundivided.com/incubator/
BIG is a 26 week incubator program for high potential Black and Latinx women founders of tech enabled startups centered in an experiential learning/doing environment.

Center for Civic Innovation
civicatlanta.org
CCI serves as a home for conversations, experimentation, and action around social challenges and opportunities in Atlanta.

Goodie Nation
goodienation.org
Goodie Nation brings good people together to reduce basic need disparities. We train and support people using a unique civic engagement framework.

Prototype Prime
prototypeprime.com

Russell Center for Innovation and Entrepreneurship
rcie.org
RCIE is in the earliest stages of its development and build-out; nevertheless, we know that entrepreneurs and small business owners have RIGHT NOW needs, and we want to help meet them as we continue construction.

Women’s Entrepreneurship Initiative (WEI)
weiatlanta.com
WEI serves to provide unprecedented access to the human, educational and financial capital critical to empowering early stage company-building entrepreneurs, who just so happen to be women.

Atlanta International Startup Exchange
atlsistercities.org/startup-exchange
Atlanta International Startup Exchange is a two-week residency program with Atlanta’s sister city Toulouse, France. Which provides selected companies a platform for global expansion as well to identify potential partners, investors, clients, and access to one of the world’s largest aerospace industry clusters.

Backed by ATL
metroatlantachamber.com
Powered by the Metro Atlanta Chamber, Backed by ATL provides customized assistance to a select group of high potential companies to accelerate their growth and fuel economic impact across the metro Atlanta ecosystem.

Endeavor Atlanta
endeavoratlanta.org
Endeavor helps the fastest-growing entrepreneurs create lasting enterprises by providing the resources they need to scale without dilution.

Loeb.atl
loeb.nyc/atlanta
Loeb.atl thrives on building startups from seed to scale to exit. We eliminate the obstacles associated with growing a business by sharing our community of teams, services, and expert leadership.
FUNDING & CAPITAL

Capital is always a challenging asset to find within a startup ecosystem. Discover which traditional angel funding and venture capital funds are located in Atlanta, along with the nontraditional resources and business incentives that may apply to your startup.
FUNDING & CAPITAL

ANGELFUNDING

Atlanta Tech Angels
angelatlanta.com
Group of accredited angel investors that provides early-stage, technology entrepreneurs with more than funding

Black Angel Tech Fund (BATF)
blackangelttechfund.com
The BATF is a venture capital firm focused on making seed and early-stage investments in startup technology companies

Chairman Partners
chairmanpartners.com
Chairman Partners, LLC was created to provide Executive Chairman and Go-to-Market expertise combined with the structure, relationships, and investor knowledge that early-stage companies need to build investable, sustainable growth businesses.

Gathering of Angels
gatheringofangels.com
At Gathering of Angels you will find mature and seasoned Angel Investors and Investment Bankers who listen to with high interest to your presentation pitch for capital, and if interested will write a check to your new venture 1-30 days after your first presentation at GOA

Southeast Investor Network
souteastinvestorgroup.com
Southeast Investor Group is a peer to peer membership composed of partners from 30 of the Venture Capital Funds in the Southeast, five corporate venture funds, and 25 individual investors (highly successful tech executives who have built and exited sizable companies)

The Ritz Group
ritzgroup.org
The premier networking group connecting Entrepreneurs and Investors, dedicated to growing new businesses, creating new jobs, and positioning Georgia as the leader in economic growth

TIE Angels
atlanta.tie.org/programs/tie-atlanta-angels
TIE Angels seeks to invest capital in companies to build the foundation yielding a profitable business or those seeking a first significant round of venture capital financing. TIE Angels looks for unique companies developing products, or those that are tech-focused or tech-enabled.

Access to Capital for Entrepreneurs
aceloans.org
ACE is a non-profit organization and the largest small business-focused community development loan fund in Georgia. ACE provides loan capital from $15,000 to $1,000,000 and business development resources to help its borrowers create and grow sustainable businesses which generate jobs.

Atlanta Emerging Markets, Inc.
www.atlantaemergingmarkets.org
Atlanta Emerging Markets, Inc. is a certified Community Development Entity that provides flexible financing through various loan products to social entrepreneurs and high-impact businesses to expand or relocate in distressed areas within the City of Atlanta.

Atlanta MBDA Business Center
mbdabusinesscenter-atlanta.org
MBDA provides business and technical assistance that helps emerging and existing MBES experience significant growth and sustainability and have a long-term economic impact through the creation of jobs and revenue.

Atlanta Micro Fund (AMF)
atlantamicrofund.org
MBDA provides business and technical assistance that helps emerging and existing MBES experience significant growth and sustainability and have a long-term economic impact through the creation of jobs and revenue.

Atlanta Seed Company
atlantaseedcompany.com
Innovative platform provides high net worth individuals and institutions access and guidance to participate in early-stage venture opportunities sourced through a proprietary deal flow, strategically located in the expanding Southeast market, on a deal-by-deal basis.

