



## Impact Report 2019



## Letter from Leanthony Edwards

Flywheel Board Member

Intellectual Property Attorney at  
Dinsmore & Shohl, LLP

I was first introduced to the idea of social enterprises in 2017, when I provided volunteer legal services to Flywheel as an attorney at Dinsmore & Shohl. I then joined Flywheel's Advisory Committee and "graduated" to the Board, which allowed me to learn about how far their impact reaches in our community.

I also joined the ranks of Flywheel's Certified Coaches as a mentor to one of the founders in the 2018-2019 Elevator program, which gave me firsthand experience in guiding a social impact startup. While I knew every entrepreneur faces challenges, the experience of mentoring an Elevator founder helped me understand the real impact of Flywheel's work. They help startups with not only launching and scaling their business model, but also maximizing their social impact.

Having seen the impact of Flywheel's work at the intersection of business and social benefit, especially the way they support social impact startups, I'm excited for the partnership between Flywheel and the Miami University Social Impact Fund. This new opportunity for social entrepreneurs to



access capital is a game changer - not just for the founders who participate in Flywheel programs, but also for the communities they are working to change.

2019 has been a great year for Flywheel so far. Through this report, I hope you'll gain the same insight and appreciation of their impact that I have as a board member and coach. Better yet, I hope you'll join me in working to advance businesses where society profits.

Leanthony Edwards



# 2019 By The Numbers...



**67** hours of pro bono consulting



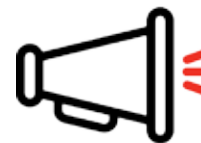
**679** attendees at events



**41** companies in workshops



**141** hours of coaching



**48** coaching experiences



**126** community building hours

# What Flywheel Does



We are a social enterprise hub

This means that we help social entrepreneurs build and scale businesses that have both a **financial return and social impact**.

We empower social entrepreneurs and build community

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 help social entrepreneurs build and scale business 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. At Flywheel, we strive to help social enterprise leaders recognize their opportunities for **growth**.



# Elevator



Build and scale businesses with social impact

Companies impacted by Flywheel will have both a **financial return and social impact** on the city of Cincinnati. We have connected over **50** companies to legal, bookkeeping, funding, investment, marketing, and technology resources.



The Social Impact Fund

In partnership with Miami University, the **Social Impact Fund** is an undergraduate-led risk capital investment fund, one of the first of its kind in the nation. These students will gain valuable experiential learning experiences as they get the opportunity to invest in **Elevator** graduates.



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

**Elevator** is a 12-week program encompassing workshops, mentorship, and access to 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.

# Consulting

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

We're here to help you better understand your customers, competitors, and organizational strengths. We specialize in entrepreneurial and small to medium-sized organizations in high-growth mode. We do this through proven methodologies combined with the deep skills of our experienced consultants to help advance the potential of your business.



## How we can help

**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



**439 total consulting hours in 2019**



**“It really helped to have the resources that Elevator brought to the table”**

**-Peggy Zink (CEO & Co-Founder of Workforce Connection)**

## Elevator Graduates

### Workforce Connection: Committed to building a stronger workplace

Workforce Connection saw a problem with the turnover rate of front line workers and created a solution. Through Elevator, Flywheel provided Workforce Connection with guidance on branding, scaling, and financial modeling that helped them foster a positive and mutually beneficial workplace culture which contributed to a stronger local economy.

### Social OTR: Social Minded Cuisine

Elevator alumnus Social OTR provides a one of a kind communal dining experience with a socially minded mission. Social OTR serves as an internship site for 80 students annually in the Findlay Culinary Training program where they will work alongside professional staff to prepare them for a career in the culinary industry. Elevator helped Social OTR clarify their mission and implement their goal while providing them with the necessary resources and connections for growth.





### Villedge: Launching Teens from Hard Places Beyond the Edge of Their Potential

From her experience in the Elevator, Villedge found Kate Nzekwu gained valuable insights, mentorship, community connections, resources, and pitch training for her social enterprise. Villedge partners with schools, family services agencies, and behavioral health centers to provide wraparound services and sponsored opportunities for community engagement for at-risk teens.



## Recognition

Miami University Center for Social Enterprise recognized Flywheel's partnership at "Social Innovation Weekend"



The University of Cincinnati's Center for Entrepreneurship and Commercialization recognized Flywheel and Ocean Programs as "Partners of the Year"

# Our Team



**Joe Vallo**  
Director of Consulting Services

"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."



**Roy Kulick**  
Executive in Residence

"Working with innovative social entrepreneurs at Flywheel is an opportunity to give back and to leverage my background in not-for-profit governance and angel investing."



**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."



**Melisse May**  
Senior Coaching Advisor

"The best vision for innovation is insight. Innovation is based on insight into an unmet need, a market opportunity, a better way of doing things. Quality insights in the hands of entrepreneurial talent lead to success. Helping start-up companies identify and leverage these insights is what gets me excited."



**Fred Hilkwitz**  
Senior Advisor

"What I love about working with social entrepreneurs is that they care about creating good in the world vs just finding an optimal startup opportunity. Their passion is infectious and after working with them, you feel optimistic that there are people who really want to help others."



**Josie Dalton**  
Program Director

"I am always excited to help social entrepreneurs maximize and sustain their impact. It is a privilege to watch the magic happen when we bring together our expert coaches & passionate entrepreneurs."

# Our Board



**Neil F. Tilow**  
President and CEO of Talbert House

**Susan Ingmire**  
President of Philanthropic Services  
at Ignite Philanthropy

**Andrew Park**  
Partner and VP of Enterprise Solutions  
at Centric



**Michael Howard II**  
Treasury Management Sales Consultant  
at US Bank

**Becky Riegelsberger**  
Vice President of Tax for The E.W.  
Scripps Company

**Krista Geiger**  
Director of Channel Marketing at Paycor

**Leanthony Edwards**  
Intellectual Property Attorney at  
Dinsmore & Shohl, LLP

**Ben Berling**  
Tax Partner at EY's Global Compliance and  
Reporting Practice



# Our Advisory Council



**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

**John P. Sieg**  
Senior Vice President and Retail Market  
Manager for Fifth Third Bank

**Brett Smith**  
Director of the Center for Social  
Entrepreneurship at Miami University

**Peggy Zink**  
President of Cincinnati Works



**Jenny Berg**  
Executive Director of The Leadership Council  
for Nonprofits

**Derrick Braziel**  
Co-founder and Managing Director at MORTAR

**Naashom Marx**  
Senior Strategic Innovation Manager at  
Kenton County Airport Board



**Desiree Tims**  
Community Advocate & Democratic Strategist

**Jenny Dorsey Powell**  
Former Chief Marketing Officer for US Bank

**Adam Mayerson**  
Vice President at The Mayerson Company

**Theresa Sedlack**  
HCDC Business Center Director

**Amanda Kranias**  
Director of the Blue Manatee Literacy Project







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