



# GUIDE TO THE ECOSYSTEM

PRESENTED BY

CARLTON  
FIELDS



**"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***

## Startup Atlanta

Startup Atlanta is a community non-profit focused on growing and connecting the local startup ecosystem. We host events, bring startup and regional leaders together, support policies friendly to innovation and entrepreneurs and promote corporate involvement with the local ecosystem



## Carlton Fields Jordan Burt, P.A.

Carlton Fields Jordan Burt, P.A. - Carlton Fields is a leading provider of legal and consultative services to a broad spectrum of business clients ranging from multinational Fortune 100 companies to start-ups.



## Introduction

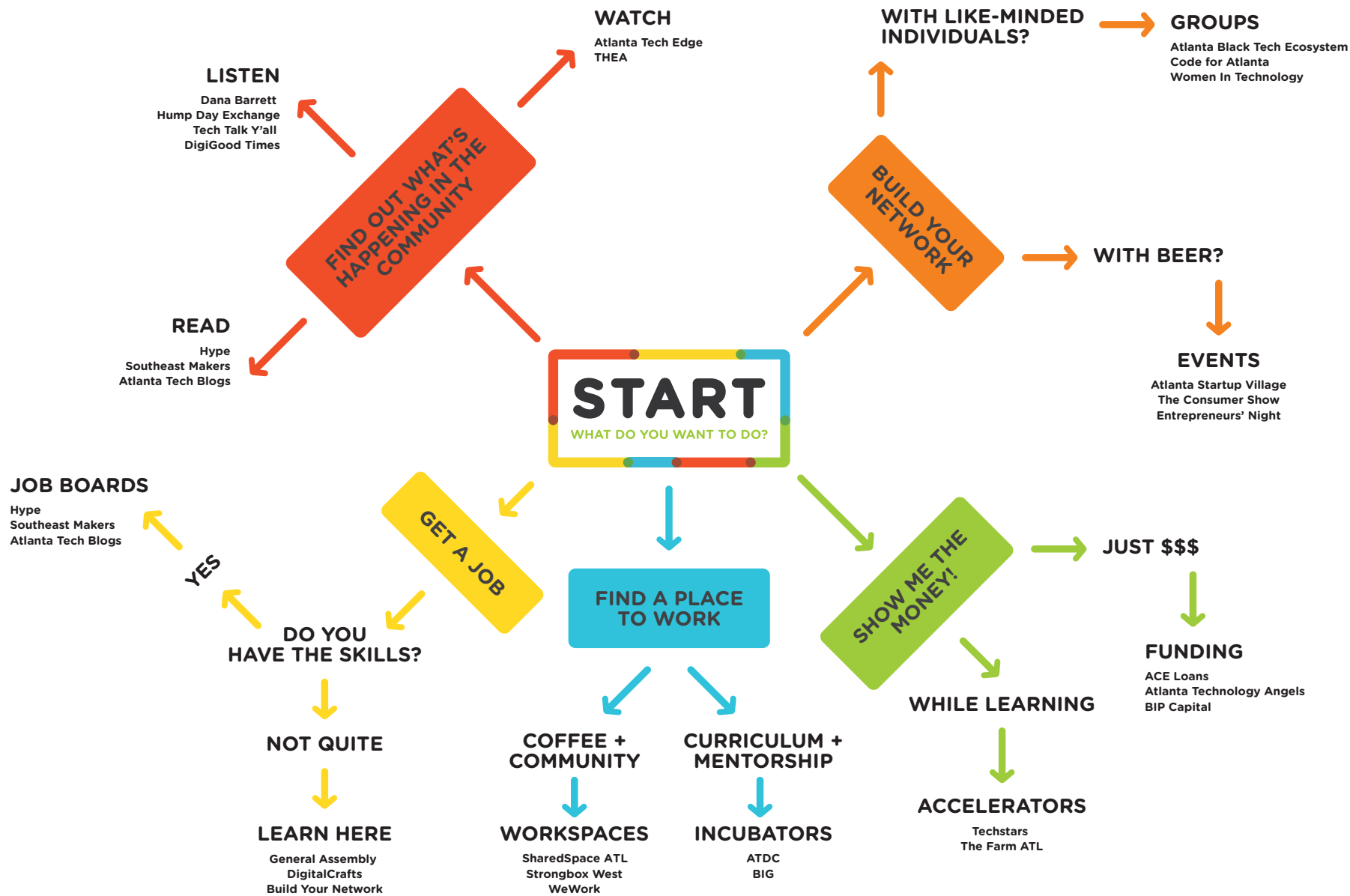
We're excited to bring you the second edition of the Guide to the Ecosystem, Atlanta's most comprehensive guide to our local startup ecosystem! This year we've partnered with Hypepotamus, the largest startup publication in the Southeast, to expand the guide to include profiles of new and emerging leaders within the community, as well as a dictionary of common startup terms. New this year, we have also included our "Guide to the Guide", a flowchart to help you quickly and easily find the information most pertinent to you as you navigate the ecosystem.