FUNDING & CAPITAL

NON-TRADITIONAL

Developing Entrepreneurs Businesses and Companies (DEBCO)
debco.org
DEBCO supports economic and community development activities and provides small businesses with access to capital and other services. We prioritize our services to minority and woman-owned businesses and those located in selected economic revitalization corridors.

GoATL
cfgrreateratlanta.org
The GoATL Fund is designed to accelerate and sustain social outcomes in our community through impact investing, the concept that strategically invested capital can achieve both a positive social impact and a financial return.

Goizueta Student Impact Investing Fund
goizuetaimpactinvestors.com
The Emory University Goizueta Business School MBA student led loan fund seeks to invest $10,000 - $30,000 in socially-minded enterprises throughout the Atlanta region. Since 2014, GII has provided over $75,000 in low-interest loans to organizations transforming education, skills-training, and recidivism across Atlanta.

First Monday’s Investment Group
First Monday is a private investment group modeled after "Shark Tank". Start up companies present their business model to an accredited investor panel seeking to raise capital to start or grow their business.

Imlay Foundation
theilmayfoundation.org
With a desire to foster the spirit of giving, The Imlay Foundation contributes to charitable and cultural organizations with an emphasis on smaller charities in Atlanta and Scotland.
**FUNDING & CAPITAL**

**NON-TRADITIONAL**

Invest Atlanta Small Business Loan Programs
Invest Atlanta provides gap financing through various loan programs to small, minority and female-owned businesses to expand and/or relocate in the City of Atlanta.

KiwiTech
[kiwitech.com](http://kiwitech.com)
KiwiTech’s unique program for startups includes technology support, investment, go-to-market support and mentoring. We enable entrepreneurs to transform their ideas into cutting-edge products and provide them with the support to scale their businesses upon launching.

Square 1 Bank
[square1bank.com](http://square1bank.com)
Square 1 Bank, a division of Pacific Western Bank, specializes in providing financial services to entrepreneurs and their investors.

The Awesome Foundation
The Atlanta Chapter of the Awesome Foundation’s grants support projects in sciences, arts, education, civic engagement, media, and entertainment, just about anything as long as it contributes to making Atlanta more AWESOME!

Village Microfund
[villagemicrofund.com](http://villagemicrofund.com)
The Village Micro Fund is a grassroots micro finance organization with the mission to empower entrepreneurs in Metro Atlanta by providing access to capital, business education, and a “Village” of support.

**FUNDING & CAPITAL**

**VENTURE CAPITAL**

151 Locust
[151locust.com](http://151locust.com)
The 151 Locust Fund One LLC is a $100,000 fund established for the purpose of providing seed funding to metro-Atlanta technology startups. The Members of the fund are experienced, successful, Atlanta based entrepreneurs who have founded or co-founder at least one technology startup, grown that company and then successfully sold the company.

Accuitive Medical Ventures (AMV)
[amvpartners.com](http://amvpartners.com)
AMV is a medical device venture capital firm.

Alchemus Capital
[alchmuscapital.com](http://alchmuscapital.com)
Alchemus Capital is a partner fund of Loeb Capital that serves as our anchor LP investor. They have a diversified portfolio of high caliber deals across verticals with companies able to scale and position for cross-borders commercialization coming from our exclusive global trust network. They focus on inclusion, including women and global, multi-cultural entrepreneurs.

Atlanta Advantage Loan Fund
[investatlanla.com/businesses/small-businesses/small-business-loan-programs](http://investatlanla.com/businesses/small-businesses/small-business-loan-programs)
Eligible borrowers include manufacturers, distributors, and service providers, with the target being established businesses with a track record of sustained revenues and profits.

Atlanta Catalyst Fund
[investatlanla.com/businesses/small-businesses/small-business-loan-programs](http://investatlanla.com/businesses/small-businesses/small-business-loan-programs)
Seeks to spur job creation and economic development by providing small business lending in distressed neighborhoods in the City of Atlanta.

Atlanta Ventures
[atlantaventures.com](http://atlantaventures.com)
We empower SaaS entrepreneurs in the Southeast to achieve success with community, content, and capital.

BIP Capital
[bip-capital.com](http://bip-capital.com)
Starting a company is an act of courage. Defiance against the status quo. A statement. But scaling a company is an act of determination. It requires boundless energy, tenacity, creativity, resiliency, and a relentless pursuit of excellence. And at BIP Capital, we get that.

BLH Ventures
[blhventures.com](http://blhventures.com)
Early stage investment firm focused on funding innovation.

Croft & Bender Capital
[croft-bender.com](http://croft-bender.com)
Croft & Bender is a provider of superior M&A, capital raising, and financial advisory services to middle market and emerging growth companies.

CTW Venture Partners
[ctwvp.com](http://ctwvp.com)
CTW Venture Partners is changing the world by investing in companies that are creating products that will change the way the world operates.

