The Roberto C. Goizueta Center for Entrepreneurship & Innovation

2023-2024 IMPACT REPORT
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DEAR FRIENDS OF THE ROBERTO C. GOIZUETA CENTER FOR ENTREPRENEURSHIP & INNOVATION,

It is with pleasure that we share our impact report for the 2023-24 academic year. This year has witnessed meaningful growth in the breadth and depth of the Center’s programs. In addition to advances in the quality of student offerings, our growing team has been able to align opportunities for the Goizueta community to enhance and expand its reach into the startup and early-stage investment community in Atlanta and beyond.

While adhering to our three primary focus areas of 1) advancing creativity and corporate innovation, 2) new venture creation and development, and 3) venture funding and capital formation, we found consensus around three profiles of those who are drawn to the Center’s work. Specifically, while an individual might fit in more than one of these profiles, we have begun to focus our work around three profiles:

- Disruptor/Innovators: those developing an entrepreneurial mindset for organizations of all types;
- Founder/Growers: those creating, leading and growing scalable new ventures
- Investor/Connectors: those aligning funds and resources to advance early-stage capital formation

Some of the key outcomes of this alignment include serving over 1,000 students with 15 unique course offerings, augmented by ten student-led experiential learning programs with in-depth participation from nearly 20 Center Fellows. At the same time, the Center interacted with more than 350 startups from across the Emory entrepreneurship and innovation ecosystem, including our alumni community. Of those, more than 150 startup founders engaged meaningfully with the Center’s programs.

We are only as strong as the strength of our network. We are working hard to reach more and build on our 24-person Entrepreneur-in-Residence mentor network, and we are building bridges to the stellar Emory University alumni network. At the same time, the Center actively maintains 16 distinct community partnerships which all bring resources, network, career opportunities and exposure to the Goizueta startup community.

It is the Center’s hope that our work will allow the Goizueta Business School community to see the boundless and exciting opportunities that the entrepreneurial and innovation ecosystems offer. We benefit from a tremendous team of Goizueta faculty, staff and students, engaged Emory partners, a supportive alumni network, and an open and welcoming Atlanta ecosystem. We are very excited about the future for our community and those whom we serve, and we thank you for your support.

Respectfully yours,

Jill Perry-Smith  
Academic Director

Brian Cayce  
Managing Director
ABOUT THE CENTER FOR ENTREPRENEURSHIP & INNOVATION

The Roberto C. Goizueta Center for Entrepreneurship & Innovation meets students, faculty and community members where they are with access points and general exposure to in-depth learning opportunities for the highly engaged.

TEAM MEMBERS

**Center Leadership Team**  
Jill Perry-Smith, Academic Director  
Brian Cayce, Managing Director  
Olivia Sedlack, Program Coordinator  
Molly McDonald, Community Engagement Coordinator

**Affiliated Faculty**  
Rob Kazanjian  
Charles F. Goetz  
Andrea Hershatter  
JB Kurish  
Renee Dye  
Klaas Baks  
Benn R. Konsynski  
Giacomo Negro

PROGRAMS

Emory Goizueta Entrepreneurship Summit &  
Emory Goizueta Pitch the Summit  
Emory Goizueta Startup Navigator*  
Goizueta Technology Product Management*  
Emory Goizueta Startup Launch Accelerator  
Goizueta Pitch the Professors  
Emory Goizueta Angel Investment Network*  
Peachtree Minority Venture Fund  
Goizueta EmHERy Ventures*  
*program in development

COLLABORATORS

**Emory Departments:**  
The Hatchery  
Emory Center For AI Learning Grant Pool*  
Lab2Launch/ Biolicity  

**Student Clubs:**  
Emory Entrepreneurship & Venture Capital Club  
Emory Entrepreneurship & Venture Management Club  
Goizueta Technology Association  
Emory Biotech Consulting Club  

**Atlanta Community Partners:**  
Engage VC  
Nucleate  
VC Day/Startup Runway  
Venture Atlanta  
StartupATL  
Atlanta Technology Angels  
Siggie Award  
TiE Atlanta Angels/ Venture Atlanta “Angel Edition”

CONNECT WITH US

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@goizuetacei

The Roberto C. Goizueta Center for Entrepreneurship & Innovation
2023-2024 Student Fellows

The CEI Fellows Program recognizes Goizueta Business School undergraduate and graduate students who exhibit an entrepreneurial mindset and demonstrate commitment to the Goizueta entrepreneurship initiative. This year’s fellows participated in numerous hands-on educational experiences to develop their capabilities as life-long entrepreneurs and gained exposure to the greater Emory and Atlanta ecosystem.