## Overview

Thanks to the support of our presenting sponsor, Carlton Fields, we're able to produce the Guide as a free resource for the 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: [info@startupatlanta.com](mailto:info@startupatlanta.com). This guide was made possible by Startup Atlanta [startupatlanta.com](http://startupatlanta.com)

Design and layout by Scott Fuller of The Studio Temporary, [thestudiotemporary.com](http://thestudiotemporary.com)





# MEDIA & NEWS

Looking for where to get the scoop about 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.



# MEDIA & NEWS

## READ



### **Atlanta Tech Blogs** [atlantatechblogs.com](http://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](http://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.

### **David Cummings on Startups** [davidcummings.org](http://davidcummings.org)

David has been an entrepreneur all his life. In early 2007, David co-founded Pardot, and shortly thereafter Pardot was acquired by ExactTarget and then Salesforce.com. Most recently, David founded the Atlanta Tech Village, which at 103,000 sq ft is the largest technology entrepreneur center in the Southeast.

### **Gather Good** [gathergoodatl.com](http://gathergoodatl.com)

Gather Good is Atlanta's social impact curator. They share stories about the people and causes that make this city great, resources that can give you a leg up, and events that celebrate community.

### **HubGA** [hubga.com/](http://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.

### **Hypepotamus** [hypepotamus.com](http://hypepotamus.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](http://southeastmakersatl.com)

A community-driven platform aiming to document Atlanta's new attitude toward technology, innovation and the human spirit.

### **Real Founder Lessons** [realfounderlessons.com](http://realfounderlessons.com)

The best startup advice from experienced founders...one real-world lesson at a time. Curated by local startup advisor and co-founder of Switchyards, Dave Payne.

### **Startup Gossip** [atlanta.startupgossip.com](http://atlanta.startupgossip.com)

Weekly newsletter providing the latest startup happenings and the best upcoming events for the startup community in Atlanta.

### **Tech Square ATL** [techsquareatl.com](http://techsquareatl.com)

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

# MEDIA & NEWS

## LISTEN/WATCH



### **Dana Barrett Show** [danabarrett.com](http://danabarrett.com)

The Dana Barrett Show is the only live, local radio show focused on what's happening in Atlanta. From startups to big business and everything in between, The Dana Barrett Show keeps you up to date on the headlines and introduces you to the entrepreneurs, executives and thought leaders that make this city great.

### **Digital Good Times** [digigoodtimes.com](http://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** [www.techtalkyall.com](http://www.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.

### **Atlanta Tech Edge** [atlantatechedge.com](http://atlantatechedge.com)

Atlanta's only television show focused on technology, Atlanta Tech Edge highlights the latest advancements within the technology and startup ecosystem.

### **Coffee Shop Talks** [talks.coffee/playlist](http://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](http://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

Each week there's something new happening within the ecosystem. Learn about what events, groups, and associations are actively meeting throughout the year.



# GROUPS & EVENTS ASSOCIATIONS



## **Entrepreneur's Organization (EO)** **eatlanta.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.

## **Launchpad2X** **launchpad2x.com**

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

## **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. We are a global network of local organizations, inspired by MIT, and open to the world.

## **Technology Association of Georgia (TAG)** **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**

W.O.E. 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.

# GROUPS & EVENTS GROUPS



## **1 Million Cups** **1millioncups.com/atlanta** **1millioncups.com/cherokee**

Million Cups is a national initiative of the Kauffman Foundation to educate, inspire, and connect entrepreneurs.

## **ATL Fashion Collective** **www.atlfashtech.com**

ATL Fashion Tech Collective is a community at the intersection of fashion & tech that encourages collaboration, promotion, and innovative partnerships.

## **Atlanta Black Tech Ecosystem** **atblacktech.com**

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.

## **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.

## **Health 2.0 Atlanta** **meetup.com/Health-2-0-Atlanta**

Health 2.0 is a networking group designed to connect Atlanta's healthcare technology community.

## **Latinos in Tech Atlanta (LiT ATL)** **meetup.com/lit\_atlanta, litatl.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.

## **Technologists of Color** **techsofcolor.org**

Technologists of Color is a passionate collection of professionals from the information technology arena. The community is committed to building the African American tech community in Atlanta. Their primary goal is to connect tech professionals, entrepreneurs, "newbies" as well as "career changers" so that they can share knowledge, resources and opportunities.

## **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.



# GROUPS & EVENTS

## EVENTS



### **ATDC Entrepreneurs Night**

[atdc.org/atdc-news/entrepreneurs-night](http://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.

**3rd Thursday of every month**

### **ATDC Startup Showcase**

[atdcstartupshowcase.com](http://atdcstartupshowcase.com)

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

**Annual**

### **Atlanta Startup Battle**

[atlantastartupbattle.com](http://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.

**Quarterly**

### **Atlanta Startup Village**

[meetup.com/Atlanta-Startup-Village](http://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.

**Last Monday of every month**

### **Atlanta Startup Week**

[atlanta.startupweek.co](http://atlanta.startupweek.co)

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

**Annual**

### **Local Collective**

[meetatroom.com/blog/announcing-roam-s-new-event-series-local-collective/](http://meetatroom.com/blog/announcing-roam-s-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.