Curate
[curatefor.us](http://curatefor.us)
Transforming the South’s entrepreneurial landscape by flooding its participants with the resources they need to thrive - on a scale never before pursued.

Eastside Partners
**Funding & Capital**

**Venture Capital**

Eastside Partners invests primarily in Healthcare and Information Technology companies based in the southeastern United States. They focus on regional businesses looking to scale their sales efforts nationally, with a preference for companies characterized by defensible strategic positioning, rapid customer ROI, and recurring revenue.

Engage Ventures

Engage is an independent venture fund and platform, established and financed by some of the most influential corporations in the world. Our mission is to strengthen collaboration and partnership between leading corporations and top entrepreneurs.

Forte Ventures

Forte Ventures invest across a diversified set of industry sectors including; IT, mobility, digital media, fintech, and industrial technology.

Fulcrum Equity Partners

Fulcrum Equity Partners manages over $350 million and makes equity investments in rapidly growing businesses that are led by strong entrepreneurs and management teams. They target companies within the healthcare, B2B SaaS and technology enabled services industries.

Georgia Oak Partners

Georgia Oak Partners invest growth equity into companies positioned for topline acceleration.

GRA Venture Fund

The GRA Venture Fund, LLC is a private investment fund created to help finance promising companies emerging from Georgia’s universities.

Gray Ghost Ventures (GGV)

Gray Ghost Ventures (GGV) seeks to eliminate poverty and strengthen communities through catalytic, early-stage investments in the developing world.

Jump Fund

The JumpFund invests in early-stage, women-led, high-growth ventures.

Kinetic Ventures

First institutional funding for entrepreneurs.

Leaders Fund

Helping entrepreneurs build storied SaaS companies.

Loeb.atl

Loeb.atl thrives on building startups from seed to scale to exit. We eliminate the obstacles associated with growing a business by sharing our community of teams, services, and expert leadership.

Mosley Ventures

Venture capital fund investing in early stage technology startups in Atlanta and the Southeast.

Noro-Mosley Partners (NMP)

NMP provides leading entrepreneurs with energy, connections and expertise to build world-class companies.

Peachtree Equity

Peachtree Equity provides subordinated debt and equity securities to middle market companies.

RAISE Forum

The RAISE Forum is creating local funding for in-revenue companies that need an investment round between $1MM and $5MM. RAISE is working with Emory University’s Goizueta Business School; we have a healthcare bias but are industry-agnostic.

Resurgens Technology Partners

Resurgens Technology Partners invests in emerging software and technology-enabled services businesses based in North America.

Silicon Valley Bank - Atlanta

Every day, innovative businesses strive to bring about the next big thing. From technology to healthcare, from San Jose to Shanghai, our clients define what comes next. At Silicon Valley Bank, we support the businesses that invent the future. Everything we do helps innovators, enterprises and investors move bold ideas forward, fast.

Stanley Ventures

Stanley Ventures is the venture capital arm of Stanley Black & Decker. In search of innovation in areas related to: tools and storage, hospital and healthcare services, commercial security, pipeline services, fastening solutions, & infrastructure products.

Tech Square Ventures

Tech Square Ventures is an Atlanta based seed and early stage venture capital firm that partners with visionary entrepreneurs building high growth tech startups; specifically Cloud, IoT, or University Spinouts leveraging the strengths of the Southeast and area research universities.

Tech Operators

Tech Operators invest in technical founders with bold ideas. With tech entrepreneurs as founding partners, they have empathy for what it takes to build something from nothing.

TTV Capital

TTV invests in fintech businesses that serve the widely varying needs of the financial services sector and the consumers of financial products.

Valor Ventures

Valor Ventures invests in hypergrowth tech startups outside of tier 1 cities after they have their first customers and are hungry to scale their success.

11-11 Ventures

11-11 Ventures is an innovation-driven venture capital firm investing and growing early stage technology companies run by the best entrepreneurial minds in the world.
Atlanta Forward Fund
investatlanta.com
The Atlanta Forward Loan fund will provide assistance to small businesses and startup companies located within accelerators, incubators, and other programs that provide capacity building in the City of Atlanta. Loan size will range from $5,000 to $20,000, and between 10 to 20 small business will receive financing. Funding for the new pilot program will be reprogrammed from the City of Atlanta’s Opportunity Loan Fund and managed by Invest Atlanta.

Invest Georgia Exemption
sos.ga.gov/admin/files/Invest_Georgia_Exemption_-_Form_GA-1.pdf
Permits intrastate crowdfunding; aggregate amount Georgia-based companies can raise in a year increased from $1 to $5 million.

Startup Tax Exemption
investatlanta.com/opportunities/atlanta-startup-tax-exemption/
Provides a tax exemption for new and emerging technology businesses. Provides an exemption for businesses from paying the City’s license.

Investment Tax Credit
gorgia.org/competitive-advantages/tax-credits/investment/
Income tax credit available to existing manufacturing or telecommunications businesses that have operated a facility in Georgia for three years prior with a qualifying investment of $50,000 or more, and can be from 1-5% on new investment.

