

flywheel

SOCIAL ENTERPRISE HUB

Annual Report 2017





Letter From Bill

Bill Tucker, Executive Director

Whew! Over the last twelve months, we have made great strides in advancing Flywheel's mission to take social enterprise "mainstream." Our move to Union Hall, the epicenter of the region's startup ecosystem, signaled our intent to exponentially multiply the resources available to social entrepreneurs. We deployed many of those resources with the launch of SECincy Elevator, the region's first accelerator purpose-built to support social enterprises. Since their "demo day" it's been fun to watch those companies grow both their social impact and their revenues. In October we held the second SECincy Summit, this

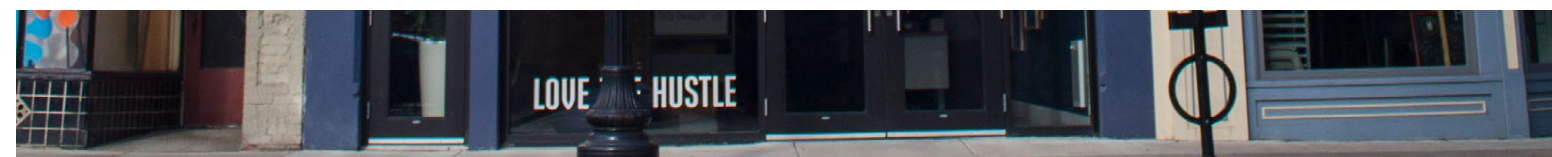
time at the National Underground Railroad Freedom Center, a perfect venue to give voice to the important work of social entrepreneurs. And, throughout the year we advanced the products, services and social missions of these businesses through our educational workshops, consulting services and social media.

As we reset the clock for our "impact year," we are looking forward to improving our community by building stronger social enterprises within the region. Stay tuned!

Bill Tucker



We believe in the power of social enterprises to make our community stronger





How Flywheel Works

We are a social enterprise hub

This means we help social entrepreneurs build and scale business that have both a financial return and social impact. We call these businesses social enterprises because they are designed to make our community stronger, either through the people they employ or the products and services they provide.



We empower entrepreneurs

We give social entrepreneurs the tools, guidance, and connections to make their businesses run more efficiently and become scalable. We empower entrepreneurs to do more good by creating successful social enterprises.



We build community

We support the social enterprise community through **Social Enterprise Cincy (SECincy)**. It is a home for social entrepreneurs, a place for individuals and organizations that support their businesses, and an opportunity for impact investors to empower social change in their community. Learn more at secincy.org.

We advance startups in the region's only accelerator purpose-built for social entrepreneurs

SECincy Elevator is a cohort-model accelerator that connects participants to customers, talent and capital. The participants validate and improve their business models using insights from experienced Cincinnati entrepreneurs. Mentors support participants as they launch and scale businesses that have both social impact and financial return.



We help social entrepreneurs build and scale businesses with social purpose

With an open door and fresh coffee at the ready, we welcome you to visit us for a discussion about your social enterprise. It could be as simple as a one-on-one conversation in our vibrant living room, or as in-depth as a meeting with your organization's board. At Flywheel, we strive to help social enterprise leaders recognize their opportunities for growth.

Our Services



**You know your business.
We know the ins and outs of
social entrepreneurship.**

Our expertise is in helping you better understand your customers, competitors, and organization's strengths. We bring objectivity to your decision making process and capacity to do the work. How do we do this? We use a proven process combined with market research and business planning to help you realize the potential of your business.

**These are a few of the
consulting services we offer:**

Ideation: discovering the strengths of your organization and the business opportunities that align with your mission

Feasibility Assessment: conducting market research and business modeling that gives you confidence in the potential for your business

Business Planning: creating a blueprint for the execution of your business model

Technology Solutions: leveraging knowledge about customers, donors, and clients with transformative technology solutions



Our Home



Epicenter of the region's entrepreneurial ecosystem

Flywheel's offices are located in Union Hall, at the heart of Greater Cincinnati's entrepreneurial ecosystem. Here we share space and work collaboratively with other companies that support the StartupCincy community. Our neighbors include Cintrifuse, The Brandery, CincyTech, and scores of entrepreneurs who have been in and out of this hive of innovation. From our unique position, we are able to build relationships and engage with local entrepreneurs in order to provide our clients and Elevator companies with valuable resources for their social enterprise.