**Monthly**

### **Made in Atlanta**

Made in Atlanta ([#madeinatlanta](https://twitter.com/madeinatlanta)) is a monthly event about the best brands that are made right here in Atlanta. The focus is on the brand story - details that aren't discussed often.

**Monthly**

### **Pitch Practice**

[pitchpractice.co](http://pitchpractice.co)

Pitch Practice allows individuals to practice their pitch and receive feedback from their peers every Friday after ATV's Startup Chowdown.

**Every Friday**

### **RAISE Forum**

[raiseforum.com](http://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.

**Twice a year**

### **Startup Chowdown**

[atlantatechvillage.com/events/startup-chowdown/](http://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.

**Every Friday**

# GROUPS & EVENTS

## EVENTS



### **Startup Runway**

[startuprunway.co](http://startuprunway.co)

Judges grant a \$10,000, strings-free prize check supported by sponsor donations.

**Twice a year**

### **SuperNova South**

[upernovasouth.org](http://upernovasouth.org)

SuperNova South is the Southeast's largest & longest-running tech conference. For five full days, attendees have access to ten content-rich tracks, evening events, keynotes, exclusive opportunities with community partners, and opportunities for both structured and unstructured networking every day.

**Annual**

### **TEDxPeachtree**

[tedxpeachtree.com](http://tedxpeachtree.com)

TEDxPeachtree is one of the most established TEDx groups in the state of Georgia and one of 10,000 TEDx groups across the globe. At our annual show, we seek to bring a TED-like experience through live speakers from Georgia and beyond, and recorded TED Talks.

**Annual**

### **The Consumer Show**

[theconsumer.show](http://theconsumer.show)

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

**Monthly**

### **Venture Atlanta**

[ventureatlanta.org](http://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.

**Annual**

# PLACES

With over 30 startup-focused workspaces in and around the ATL, you can work from practically anywhere you'd like. Check out the many co-working spaces, clubs, and even co-living opportunities in our ecosystem and find the right community for your needs.



# PLACES

## CO-LIVING/CLUBS



### Co-Lab [joincolab.com](http://joincolab.com)

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 [www.staydreamhouse.com](http://www.staydreamhouse.com)

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 [theguildatl.com](http://theguildatl.com)

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

### The Lola [the-lola.com](http://the-lola.com)

The Lola is a community, work, and social space that empowers women to achieve their ambitions. The Lola's mission is to build a community and space where a diverse group of women can come together to create opportunities, inspire one another to take on new challenges and continue to push for better.

### Tech Square ATL [techsquareatl.com](http://techsquareatl.com)

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.  
**848 Spring St NW, Atlanta, GA 30308**

### Switchyards [switchyards.com](http://switchyards.com)

Switchyards is a members-only consumer & design-focused club dedicated to creating more B2C winners.  
**151 Ted Turner Dr NW, Atlanta, GA 30303**

### The Gathering Spot [thegatheringspot.club](http://thegatheringspot.club)

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.  
**384 Northyards Boulevard Northwest, Building 100, Atlanta, GA 30313**

# PLACES

## CO-LIVING/CLUBS



### Flatiron City [flatironcity.com](http://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**

### IgniteHQ [ignitehq.co](http://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](http://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.

**Industrious Buckhead - 309 East Paces Ferry Rd NE Suite 400, Atlanta, GA 30305 / Industrious Midtown - 1447 Peachtree St NW Suite 700, Atlanta, GA 30309 / Industrious Ponce City Market - Ponce City Market, 675 Ponce De Leon Ave NE #8500, Atlanta, GA 30308 / Industrious West Midtown - 976 Brady Ave NW Ste. 100, Atlanta, GA 30318 / Industrious Perimeter - 7000 Central Parkway, Suite 1100, Atlanta, GA 30328**

### NEX Atlanta [nexatlanta.com](http://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.  
**318 Cherokee Ave SE #104 Atlanta, GA 30312**

### Post-Office Cowork [post-office-cowork.com](http://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 [meetat roam.com](http://meetat roam.com)

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

**Roam Alpharetta - 5815 Windward Pkwy #302, Alpharetta, GA 30005 / Roam Dunwoody - 1155 Mount Vernon Hwy NE, Suite 800, Atlanta, GA 30338 / Roam Buckhead - 3365 Piedmont Rd NE Suite 1400, Atlanta, GA 30305 / Roam Galleria - 3101 Cobb Pkwy #124, Atlanta, GA 30339 / Roam Perimeter Center - 1151 Hammond Dr NE Suite 240, Atlanta, GA 30346**

# PLACES WORKSPACES



## 3411 Coworking

[3411coworking.com](http://3411coworking.com)

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

**3411 Pierce Dr #100, Chamblee, GA 30341**

## Alkaloid Networks

[alkaloid.net](http://alkaloid.net)

Alkaloid Networks is Atlanta's friendly coworking community on the Beltline.