Angel Investor Tax Credit
gorgia.org/wp-content/uploads/2014/03/Angel_Investor_Tax_Credit.pdf
The law provides an individual state tax credit of up $50,000 on an annual basis for individual angel investors who invest in early stage, “qualified” Georgia companies between 2015 and 2018.

Research and Development Tax Credit
gorgia.org/competitive-advantages/tax-credits/research-and-development/
Eligible R&D expenditures increasing year over year may qualify for this tax credit which can be claimed against payroll withholding after corporate income tax is exhausted.

Georgia Research Alliance Fund of 2008
gra.org/page/1038/gra_ventures.html
Gives a 25% tax credit only to limited partners within the fund. The GRA fund is seeded with taxpayer funds of between $7,000,000 and $10,000,000.

Opportunity Zones
investatlanta.com/business/bonds-incentives/opportunity-zones/
Available for new or existing businesses that create two or more jobs which can be taken against the business’s Georgia income tax liability and payroll withholding tax. The credit is available for areas designated by DCA as an “Opportunity Zone”. The maximum Job Tax Credit allowed under law - $3,500 per job created.
NEW ‘ROUND TOWN

We’re lucky to have an ecosystem that keeps growing and adding new faces! Meet some of the emerging players in Atlanta’s startup scene and hear why they do what they do to support entrepreneurs.
EILEEN LEE
Co-Founder of The Lola

Can you tell Startup Atlanta a little more about yourself?
I’m a born and bred New Yorker who moved to Atlanta two and a half years ago. I came to Atlanta wanting to start another company and was excited about the opportunities Atlanta has to offer.

Tell us how you and the founding team came up with the idea for The Lola?
Female-forward places are popping up all around the country and world. Martine Resnick and I had a shared desire to find ways to better support women in life and their careers. We were introduced by an awesome woman in 2017 and started full-time on The Lola in 2018.

What is your hope for the impact that The Lola will have in the community for women entrepreneurs?
Our goal is to not only support women professionally and personally but also to help amplify their businesses and projects through our community. We’re excited to meet and support community members and to find creative ways to help them achieve their goals!

What are some of the challenges that entrepreneurs face in Atlanta and other places?
Depending on the industry, there are a number of different challenges and barriers that give entrepreneurs in the community a hard time. My hunch would be that the number of resources in the community are so abundant that it can get hard for founders to identify a curated set of resources aligned with helping them achieve whatever strategic or financial goals they set.

Why did you decide to take on this role at Startup Atlanta?
I took on this role because I found harmony in the mission of Startup Atlanta and my own personal values. As a creator, a connector, a fixer, and a believer, I saw this as a huge opportunity to pursue my purpose in helping shape the future of Atlanta’s startup community. After reviewing the 2018 Atlanta Startup Ecosystem Guide, I was confident that I was making in a step in the right direction.

What is your background?
I am a Floridian turned Georgian who moved to Atlanta in 2015 to attend Morehouse College. I am a passionate marketing guy who you’re likely to find reading a book or having a conversation in a cafe with a diverse network of professionals in business, tech, fashion, and music. Some of my hobbies include going to concerts, cooking, and curating digital media.

How did you get into the startup world?
As an incredibly ambitious student throughout undergrad, I sought a global perspective on business and ended up working and visiting centers of innovation in technology hubs from Shanghai to Hangzhou, China to Tokyo, Japan. These experiences landed me in Silicon Valley as a Corporate Marketing intern at Apple and most recently, the European Innovation Academy in Italy. Having this exposure to hubs of innovation and seeing the unique asset of diversity here in Atlanta, I wanted to find a way to contribute my perspective and support to connecting founders and teams who need that extra push to get to the next level whether they are ready to start, develop, or transform.

What can you tell us about the types of women that are joining The Lola?
Our members are diverse in background, industry, and age and are excited to support and learn. About half are freelancers, consultants, remote workers and entrepreneurs, the other half work at tech companies, corporate, and more traditional jobs.

KYLAN KESTER
Community Coordinator at Startup Atlanta

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CHRISTY BROWN
Managing Partner of Loeb.atl

Tell us a little about yourself?
I am a native to Atlanta; growing up originally in the suburban landscape and then Little Five Points, Inman Park, and Midtown areas. My love for Atlanta continued as we were selected to host the Olympics in 1996 — the success of this, I knew, would be paramount for our economic growth. I attended Georgia Tech which led me to technology and growing companies. I built and exited three of my own companies here in Atlanta and am proud to launch Loeb.atl as a part of the investment community to propel this next-generation of companies with funding, shared services and a model which Atlanta has not experienced in traditional investments.