"Union Hall is where the creative class and business builders of StartupCincy converge. Flywheel's mission and focus on social entrepreneurship aligns with our values of hustle and innovation. We love having them and their companies in our co-working space."

- Wendy Lea, CEO of Cintrifuse



Connected over 50 companies to legal, bookkeeping, funding, investment, marketing, risk management, and technology resources

Katie Nzekwu, Villedge

Connections to resources

Some of our most important work in the community is connecting social entrepreneurs with resources. SECincy Elevator companies Villedge and The Hive collaborated to allow at-risk teens to attend mindfulness workshops and participate in other supportive activities. Flywheel supports social entrepreneurs by connections to customers, talent and capital.



Troy Bronsink, The Hive

Provided over 400 hours of pro bono consulting services

Social Enterprise Award Winner, Master Provisions



The 2016 Social Enterprise Award was presented to Master Provisions at Social Venture Partners' "Fast Pitch" competition. Master Provision's mission is to provide food, clothing, and orphan care to those in need. Flywheel's award of technical assistance provided business planning support for Master Provision's social enterprise that now employs 11, including returning citizens and veterans. Flywheel magnifies the impact of social enterprises by guiding entrepreneurs toward more effective strategies and outcomes.



Guided 7 companies through the region's first purpose-built accelerator program for social enterprises

Suzy DeYoung, La Soupe



Creating a movement to fight hunger— one bowl at a time

From her experience in the SECincy Elevator, La Soupe founder Suzy DeYoung gained valuable insights, mentorship, community connections, resources, and pitch training for her social enterprise. La Soupe was formed to bridge the gap between food waste and the food insecure. In 2016, they saved 125,000 pounds of food

from the landfill and donated over 95,000 servings of soup to hungry Cincinnatians. Through programs like Elevator, Flywheel gives social enterprises the assistance they need to understand their opportunities, strategize for future growth, and maximize their impact in the community.



Shared engaging stories of social entrepreneurs with over 1,200 readers of our monthly newsletter

We empower social enterprises through the stories we tell

Flywheel is committed to taking social enterprise mainstream. Our vision is that our leaders consider the social impact that social enterprises have in our community. Our hope is that purchasing decisions made by companies, legislation enacted by elected officials, and invest-

ments made by philanthropists are influenced by our work. To that end, we tell the story of social enterprise in our newsletter and at events like SECincy Summit and SVP's Fast Pitch competition to educate and inspire founders, investors, and community members.

Elevated the story of social enterprise to over 1,000 people in 11 speaking engagements



Our Consultants



Joe Vallo
Senior Advisor

"I especially enjoy working with an energetic entrepreneur and a clever product idea and helping to transform them into a capable leader with a solid business model that makes a profit AND makes a difference."



Gayle Hilleke
Senior Advisor

"My passion for social enterprise is a natural outgrowth of my professional background, which has revolved around helping nonprofits and their communities to flourish."



Tobin Gardner
Senior Advisor

"My goal is to leverage technology, strategy and process improvement to help nonprofits advance their mission."

Our Board



Dan Geeding
CEO of Guidance Partners Inc.



Andy McCreanor
CEO of Access Business Development & Finance, Inc.



Jordan Vogel
Vice President of Talent Initiatives at the Cincinnati USA Regional Chamber

Neil F. Tilow
President and CEO of Talbert House

Susan Ingmire
President of Philanthropic Services at Ignite Philanthropy

Andy Park
Partner at Centric Consulting



Our Advisory Council



Jenny Berg
Executive Director of The Leadership Council for Nonprofits



Derrick Brazier
Co-founder and Managing Director at MORTAR



Naashom Marx
Director of Customer Connections at Cintrifuse

Brett Smith
Director of the Institute for Entrepreneurship at Miami University

Peggy Zink
President of Cincinnati Works





www.flywheelcincinnati.org



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BUSINESS WHERE SOCIETY PROFITS

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