**691 John Wesley Dobbs Ave NE C  
Atlanta, GA 30312**

## Atlanta Tech Park

[atlantatechpark.com](http://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**

## Atlanta Tech Village (ATV)

[atlantatechvillage.com](http://atlantatechvillage.com)

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.

**3423 Piedmont Rd NE, Atlanta, GA 30305**

## Berthold Building

[bertholdbuilding.com/en](http://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](http://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**

## Constellations

[constellations.community](http://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](http://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](http://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](http://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**

# PLACES WORKSPACES



## Russell Center for Innovation & Entrepreneurship

[rcie.co](http://rcie.co)

The Russell Center for Innovation and Entrepreneurship (RCIE) is designed to connect the next generation of minority entrepreneurs to the tools and relationships required to turn dreams into reality.

**504 Fair St SW, Atlanta, GA 30313**

## Sandy Springs Innovation Center

[sandysspringstechcenter.com](http://sandysspringstechcenter.com)

Sandy Springs Innovation Center is a brand new, state-of-the-art co-working, private office, and event space in the heart of the Perimeter Market.

**1000 Abernathy Road NE, Building 400  
Suite L-2, Sandy Springs, GA 30328**

## SharedSpace ATL

[sharedspaceatl.com](http://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.

**SharedSpace Dunwoody - 4470**

**Chamblee Dunwoody Rd #510, Atlanta,  
GA 30338 / SharedSpace Cobb - 2424  
Herodian Way Atlanta, GA 30080**

## SPACES

[spacesworks.com](http://spacesworks.com)

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

**SPACES Midtown - 715 Peachtree St NW  
2nd FLSuite 100, Atlanta, GA 30308 /**

**SPACES at The Battery - 800 Battery Ave  
SE, Suite 100, Atlanta, GA 30339**

## Strongbox West

[strongboxwest.com](http://strongboxwest.com)

Strongbox West is Atlanta's finest cowork facility, providing comfortable, professional, & affordable shared work space.

**1040 West Marietta St NW  
Atlanta, GA 30318**

## Tech Square Labs

[techsquare.co](http://techsquare.co)

Tech Square Labs provides coworking space, company building, and early stage investing.

**859 Spring St NW, Atlanta, GA 30308**

## The Circuit

[circuitwoodstock.com](http://circuitwoodstock.com)

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

**1 Innovation Way, Woodstock, GA 30188**

## The Globe Hub

[theglobehub.com](http://theglobehub.com)

he Globe Hub is a coworking space that promotes high energy, hard work, and creative innovation.

**1954 Airport Rd, Chamblee, GA 30341**

## WeWork

[wework.com/l/atlanta--GA](http://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 30361 / WeWork 1372**

**Peachtree - 1372 Peachtree St NW,  
Atlanta, GA 30309**

# EDUCATION & CAREER RESOURCES

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.



# EDUCATION & CAREER SCHOOLS

## CAREER SCHOOLS/MENTORSHIP



### **Black Men Code** [blackmencode.org](http://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](http://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](http://digitalcrafts.com)

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

### **General Assembly** [generalassemb.ly/atlanta](http://generalassemb.ly/atlanta)

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

### **Tech Talent South** [techtalentsouth.com](http://techtalentsouth.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](http://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.

## MENTORSHIP & TRAINING

### **SCORE** [atlanta.score.org](http://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 (SBDC)** [georgiasbdc.org](http://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.

# EDUCATION & CAREER RESOURCES

## UNIVERSITY



### **CREATE-X** [create-x.gatech.edu/front](http://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.

### **E-House** [eni.gsu.edu/ehouse](http://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 Entrepreneur & Venture Management (EEVM)** [eevm.org](http://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 Ecosystem (E3)** [entrepreneurship.emory.edu/index.html](http://entrepreneurship.emory.edu/index.html)

The Emory Entrepreneurship Ecosystem is a communal space for students interested in and passionate for entrepreneurship. Within the ecosystem, students will network and take advantage of mentorship opportunities while gathering information and preparing for next steps in entrepreneurship ventures.

### **Georgia State Entrepreneurship & Innovation Institute** [eni.gsu.edu](http://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.

### **Herman J. Russell, Sr. Center for Entrepreneurship** [eni.gsu.edu/russell-center](http://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](http://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/main.php](http://mcecenter.com/main.php)

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.

# EDUCATION & CAREER RESOURCES

## UNIVERSITY



### Shore Entrepreneurship Center

[coles.kennesaw.edu/ec/](http://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.

### VentureLab

[venturelab.gatech.edu](http://venturelab.gatech.edu)

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

### Startup Exchange

[startup.exchange](http://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.

# EDUCATION & CAREER RESOURCES

## JOB BOARD



### Atlanta Startup Jobs

[atlantastartupjobs.com](http://atlantastartupjobs.com)

Job postings for Atlanta's booming startup scene. Find Atlanta's latest start up jobs posted each day.

### Hypepotamus Job Board

[hypepotamus.com/job-board/](http://hypepotamus.com/job-board/)

From Intern to CTO, submit your opening for free!