What would you say makes Loeb.atl different from any of the other sources of funding in Atlanta?
Loeb.atl is a venture collective being expanded into Atlanta from our New York location, where we have more than a 17+ year success of growing companies. We are sincerely “founder-focused” and many times choose an investment based on our belief of solid founders. We require our companies to work in our studio downtown for a minimum of two years, where they are surrounded with shared services to scale and grow their business. We are solving a fundamental problem where venture capital is
Co-Founder of Capway

Can you tell us more about what problem CapWay aims to solve and how you do it?

CapWay is the bridge between the cashless economy and the financially underserved. You can’t pay cash for things like Netflix and Spotify. Plastic will be needed as the cashless economy grows, and right now, the financially underserved are being left on the outside.

We focus on financially-underserved millennials and Gen Z because it is about providing a financial system for the next generation where traditional banking has failed them or the generations before them.

Our core product is a debit card. So we bank the unbanked and provide a better banking option for the underbanked. We are fully transparent, with no overdraft fees and no hidden fees. But CapWay is more than just a debit card. We are a full financial ecosystem, so in addition to offering a debit card, we also provide financial education, and eventually, we will launch our micro-lending service and will go on to add additional tools and services over time.

What were some of the factors that inspired your founding teams decision to move to Atlanta?

Late last year, we were working out of Sunnyvale, CA, which is part of Silicon Valley. However, I got to a point where I didn’t want to be part of that bubble (and when I say bubble, I mean that their version of real-world problems didn't match my definition of real-world problems.) As a founder, I think it is crucial to have networks and a footprint in the Bay Area, but I felt it was best for us to set up shop somewhere else. Atlanta caught my eye because it is a growing fintech hub, already has an excellent reputation as a payments hub, we are closer and able to touch a lot of our target audience, and it was back in the South, which is where I am from (Mississippi), so I was back closer to family.

Your team has made significant strides, including pre-seed investment from Backstage Capital. What knowledge or advice would you impart on other early-stage companies?

Bootstrap as long as you can, and if don’t have to take investment dollars ever, do that. I bootstrapped my first company, Sheena Allen Apps, and I only had to answer to me. It is tough to bootstrap a financial technology company, so I went after angels and venture capitalists for CapWay.

For those raising money for an early-stage company, seek investors who believe in you over the product because you’re going to pivot. Seek investors who can provide smart money. You want investors who can give you advice because they have been there or make great connections on your behalf or just overall instrumental in your growth. That’s key.

What do you think the Atlanta startup ecosystem is missing?

The ecosystem could use more early-stage capital — investors who don’t just call themselves investors, but write small checks without expecting you to give up half of your company in return. I notice a difference in investors in Atlanta versus the Bay Area, and rightfully so, since there is more risk capital in the Bay Area. But I definitely would say an adequate amount of money available to early-stage companies is missing. The second thing is that I was surprised to see that though Atlanta is such a melting pot of dope sectors (film, music, sports), the system doesn’t really work together. When I think of a place like L.A. that has those same melting pots of sectors, I see them working together, investing in each other, growing together. I don’t see that in the Atlanta startup ecosystem, and I hope that changes soon.
DICTIONARY

Bonus: confused by that alphabet soup of startup terms? We’ve put together a quick dictionary to help you understand everything from angel funding to zebra companies.
DICTIONARY

Accelerator
Accelerators provide optimal conditions for a company to grow. In exchange for a small amount of equity, an accelerator utilizes: education programs, mentorship and seed investment to compress years worth of work into a fixed, short period of time — usually a matter of a few months — and quicken a company’s life cycle. Names you might know include Y Combinator, 500 Startups and Techstars.

Accredited Investor
An individual with $1,000,000 or more in net worth (assets - liabilities), excluding their primary residence, or $200,000 in annual income, or $300,000 of income if earned jointly with their spouse, for the previous two years with a reasonable expectation of continued income for the following year.

Acquisition
A process under which a company acquires the controlling interest of another company.

Adventurer Capitalist
An adventurer capitalist is an entrepreneur who helps other entrepreneurs financially and often plays an active role in the company’s operations such as by occupying a seat on the board of directors, etc.

Advisory Board
A group of external advisors to a private equity group or portfolio company. Advice provided varies from overall strategy to portfolio valuation. Less formal than a Board of Directors.

Alpha Version
Think of an alpha version as the rough draft of an application or website. This is released with the intention to have users test for bugs and make functional changes.

Angel Investor
An angel investor provides capital in exchange for ownership equity or convertible debt in an early stage company.

Angel Financing
Seed capital raised from independently wealthy investors, for startup companies. B2B (Business to Business) Commerce that generates transactions between two businesses. A B2B enterprise offers services or materials to other companies. This traditional model is at the foundation of any typical supply chain.

B2C (Business to Consumer)
The transaction between a business and its end user. This sales model allows businesses to communicate directly with consumers. B2C skyrocketed during the dotcom boom when consumers were able to buy items directly from retailers.

Beta Version
After workshops the user feedback from the alpha version, the beta version resolves performance issues and integrates modifications to existing functionality. Although the beta version is a fully functioning demo, it is still a demo, AKA not ready for market just yet. Beta usually goes through more quality assurance processes.