- Prestin Lawrence, ’25 MBA
- Penelope Gallardo, ’25 BBA
- Qazi Haq, ’25 MBA
- Molly McDonald, ’25 MBA
- Vivek Patel, ’24 MBA
- Sofia Yang, ’25 BBA
- Tyki Wada, ’25 MBA
- Michael Gernatt, ’25 MBA
- Samuel Bailey, ’25 MBA
- Aravind Giduturi, ’24 MBA
- Evyn Smith, ’24 MBA
- Shyam Patel, ’24 MBA
- Raymond Cryer II, ’24 MBA
- Martin Huang, ’24 BBA
- Brandon Best, ’24 MBA

Qazi Haq, Two Year Full-Time MBA Student Fellow

“The CEI Fellowship has been the highlight of my first-year MBA experience at Goizueta. The engaging CEI programs and strong connectivity to the Atlanta innovation ecosystem has allowed me to explore my interests in Venture Capital. In addition, it has been an absolute joy to work with the other passionate undergraduate and graduate CEI Fellows.”
EMPOWERING FOUNDERS & STARTUPS

350 Startups Supported
150 Founders Engaged

$100k Cash and in-kind support
80% Founder Confidence to Advance Their Ventures

Emory Goizeuta Startup Launch Accelerator
Open to the entire Emory community including students, faculty, staff, and alumni, the 10-week accelerator guided 12 early-stage founders through a defined process rapidly testing their ideas with customers, building and changing a business model and pitching to investors at Demo Day.

Molly McDonald, Evening MBA Student Fellow

“ As a fellow I had the opportunity to attend the accelerator sessions alongside the founders. As a result I had the unique opportunity to learn and grow with the founders and contributed to refining their business models through the insights we gained together and learn from the many guest speakers. Watching the startup teams, from students to alumni, transform their ideas into viable business models and confidently pitch at Demo Day was truly inspiring. The accelerator exemplifies the power of collective innovation and the entrepreneurial spirit that exists in the Emory community.”
connecting capital

24 EIR Mentors
327 Alumni Engaged
85 Investors
16 Community Partners

Peachtree Minority Venture Fund

A million-dollar Venture Capital Fund focused on Empowering black, LatinX, and Indigenous founders. Peachtree is the only student-run venture capital fund that focuses on equity investments into underrepresented founder ventures and ventures that expand venture funding for underrepresented business owners. Students sourced companies, conducted due diligence, and made investment recommendations to the Peachtree Investment Committee which is made up of Goizueta faculty and staff. In the spring of 2024 the Student Fund Managers recommended three companies for investment, of which two were authorized by the Investment Committee.

TiE Atlanta Angels

TiE Atlanta Angels (TAA) launched in Summer 2017 as a capital raise platform designed to invest in new, high-growth entrepreneurial startups with a primary focus in the Southeast US. This year, CEI Fellows participated in the planning and organization of TiE Atlanta, AngelCon, gaining first-hand access to local investors and startups, exposed and integral in the business analytics involved in building portfolios. Additionally, the Fellows played a pivotal role in implementing a $500,000 "mini-fund" to invest into Venture Atlanta Showcase companies.

Brandon Best, Two Year Full-Time MBA Student Fellow

"PMVF was one of the most impactful experience at Goizueta. Professionally, I got to experience how VCs operate, network with high-level investment professionals, and learn how to evaluate dozens of startups. Personally, the mission has been so meaningful to connect founders with capital and directly address the inequities in the space."

Aravind Giduturi, Two Year Full-Time MBA Student Fellow

"During my time at The Roberto C. Goizueta Center for Entrepreneurship & Innovation, I have had the amazing opportunity to be part of TiE Atlanta Angels as a student fellow. It has been a great experience working with them for the past few months, diving headfirst into the world of early-stage startups, learning the ropes of due diligence, and expanding my professional network. We helped create a mini fund for AngelCon ATL, a collaboration between TiE Atlanta Angels and Venture Atlanta, hosted at Emory University’s The Hatchery on November 1, 2023."
Emory Entrepreneurship Summit/ Pitch the Summit

The 2-day Emory Entrepreneurship Summit featured inspiring alumni entrepreneurs and investors who are creating new opportunities for investment, partnership, and collaboration. Students, alumni, and community partners were taught and inspired by interactive workshops, industry speakers, and networking opportunities. The Summit concluded with the Pitch the Summit Competition, which provided Emory undergraduate and graduate students with the opportunity to learn how to effectively pitch an idea for a new venture and compete for in-kind contributions to move their ventures forward.

Tyki Wada, Two Year Full-Time MBA Student Fellow

“The pitch summit was a great experience and intro for me to connect the Emory alumni with aspiring student entrepreneurs. My favorite part was listening in to the pitch deliberation’s with the judges and chatting with them about their reasons. Loved the atmosphere!”