### Atlanta Tech Village Job Board

[atlantatechvillage.com/about-us/job-board/](http://atlantatechvillage.com/about-us/job-board/)

Want to work at a startup? Check out all the openings from startups that call the Village home!

# 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.





# PROGRAMS ACCELERATORS



## **Ascend2020** **ascend2020atl.com**

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.

## **CyberLaunch** **cyberlaunch.vc**

CyberLaunch is the leading accelerator for information security and machine learning startups. Twice a year we invest in a select number of startups (up to \$100k per startup).

## **Engage Growth Program** **engage.vc/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 @Georgia Tech** **flashpoint.gatech.edu**

Flashpoint @ 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.

## **NeuroLaunch** **neurolaunch.com**

NeuroLaunch, the world's first neuroscience startup accelerator, serves as the most robust community of neuroscience innovators, investors, and thought leaders.

## **Points of Light Civic Accelerator** **cvcx.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.

## **Start: ME** **startmeaccelerator.org**

Start Micro-Entrepreneur Accelerator Program is designed for the most promising micro-entreprenuers and businesses managing smaller teams.

## **Techstars Atlanta** **techstars.com/programs/atlanta-program**

Techstars Atlanta, in partnership with Cox Enterprises, enables startups that drive positive change in a interconnected world.

## **The Farm ATL** **thefarmatl.com**

The Farm offers a variety of programs to support and nurture selected startups and entrepreneurs, including a twice-a-year, three-month accelerator program, premium incubator office space, cutting edge hardware prototype lab and coworking.

# 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)** **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.

## **Atlanta International Startup Exchange** **atsistercities.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.

## **BIG Incubator** **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.

## **Bridge Community** **bridgecommunity.com/home.html**

The Bridge Community is a unique entrepreneurial community model, backed by an exclusive set of large corporates, focused on growing communities through corporate-startup collaboration. The program targets early stage or growth state technology companies that fit one of three themes: FinTech, Engagement/Retail, and IoT.

## **BuiltxWomen** **builtxwomen.com/**

BuiltxWomen is a pilot six-month program consisting of bi-weekly learning labs culminating in the development of problem-solving products built by Black and Latinx women.

## **Endeavor Atlanta** **endeavoratlanta.org**

Endeavor's goal is to transform local economies by selecting entrepreneurs whose companies can create significant jobs, revenue, and wealth.

## **Goodie Nation** **goodienation.org**

Goodie Nation is a social impact pre-accelerator that provides a role for all people to play in an innovative process solving some of the world's toughest problems. Their programming develops innovators through training and support as well as social enterprises via a 6-month process.

## **Prototype Prime** **prototypeprime.com**

Prototype Prime is an incubator that focuses on early stage software and hardware technology startups.

## **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.

# 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](http://angelatlanta.com)

Group of accredited angel investors that provides early-stage, technology entrepreneurs with more than funding

### **Black Angel Tech Fund (BATF)** [blackangeltechfund.com](http://blackangeltechfund.com)

The BATF is a venture capital firm focused on making seed and early stage investments in startup technology companies

### **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

### **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. First Monday is a private bi-monthly meeting that is invitation only and includes 40 - 50 attendees who are investors, innovators, start up junkies and successful business men and women.

### **Gathering of Angels** [gatheringofangels.com](http://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** [southeastinvestorgroup.com](http://southeastinvestorgroup.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](http://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 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.

# FUNDING & CAPITAL

## NON-TRADITIONAL



### **Access to Capital for Entrepreneurs (ACE)** [aceloans.org](http://aceloans.org)

ACE is a non-profit organization that provides loans and business development resources to help its borrowers create and grow sustainable businesses which generate jobs.

### **Atlanta MBDA Business Center** [mbdabusinesscenter-atlanta.org](http://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](http://atlantamicrofund.org)

The AMF Loan Program was designed for individuals with a business or business idea that needs financial assistance with enhancing or expanding the business, or making the business idea a reality. The micro loan program is a revolving loan fund that provides loans from \$100 to \$10,000 to businesses.

### **Developing Entrepreneurs Businesses and Companies (DEBCO)** [debco.org](http://debco.org)

DEBCO is a private nonprofit financial services organization established in 1999. They exist to Develop Entrepreneurs, Businesses and Communities by supporting economic and community development activities and providing 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.

### **Goizueta Student Impact Investing Fund** [goizuetaimpactinvestors.com](http://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.

### **Invest Atlanta Small Business Loan Programs**

#### [investatlanta.com/wp-content/uploads/Flyer-Small-Business-Loans-2017-1.pdf](http://investatlanta.com/wp-content/uploads/Flyer-Small-Business-Loans-2017-1.pdf)

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. The purpose of these loans is to revitalize targeted commercial neighborhood areas, promote business development projects and stimulate job creation within the City.

### **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** [awesomefoundation.org/en/chapters/atlanta](http://awesomefoundation.org/en/chapters/atlanta)

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/?page\\_id=369](http://151locust.com/?page_id=369)

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

[alchemuscapital.com](http://alchemuscapital.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.

