The Research

Dr. Peter Roberts of Emory University's Goizueta Business School has done extensive research on entrepreneurship in the Atlanta community. His findings have revealed the presence of a micro-business gap between high and low income communities. Dr. Roberts has identified low income communities within Atlanta that lack small businesses, but are economically capable of supporting them. This belies a larger problem: a lack of resources for potential entrepreneurs to start their businesses in the communities that need them most. Emory Impact Investing Group was created to be a part of the solution, providing microloans to Atlanta entrepreneurs who can bridge the gap.

Mission Statement

Our Audience
Local, early-stage entrepreneurs who lack access to traditional sources of capital and have a concrete business plan to create tangible impact within their community.

Our Mission
To provide impactful micro-loans and financial consulting services to our entrepreneurs in order to build their credit and create a path to sustainable growth for their businesses.
Our Journey: A Recap

2014
- December: First Fundraising Period Closed, $11K raised
- August: Credit Committee Established

2015
- January: Began working with Start:ME Accelerator (East Lake and Clarkston)
- December: First Loan Closing, $5K loaned to Nicole Messiah
- February: Second Fundraising Period Closed, $17K raised

2016
- May: Board of Advisers Established
- December: Loan Closing, $5K loaned to Akissi Stokes
- September: Loan Closing, $8K loaned to Eden Fesshazion

2017
- May: Third Fundraising Period Closed, $27K raised
- January: Began working with the WEI Accelerator
- December: Loan Closing, $10K loaned to Doris Mukangu
Our Growth in Numbers

Funding

- 2017: 51%
- 2016: 30%
- 2015: 20%

$56,483 raised since 2014

Total Loaned: $27,692

Entrepreneurs

- 48 applied and were interviewed
- 8 went through due diligence
- 4 received an EIIG loan

Members

- 95 new applications in 2017
- 9 new members joined this semester
- 32 members currently active
Our Portfolio

Nicole Messiah: Krumbz Bakery
Krumbz Bakery, located in Atlanta, GA, provides custom made cakes, cake truffles, cookies, and desserts to patrons.

Loan: $4,904, closed Dec. 2015
54% of loan repaid
http://www.krumbzbakery.com

Eden Fesshazion: Law Practice
Eden Fesshazion is a Georgia licensed attorney who specializes in immigration law. She has provided the community with many hours of volunteer service.

33% of loan repaid
http://www.edenfesshazion.com
Akissi Stokes: WUNDERgrubs

WUNDERgrubs is leading a sustainable food revolution by using protein-rich mealworms as a primary ingredient in their cookies and baked treats.

25% of loan repaid

https://www.wundergrubs.com

Doris Mukangu: Johari Africa

Johari Africa creates jobs and pays fair wages to refugee women in Clarkston, GA by selling their handmade jewelry, clothing, and accessories.

Loan: $10,000, closed Dec. 2017
0% of loan repaid

https://www.johariafrica.com

Samantha Hodgkins: Sparkfire Active

Sparkfire Active aims to empower young girls by providing sustainably made activewear items designed to make girls feel comfortable while being active.

Currently in the due diligence phase

Loan ask: $10,000

https://sparkfireactive.com
Fall 2017 Events

Sept. 20: Women's Entrepreneurship Initiative Graduation

The Women's Entrepreneurship Initiative (WEI) is a startup accelerator created by Mayor Kasim Reed's Office. Designed to support female entrepreneurship in Atlanta, the WEI has developed a 15 month program to help women grow their businesses. EIG interviewed several of these entrepreneurs for a loan and decided to move into due diligence with Samantha Hodgkins of Sparkfire Active. We were invited to make this announcement at the WEI Graduation, and even got to meet Mayor Kasim Reed.

Oct. 4: Comcast Breakfast

At the WEI Graduation event, our team was able to meet Andy Macke, the Executive Vice President of External Affairs at Comcast. He gave us more information about an initiative Comcast has to make internet more accessible to lower income communities across America and invited EIG to a Digital Inclusion breakfast. The event, hosted by the Atlanta Chamber of Commerce, was an excellent networking opportunity. We were able to connect with more people interested in social impact business as well as potential donors.
Nov. 2: Startup Runway Pitch Competition

The Startup Runway Pitch Competition is designed to connect minority-led tech startups to investors. Entrepreneurs apply to pitch their businesses and go through several rounds of training and applications before a selected few are given the opportunity to pitch in front of investors. EIIG team members attended the competition and were able to talk and connect with some of the investors that had been invited. We gained important insights into how other organizations invest in high-risk, early-stage ventures.

Dec. 4: New Website, Application, and Fundraising Model

We are excited to announce the launch of our new website. Aside from updated information and a more intuitive layout, this new platform will also allow EIIG to move to a rolling application model. As we connect with more accelerators, we want to allow entrepreneurs to apply for a loan at any time. We will have three application evaluation periods each year, the dates of which are specified on our website. Additionally, the website include a link to a fundraising page, allowing EIIG to accept donations year-round.

Dec. 11: Doris Mukangu Loan Closing

Doris Mukangu of Johari Africa received a $10,000 loan from EIIG. Johari Africa sells African-inspired accessories, jewelry, and clothing made by community members in Clarkston, GA. These people, almost all of them women, are a part of the significant refugee population in Clarkston. Johari's flexible employment model allows women with irregular schedules to earn an income. EIIG's loan will enable Doris to register for and travel to more trade shows, driving up Johari Africa's sales, demand, and customer base. Our consulting team will be working with Doris to support this aim through strategic marketing strategies.
Our Members

Leadership

Ashwini Krishnamurthy  
*Chief Executive Officer*

Rachel Chon  
*Chief Loan Officer*

Priyanka Desai  
*Chief Operating Officer*

Brandon Hirsh  
*Chief Investments Officer*

Ankita Moss  
*Chief Development Officer*

Ameera Patheria  
*Chief Personnel Officer*

Members

Natasha Armstrong  
*Outgoing Chief Investments Officer*

Jonathan Moore  
*Outgoing Chief Executive Officer*

Sanjay Velappan  
*Outgoing Chief Operating Officer*

Srivats Agarwal
Joey Chalhoub
Mary Chen
Vishal Chennuri
Devin Gu
Mark Guberman
Gabriel Hart
Lindsey Kapel

Dara Liss
Florence Lo
Wendy Lyu
Janvi Pamlani
Sanghee Park
Diego Ponce
Veena Prakash
Zahra Punja
Reza Sabooni
Varun Subramanian
Harrison West
Alex Western
Peter Yao
We would love to connect with you!

www.emoryimpactinvesting.com

Interested in Donating?
Our donors and sponsors are an integral part of EIIG’s operation. All of our donations go directly to supporting our entrepreneurs, and the more money we raise, the more loans we are able to give.

More Information

Interested in Applying for a Loan?
Please visit our website for more specific information on how EIIG operates and the qualities we look for in entrepreneurs. Please feel free to contact us with any questions.

More Information