Big Hairy Audacious Goal
The giant sweeping vision of a startup founder to change the world.

Bootstrapping
Bootstrapping refers to starting a company without external (i.e. monetary) support.

Burn Rate
How much money a company is losing, usually measured per month. This is not necessarily a bad sign, as burn rates are common among early stage startups who are unlikely to be turning profit yet.

Business Model Canvas
Based on nine building blocks, the Business Model Canvas is an entrepreneurial tool that enables entrepreneurs to design, develop, articulate, challenge, invent and pivot their strategic business model. The building blocks referenced above include customer segments, value proposition, channels, customer relations, revenue streams, key resources, key activities, key partnerships, and cost structures.

Bridge Loan
A temporary short-term loan that is obtained for use for an interim period, typically one year, until the borrower can obtain a more comprehensive, longer-term financing package.

Capital
Financial capital is a term that can refer to the money exchanged between entrepreneurs and investors during a business deal. Entrepreneurs need to raise capital for their startups while investors can provide them with the needed capital (or funding). Financial capital usually comes with interest, and new business owners can use their financial capital in purchasing real capital (or machinery or equipment) for their new business.

Capital Expenditures
Capital Expenditures is money spent by a company to add or expand property, plant, and equipment assets, with the expectation that they will benefit the company over a long period of time (more than one year).

Capital Gains
The gain to investor from selling a stock, bond or mutual fund at a higher price than the purchase price.

Churn Rate
Churn rate is the percentage of customers who leave during a given period. Measured to understand why and when customers cut ties with a brand as well as how to improve retention.

Corporate Venture
Corporate venture capital is a subsidiary of a large corporation which makes venture capital investments.

Crowdfunding
These are the Kickstarter and GoFundMe pages that may clog your newsfeed. By raising capital from a crowd of people, this method allows entrepreneurs to tap into a wide investor pool and use their social networks as leverage to collect funds through a streamlined process that doesn’t require the traditional steps of funding.

Customer Lifetime Value (CLV)
A forecast or prediction of the total net profit related to the entire lifetime, (present and future) of a specific customer relationship.

Demo Day
Demo Day is the final hoorah when an accelerator cohort wraps up their program and presents their businesses to an audience of potential customers and investors.

Double Bottom Line
In Impact Investing, the goal of measuring a company by its positive societal impact in addition to its financial returns.

Due Diligence
A process undertaken by potential investors — individuals or institutions — to analyze and assess the desirability, value, and potential of an investment opportunity.

Early Stage Company
The key characteristic is market development. The business is focused on sales and marketing and proving business viability.

Elevator Pitch
A state of a company that typically has completed its seed stage and has a founding or core senior management team, has proven its concept or completed its beta test, has minimal revenues, and has no positive earnings or cash flows.

Equity
Ownership in the capital of a Company. In corporations, it is called “stock”, in limited partnerships or LLCs, it is called “interests” or “units.”

Equity Financing
Equity financing is a term used for company’s issuance of shares of common or preferred stock to raise money. Equity financing is commonly done when its per share prices are high—the most money that can be raised for the smallest number of shares.

Exit Strategy
An entrepreneur’s strategic plan to peace out. Selling one’s investment allows an entrepreneur to reduce or eliminate stake in the business, either making a substantial profit (if the company is successful) or limiting losses (if it is not successful). This can be done through an IPO, mergers, private offerings, cash cows or venture capitalists.

Friends & Family Round
When a founder’s #1 fans tap into their piggy banks. This is when your grandma who has been worrying about whether or not you’ve been getting enough sleep and your best friend who supported you at your first pitch competition puts their money where their mouths are.

Founder’s Stock
The common stock owned by one or more of the company’s founders, typically received when the company was incorporated and not purchased for cash.

Grant
Money provided by a government agency or other organization that does not need to be repaid and does not purchase equity.

Holding Company
A corporation that owns the securities of another, in most cases with voting control.
Lean Startup  
First proposed by Eric Ries in 2008, this methodology is the Jenny Craig of building a company. Implementing this businesses-driven experimentation helps entrepreneurs create and manage a product more efficiently and effectively, shortening the development cycle.

Meetup  
A website which enables the facilitation of online in-person meetings of groups with similar interests. Local Meet-ups groups focus on a wide variety of interests, including technology, entrepreneurship, investments and startups from the entrepreneurial world.

Merger  
A combination of business entities under which efficiency improvements are expected to be achieved from potential synergies by eliminating duplicate factors of production such as plant, equipment and labor and by the more efficient use of capital driving increases in revenues and profits in the resulting company.

MVP (Minimum Viable Product)  
This is when an entrepreneur develops a product sufficient enough for early adopters from which they will collect validated learning to develop the full product.

One Liner (Cocktail Party)  
A cocktail party one-liner is a clear, crisp, engaging sentence which provides potential investors a succinct overview of your startup concept and business model. It challenges the investor to become intrigued by both the implied problem and your proposed solution.