### Assurant Growth Investing (AGI)

[assurant.com/assurant-growth-investing](http://assurant.com/assurant-growth-investing)

AGI is the corporate venture capital initiative of Assurant, a global leader in technology-enabled risk management solutions. AGI invests in venture and growth stage technology companies that may be complementary or disruptive to Assurant's core businesses.

### Atlanta Ventures

[atlantaventures.com](http://atlantaventures.com)

Atlanta Ventures invests in technology companies that put culture first, provide a great service, and love what they do

### Big Path Capital

[bigpathcapital.com](http://bigpathcapital.com)

Big Path Capital connects impact and sustainable private equity, venture capital and private debt fund managers with mission-aligned institutional investors around the world. Working with over 80 impact and sustainable fund managers, Big Path Capital is the global leader for impact in the private equity sector.

### BLH Ventures

[blhventures.com](http://blhventures.com)

Early stage investment firm focused on funding innovation

### Buckhead Investment Partners

[bip-capital.com](http://bip-capital.com)

BIP Capital is recognized as one of the most active venture investors in the Southeast, areas of focus include software, healthcare IT, digital media, franchise, and Ed tech

### Cedar Ventures

[cedarventures.com](http://cedarventures.com)

Financial advisory/consulting and investment banking firm that raises debt and equity capital for companies

### 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

# FUNDING & CAPITAL

## VENTURE CAPITAL



### Eastside Partners

[eastsidepartners.com](http://eastsidepartners.com)

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.

### Forte Ventures

[forteventures.com](http://forteventures.com)

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

### Fulcrum Equity Partners

[fulcrumep.com](http://fulcrumep.com)

Fulcrum Equity Partners manages over \$350 million and makes equity investments in rapidly growing business 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

[georgiaoakpartners.com](http://georgiaoakpartners.com)

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

### GRA Venture Fund

[graventurefund.org](http://graventurefund.org)

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)

[grayghostventures.com](http://grayghostventures.com)

GGV seeks to eliminate poverty and strengthen communities through catalytic, early-stage investments in the developing world

### Jump Fund

[thejumpfund.com/entrepreneurs](http://thejumpfund.com/entrepreneurs)

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

### Kinetic Ventures

[kineticventures.com](http://kineticventures.com)

First institutional funding for entrepreneurs

### Leaders Fund

[leaders-fund.com](http://leaders-fund.com)

Helping entrepreneurs build storied SaaS companies

### Mosley Ventures

[mosleyventures.com](http://mosleyventures.com)

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

### Noro-Mosley Partners (NMP)

[noromoseley.com](http://noromoseley.com)

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

### Peachtree Equity

[peachtreeequity.com](http://peachtreeequity.com)

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

### Propeller Investments

[propellerinvestments.com](http://propellerinvestments.com)

Private equity firm focused on making investments within the aerospace and transportation fields

### RAISE Forum

[raiseforum.com](http://raiseforum.com)

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

# FUNDING & CAPITAL

## VENTURE CAPITAL



### **Resurgens Technology Partners** [resurgentech.com](http://resurgentech.com)

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

### **Stanley Ventures** [stanleyventures.com](http://stanleyventures.com)

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** [techsquareventures.com](http://techsquareventures.com)

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

### **TechOperators** [techoperators.com](http://techoperators.com)

Early stage venture capital firm investing in emerging software companies with high growth potential

### **TechSquare Labs** [techsquare.co/fund](http://techsquare.co/fund)

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

### **The Seraph Group** [seraphgroup.net](http://seraphgroup.net)

Seraph is building a diversified portfolio of early-stage companies in high-growth sectors

### **TTV Capital** [ttvcapital.com](http://ttvcapital.com)

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.vc](http://valor.vc)

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** [11-11ventures.com](http://11-11ventures.com)

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.

# FUNDING & CAPITAL

## INCENTIVES



### **Invest Georgia Exemption** [sos.ga.gov/admin/files/Invest\\_Georgia\\_Exemption\\_-\\_Form\\_GA-1.pdf](http://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/](http://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** [georgia.org/competitive-advantages/tax-credits/investment/](http://georgia.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** [georgia.org/wp-content/uploads/2014/03/Angel\\_Investor\\_Tax\\_Credit.pdf](http://georgia.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** [georgia.org/competitive-advantages/tax-credits/research-and-development/](http://georgia.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](http://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/](http://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.

POWERED BY

**hypepotamus**

# NEW 'ROUND TOWN

## NOELLE LONDON

*Assistant Director of Entrepreneurship and Innovation, Invest Atlanta*

### **What are the boxes that Atlanta can check for entrepreneurs?**

Atlanta is not the “next” Silicon Valley, nor should it be. We can be honest that currently you don’t see the investment dollars that you’re going to find in New York, Boston, San Francisco.

However, beyond questions of funding, the second question I used to get most often from entrepreneurs was the mysterious question of traction. When you think about where you can find your first customers, where you can make sales, where you can test a pilot — there are very few cities around the country that have this concentration of corporate headquarters, corporate innovation offices, plus the number of incubators and accelerator programs that are here. You have a supportive ecosystem to support your company’s growth and to test, validate and pilot your products here.”