Peer to Peer Lending  
A relatively new type of online financing solution through which individuals lend money to other individuals or small businesses.

Pitch  
A presentation in which a startup founder attempts to persuade an investor of the viability of their company.

Pivot  
Pivoting refers to when an entrepreneur needs to re-evaluate their first (or second, or third) business model and shift to a different business plan, changing the direction of the company to meet market needs.

Portfolio  
A strategic collection of startup companies invested in by an angel, angel group or Venture Capital Fund.

Portfolio Companies  
Startups and other companies in which an angel group, venture capital fund, or private equity firm have invested.

SaaS (Software as a Service)  
SaaS (Software as a Service): SaaS is in the air; the forecast predicts cloudy with a chance of software. This cloud delivery makes software applications and data accessible anywhere, anytime (as long as you have Internet connection and a web browser). This enables companies to outsource information technology responsibilities and reduce costs associated with investing in hardware, maintenance and licensing.

Scalability  
the ability of a startup or small business to leverage its’ existing resources to grow and operate at a larger scale without being encumbered by factors such as capital investment, human resources and legacy structures, etc.

Seed Round  
This early stage in funding can include angel funding, friends and family or crowdfunding. It helps entrepreneurs get their feet on the ground and pay for preliminary operations.

Seed Stage  
The stage of a scalable startup immediately following the concept stage. In this stage, the entrepreneurs typically validate their product or service to the marketplace, develop their MVP, commence initial market testing and development, and begin development of their business model / go to market strategy.

Series A or “A Round” Funding  
A company’s time to lay groundwork. Cash from this stage in funding is put towards developing a business model so that entrepreneurs move beyond an idea on a whiteboard or a Beta towards a monetized product/service.

Series B  
B is for Bulking. At this stage, capital is often spent on building a talented team to take the company to the next phase.

Series C  
In Series C rounds, investors put more capital into aspects of a company that have been proven profitable so that they can continue to scale aggressively.

Silent Partner  
A silent partner is an investor who does not have any management responsibilities but provides capital and shares liability for any losses experienced by the entity. Silent partners are liable for any losses up to the amount of their invested capital and participate in any tax and cash flow benefits.

Startup  
A startup is a new business venture / enterprise in its initial or early stages of development. These stages include the concept, seed, early growth and mezzanine stages.

Synergy  
Synergy is the interaction and leveraging of resources provided by different individuals or organizations to obtain a combination greater than the sum of the individual parts.

Term Loan  
A loan that is paid off in a set period of time, usually in equal monthly installments throughout the duration (or term) of the loan. Term Loans can be a secured or unsecured loan.

Unicorn  
A unicorn company is a private company valued at over $1 billion. Such successful ventures have such statistical rarity that they’re considered magical.

Valuation  
A business valuation is the process of determining the economic value of a company.

Venture Investor  
Venture investors are highly-esteemed individuals and private equity firms that provide capital to emerging companies who have high growth potential.

Vesting  
A process in which you “earn” your stock overtime. The purpose of vesting is to grant stock to people over a fixed period of time they have an incentive to stick around.
Backed by ATL is geared towards fueling economic impact, harnessing the region’s assets and accelerating the growth of scaling, middle market companies.

**2017**

**NTG**
Nolen Transportation Group (NTG) is a dynamic company in the high growth, fast-paced freight brokerage industry providing third-party logistical services for over 15,000 customers across the U.S., Canada and Mexico.

**Springbot**
Springbot is an eCommerce marketing platform that brings customers' essential marketing tools into one dashboard and provides SMBs detailed analytics, marketing automation capabilities and more.

**Patientco**
Patientco is a payment technology company built specifically for healthcare. They simplify the complex payment experience that exists in healthcare by providing one piece for every patient payment.

**TruRating**
TruRating specializes in customer experience insights for retail & hospitality industries. Their point of payment feedback solution enables businesses to listen to more customers than ever before.

**Pindrop**
Pindrop provides a solution that identifies suspicious callers on the first call using a multi-factor analysis engine and adaptive machine-learning technology.

**Urjanet**
Urjanet specializes in the aggregation and standardization of utility data. Their technology platform connects directly to the utilities that provide electricity, natural gas, water and waste collection services to buildings.

**SalesLoft**
SalesLoft is the #1 sales engagement platform helping sales organizations deliver more relevant, authentic buying experiences for their customers and generate more revenue.

**2018**

**ALLY**
Commerce partners with brand manufacturers to drive their direct to consumer business, combining commerce expertise, proprietary SaaS technology and strategic services.

**QGenda**
Leading physician groups, hospitals, academic medical centers, and enterprise health systems use QGenda to optimize their workforce to allow them to provide the best possible patient care.

**FIRST PERFORMANCE GLOBAL**
Performance is a global provider of next generation controls and digital engagement. Their platform integrates financial institutions and their cardholders to manage and control their finances digitally.