### **How does Invest Atlanta fit within that support system?**

Invest Atlanta is the City of Atlanta’s economic development agency. We have both an economic development and community development focus. On the Economic Development side where I sit, Invest Atlanta plays a critical role in business attraction and retention by leveraging a toolkit of resources that make Atlanta an attractive place to set up shop

and grow here. In light of the level of startup and tech activity in the city, this role was created a year ago recognizing that as the City of Atlanta, we needed to understand how we provide tools to support the startup ecosystem. Atlanta shouldn’t just be a step along the journey. We want startups to feel supported with resources to build their company.

### **What are some opportunities you’ve seen within the Atlanta ecosystem?**

There are many. The first is that Atlanta has a real opportunity to be a leader in inclusive innovation. Given the level of maturity of the ecosystem, we still have the opportunity to mold it to support women and minority founders. We have the chance to build the ecosystem the right way — and the Atlanta way. That also means that as new technology affects our everyday work and the workforce is shifting because of that technology, we are making sure there’s a distribution of those new opportunities across the ecosystem and city. That’s a big part of what brought me here.

### **As a previous entrepreneur mentor, what’s your number one advice for entrepreneurs?**

I think it’s easier than ever been to be an entrepreneur in a lot of ways, which is a great thing for building early stage companies. Instead of having to build out a website, there are free tools; as you need to build new skill sets, there are online classes. With the rise in startup activity, there are a number of communities forming to support entrepreneurs.

Aside from looking for mentors in those support communities, it’s just as important to build a peer network of entrepreneurs, because it can be pretty lonely to build a company. Remember that you are not alone and there are a number of entrepreneurs around you going through the same experience.

# NEW 'ROUND TOWN

## DIAMONDE WILLIAMSON

*Founder, Blossom; Diversity Coordinator, TechSquare Labs*

### **What problem is Blossom solving?**

We are solving two problems: First, women of color who are actually living the stories the media and entertainment consistently portray, never get to tell their own stories. Blossom provides them with a platform. And second, women of color also deserve to watch more realistic experiences of themselves played on television.

Blossom has that content — the type of content that millennial women of color can see themselves in. Plus, we are not just creating content. We are building businesses, realizing dreams, creating mass opportunity for millennials to foster their creativity and incubating future public figures (something I’m extremely proud of.)

### **Why did you decide to work for yourself?**

I decided to work for myself because I couldn’t find a job doing exactly what I wanted to do. I’m experienced in many different roles and I wanted to work at a company where I could foster that, but I kept getting pigeon-holed into one specific role. This is my third company.

### **What are you trying to do with the TechSquare Labs BuiltxWomen program?**

One of the things that makes BuiltxWomen different is that we are offering this program to developers and go-to-market women so that we can team them up based on the problems they want to solve. If you want to be build a tech company, you have to have a tech person, right? Someone who can build. We want this program to result in tech companies built by women. Period. Our women will come out with a prototype that is launched into the market. If we want to create wealth for ourselves we have to produce more than we consume. Not only that, but we have to produce things that matter. Things that people care about.

### **How does Atlanta weave into your story?**

I was raised in Atlanta. It was in Atlanta that I learned how to network, start a business and learn how to produce television shows and digital content. It was also in Atlanta that I met a lot of the amazing women that I am working with today. I love Atlanta and I want to continue to build here. Right now, Blossom lives online, but I have intentions of creating physical properties for the city. I want to bring long term economic value to the place I call home.

# NEW 'ROUND TOWN

## AARON HURST

*Director, Endeavor Atlanta*

### **How is Endeavor different from other all the startup programs out there?**

One of the key differences for Endeavor is that we're looking for already-scaling entrepreneurs. We talk to startups to get to know them early on, but we're really looking for companies that are scaling. The definition of scaling can vary, but you've certainly found product-market fit, you have a team of more than you and a co-founder, and you're posted for significant growth. You're looking to really scale your business.

### **What does Endeavor offer entrepreneurs?**

The full-blown Endeavor service model kicks in immediately upon selection, and that goes until the company exits — so until it gets acquired or goes public. The network really goes on forever, for the duration of the company's existence. We don't take a board seat, we have a streamlined approval process. We're helping the entrepreneur to make their fundraising process easier. We're kind of like a power grid that our entrepreneurs can plug into, that you get access to all these tools you didn't have before, but in many ways we're also like a swiss army knife. We offer these different services, completely tailored to each entrepreneur.

### **What do you enjoy about your role?**

On a personal level, I truly enjoy working with entrepreneurs and believe they can positively transform industries, economies, and cultures. Launching Endeavor Atlanta offered a unique opportunity to support the best high-impact entrepreneurs in our market while furthering the success of Atlanta's entrepreneurial ecosystem.