**Rubicon Global**
Rubicon Global is a technology company that powers a digital marketplace, provides a suite of SaaS products for waste, recycling and smart city solutions, and collects and analyzes data for businesses and governments worldwide.

**EIX**
EIX is a financial services technology company that has developed and launched the first exchange for residential mortgages loans through a centralized platform.

**Skillshot**
Based in Alpharetta, Skillshot provides a turnkey esports solution for leading competitive titles, including online and offline tournament organization, industry-leading esports production, and active community management. Skillshot is a subsidiary of Hi-Rez Studios.

**PrimeRevenue**
PrimeRevenue, the leading provider of working capital solutions, provides material cash flow fits to both buyers and suppliers.

**Terminus**
Terminus is the leader of the account-based movement helping organizations transform B2B marketing by aligning on their best customers.
Why did you decide to take on this role at Startup Atlanta?

I took on this role because I found harmony in the mission of Startup Atlanta and my own personal values. As a creator, a connector, a fixer, and a believer, I saw this as a huge opportunity to pursue my purpose in helping shape the future of Atlanta's startup community. After reviewing the 2018 Atlanta Startup Ecosystem Guide, I was confident that I was making in a step in the right direction.

What are you most excited about in your new role as Community Coordinator?

Every day I meet people throughout the Atlanta startup ecosystem and every time I am impressed and inspired by the success stories of founders and the impact they aspire to leave. I am very excited to meet and support community members and to find creative ways to help them achieve their goals!

What are some of the challenges that entrepreneurs face in Atlanta and other places?

Depending on the industry, there are a number of different challenges and barriers that give entrepreneurs in the community a hard time. My hunch would be that the number of resources in the community are so abundant that it can get hard for founders to identify a curated set of resources aligned with helping them achieve whatever strategic or financial goals they set.

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Helping Entrepreneurs Launch, Grow and Thrive

Carlton Fields is a national law firm dedicated to assisting entrepreneurial and technology-driven businesses with all their challenges, from business formation, funding and scaling to exit strategies and IPOs.

Whether you are just launching your venture or busy growing it, you face critical decisions about every aspect of your business. Seeking legal advice early can help you avoid some of the most common mistakes and pitfalls that can trigger significant legal issues, ruin deals, or cause financial repercussions.

Carlton Fields offers cost-effective legal services tailored to your specific needs and will help position your business for success.

We help incubators, universities, accelerators, entrepreneurs, and startups with all of their legal needs.

- Are you prepared for a cyber-attack?
- Have you taken appropriate steps to protect your intellectual property?
- Are your lease agreements structured for flexibility, profitability, and legal enforceability?
- Do you have strong guidelines on conflicts of interest, non-disclosure, stock options/investment, and insurance?
- Have you complied with securities laws when issuing stock to angels, family, or friends?
- Are you maintaining adequate employment documentation, such as client handbooks or manuals?
- Have you considered important tax issues, such as sales tax, payroll tax, Section 83(b) elections, stock option issues, and tax incentives?

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Blockchain and Digital Currency

Carlton Fields is at the forefront of identifying the numerous complex legal issues faced by today’s innovators.

We provide counsel on legal issues related to blockchain technology, including:

- DISTRIBUTED LEDGER TECHNOLOGY
- INITIAL COIN OFFERINGS
- SMART CONTRACTS
- INTERNET OF THINGS (IOT) & MACHINE-TO-MACHINE PAYMENT SYSTEMS

Our solutions include statutory and regulatory compliance advice, general corporate and transactions assistance, and litigation support.

A state-by-state guide to regulations on blockchain-specific technologies and virtual currency.

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eSports

We combine our passion for technology and video games with our collective experience in key industries to help you navigate the new challenges and opportunities in the open world of esports and electronic gaming, including:

- INTELLECTUAL PROPERTY PROTECTION
- COMPLIANCE WITH FTC GUIDELINES
- 5G AND MOBILE GAMING
- ONLINE STREAMING RIGHTS
- EMPLOYMENT, PROFESSIONAL SERVICES, AND APPEARANCE CONTRACTS
- DEVELOPMENT AND FINANCING OF ESPORTS FACILITIES
- VENUE HIRE AGREEMENTS

For more information about our legal services and discounted/fixed-fee packages, contact Gail Podolsky at gpodolsky@carltonfields.com or 404.815.2714.
Innovation + Entrepreneurship

We make it easier for entrepreneurs to build, test and validate – and scale their companies in Atlanta.
THANK YOU
WE COULDN’T DO IT WITHOUT YOU

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Sponsors

$1.13B
Venture Funding in 2018
PitchBook, 2018

3x $1B
Startup Unicorns
Rubicon / Kabbage / MailChimp

15x
Fortune 500 Companies
Metro Atlanta Chamber, 2018

#1
City Where African-Americans Are Doing the Best Economically
Forbes, 2018

#4
Female-Owned Businesses
Paychex, 2018