## BURRUNDA PRINCE- JONES

*Comcast's The Farm ATL,  
Managing Director*

### **What got you excited about the Boomtown program and The Farm accelerator?**

Well the first thing that got me excited, to be honest, was simply the people. I met Toby and we sat down and just started talking — not really even about Boomtown per se, but just a philosophy of business in general, and how important it is to support entrepreneurs. Oftentimes entrepreneurs don't succeed because they don't have the tools: it's not because they don't have a great idea, but they don't really know how to take that to market in a way to be successful, and he wanted to enable that. And I was more and more intrigued, but

# NEW 'ROUND TOWN

## GENE KANSAS

*Founder, Constellations*

### **What inspired you as you were planning Constellations?**

There are so many companies in Tech Square — AT&T, Panasonic, you name it — none of those really need more office space. What they want and need is that connection and presence to Georgia Tech — the brain power and the energy and the fire you have there — they do it for the attraction and retention of employees, for happiness, for innovation. I have hopes that we'll have the same type of interesting presence and connection in our building and in this neighborhood, the Civil Rights District.

### **What's the goal of the community you're building?**

If you look at a picture of the building on the outside you'll see this incredible work of art at the top which is an open book and a torch of knowledge. That's the ethos of what we're really trying to embody there. It just became very obvious and very evident in an instant — it was a light bulb moment. It's about getting like-minded, engaged professionals that want to make a difference in the world together, and giving them a platform, in this case a place, to let them do their thing. And when those people get together good things happen.

also for me the lightbulb went off — I said to myself, wow now I see why my career path has been so varied and has incorporated so many different aspects, because this will enable me to better support entrepreneurs. I have the educational piece. I know how to work in a corporation. I know what it is to be an entrepreneur. I have a business management training and leadership piece. So I can bring all of those elements together to help entrepreneurs become more successful.

### **What does The Farm bring that Atlanta doesn't already have?**

The thing that we bring is a philosophy that, it's really about the entrepreneur. This is a different model in that it's focused on enabling the entrepreneur to be successful. So though there are other models that may be successful for other reasons, they don't necessarily focus on the entrepreneur — that's the hero of our story. Whatever we do we keep in mind: is this in the best interest of the entrepreneur?

Part of that is we look at the entrepreneur as a whole; not only do we enable and provide the business tools that are necessary to succeed, we also grapple and deal with the challenges of being an entrepreneur — maybe the loneliness, maybe the stress of it, maybe the fact that you're by yourself or that you're away from your family. Those issues also play a big role in your success and how you handle things.

### **What is the accelerator looking for?**

Certainly because of the relationship with Comcast, we are interested in those startups where there is an intersection between media and connectivity. But with that said, we're also interested in all types of technology. We're really interested in innovation, so it can be Fintech or health tech. What I would say to the entrepreneurs is, check us out, learn what we do, learn how we do it. See if we're a fit for you.



# 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.

## 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.

## 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 customers were able to buy items directly from retailers.

## Beta Version

After workshopping 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.

## 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.

## 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.

## 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.

## 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.

## Elevator Pitch

This brief pitch is meant to spark interest in your venture. Break your product down to its bare bones and use these 30 seconds (just enough time for an elevator ride) to persuade your audience to continue into a deeper dialogue.

## 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.

# DICTIONARY

## ICO (Initial Coin Offering)

Cryptocurrency is revolutionizing finance. An ICO is when an entrepreneur sells some units of a new cryptocurrency in exchange for existing cryptocurrency (such as Bitcoin or Ethereum). Warning: as this trend picks up and new currencies continue to develop, we may either have a gold rush, or see some new regulations come into play.

## Incubator

Collaborative programs providing businesses with the nutrients needed to grow at their own pace. Less concerned with how quickly a company will grow or how large it can scale than an accelerator, incubators support startups by providing working space, collaboration and mentorship.

## IPO (Initial Public Offering)

An IPO is when a private company is offered to the public for the first time. This happens for one of two reasons; either a smaller company is seeking capital to expand or a larger company is ready to be traded on the market. Once a company IPOs, they are no longer "private" and have to take the do not disturb sign off their door.

## 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.

## 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.

## 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.

## 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.

## 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.

## Series A

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.

## 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 for emerging companies who have high growth potential.

# BACKED BYATL

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Nolan Transportation Group (NTG) is a dynamic company in the high growth, fast-paced freight brokerage industry providing third-party logistical services for over 8,000 customers across the U.S., Canada and Mexico.



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.



SalesLoft is the platform for modern sales engagement. The product personalizes sales communication, establishes a human connection and seamlessly taps into the sales engagement cloud.



TruRating develops solutions that enable businesses to obtain customer feedback and insights which assist them in their business decision making. TruRating offers a POP rating system that enables customers to rate products and services of businesses and earn rewards.



## ▶ Helping Entrepreneurs Launch, Grow and Thrive

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We make it easier for entrepreneurs to build, test and validate – and scale their companies in Atlanta.

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A one-week international residency that provides selected companies a platform for global expansion.

#### iVillage @ MLK

Providing innovative office and retail space where entrepreneurs can launch their businesses.

#### Smart Cities

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#### Students 2 Startups

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#### Creative Industries Loan Fund

A loan program for the City's creative entrepreneurs with low interest rates and flexible repayment options.

#### Small Business Loan Program

Encouraging business development in the City of Atlanta through small business loan programs.

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