SOCIAL ENTERPRISE @ GOIZUETA

HOW YOUR GIFT IS MAKING MARKETS WORK FOR MORE PEOPLE, IN MORE PLACES, IN MORE WAYS.
YOUR GIFT to Social Enterprise at Goizueta (SE@G) supports the belief that Goizueta Business School occupies a unique vantage point from which to create change. SE@G combines academic research with fieldwork and student activities to create better markets and stronger communities. The programs featured here provide a snapshot of what SE@G can accomplish with your help.
YOU HELP ATLANTA’S SMALL BUSINESSES MAKE A BIG IMPACT

Promising entrepreneurs benefit from SE@G because it supports **Goizueta’s Start:Micro-Enterprise Accelerator Program (Start:ME)**.

Since its inception, the program has served **110 small businesses** in Atlanta’s Clarkston and East Lake / Kirkwood neighborhoods by creating or retaining nearly **200 jobs**, establishing **16 brick and mortar locations**, and generating annual revenues of **$5.8 million**.

---

**ROCHELLE PORTER** | Rochelle Porter Design
*Clarkston Start:ME Alum*

Rochelle Porter always loved drawing and design but never had any formal art training. “I’ve been sketching for years,” she says. “I would see designs on products in stores and they’d remind me of my own work, but I didn’t know where to go from there.” Determined to turn her hobby into a career, she sought out Start:ME. “I had no plan, just a vague picture of what I wanted and where I wanted to go,” she explains. “And by far the biggest benefit was the structure I gained. The program really encouraged me to get organized.” The result was Rochelle Porter Design, a vibrant lifestyle brand with a focus on sustainability and ethical manufacturing practices. The brand offers colorful throw pillows, phone cases, travel pouches, and more, all featuring Rochelle’s unique designs. “Start:ME completely accelerated my trajectory because we accomplished so much together,” she says. “It’s such a supportive community; they want to see you succeed.”
2 NEW RESEARCH REPORTS
were released in partnership with ANDE, Deloitte, and TechnoServe
delivering insights on entrepreneurs' needs in emerging markets

$1.5M IN RESEARCH FUNDS RAISED
to support Database's first phase

8,600 ENTREPRENEURS
from more than 100 accelerator programs around the world have participated

RICK WHITE 14B
Start:ME Mentor

“This program provides structured ways to think about starting a business and exposes participants to real-world obstacles so they know what’s in front of them,” says Rick White, owner of White Brothers Auto Parts and a Start:ME mentor. “The program participants are left with the confidence needed to break down any barriers in their way. Honestly, I learn a lot from them because they have unique perspectives different from my own. The process is so fulfilling.” Rick worked with two Start:ME entrepreneurs in 2017, both of whom he still keeps in touch with, and looks forward to participating as a mentor again in the future.

YOU ACCELERATE IMPACT EVERYWHERE

Accelerator programs like Start:ME are designed to assist entrepreneurs and propel them towards success, but there is insufficient statistical evidence supporting how and when they’re most effective. With your help, SE@G founded the Entrepreneurship Database Program (EDP) to collect and analyze data from thousands of early-stage ventures applying to more than 100 accelerator programs around the world.

“More effective accelerator programs working around the world can stimulate more jobs and increased incomes, and we see them as a solution for a lot of the challenges entrepreneurs face. EDP takes an in-depth look into accelerators over time to determine what’s working and what’s not on a variety of levels. This type of academic data collection is unique because it provides insight both practitioners and scholars can benefit from. And it allows us to not only inform and improve individual accelerators, but to advance the field as a whole.” SE@G also partners with the Global Accelerator Learning Initiative (GALI) to further explore and answer key questions about enterprise acceleration. “We are excited to collaborate with EDP and GALI because no one else is doing work like this. Together we can spur the field forward.”

—GENEVIEVE EDENS
Director of Research and Impact,
The Aspen Network of Development Entrepreneurs (ANDE)
Investing in SE@G means investing in female specialty coffee growers in Latin America. Although women do the majority of the work growing and harvesting specialty coffee, they are significantly underrepresented in the industry, an economic imbalance that hurts them, their families, and their communities. Grounds for Empowerment (GFE), a three-year incubator program launched and fueled by SE@G, makes their voices heard. Ramona Diaz, one of three participants, completed her first year of the program in 2017.

Ramona Diaz | Coffee Grower

Ramona Diaz is a coffee farmer in San Juan del Rio Coco, Madriz. She owns Finca El Oasis, a 4.25-acre coffee farm, and runs it with the help of her husband and four children. Until participating in GFE, she didn’t recognize her own potential. “This program enabled me to give more value to the work we do and to acknowledge the fact that I produce a high-quality product,” she says. “I don’t think I really knew that until I started learning more and cupping my own coffee. Now I feel empowered to continue investing in my coffee farm.” Through the program’s business training, market connections, and investment funds, Ramona has experienced increased income and economic security. “I think of the GFE program as a blessing for my family and a tool I can use to invest and grow my farm,” she explains. “I’m so happy to be a part of this innovative project that supports women entrepreneurs like me.”

1,050 bags of coffee were sold to support the program

To date, 25 specialty coffee roasters have registered 193 coffees on the TTC website.

YOU EMPOWER HARDWORKING WOMEN

YOU CREATE A TRANSPARENCY MOVEMENT

Economic inequality in the specialty coffee market extends beyond women. In fact, many of the people behind the coffee we drink every day have a hard time finding adequate compensation for the work they do. SE@G developed the Transparent Trade Coffee (TTC) project, an online platform designed to shed light on this issue. By creating coffee pricing benchmarks and increasing industry transparency, TTC helps specialty coffee growers receive the compensation they deserve.

“TTC is doing some of the most interesting work—things no one else has done—to bring transparency and, consequently, economic equity to the supply chain. The first TTC colloquium at Emory, for example, was one of the most interesting, honest conversations I’ve been involved in since covering the coffee industry. This is how we generate movement.”

—NICK BROWN
Founding Editor, Daily Coffee News
YOU DEVELOP THE NEXT GENERATION OF SOCIAL ENTERPRISE LEADERS

The connections that Social Enterprise Fellows make on campus last long past graduation. Many fellowship alumni, for example, actively leverage the program network for career advancement.

“I was working for a great company but knew I wanted to get back into the social enterprise sector, a very network-based job hunt. Relationships matter a lot, and I was able to draw on mine to help. I made these connections while in school but I stayed in touch, and I wouldn’t have landed my current job without them. They’re always there for me.”

—KATHRYN GELDER 15B
Fellow Alum and Program Manager, Points of Light Civic Accelerator, Atlanta

Goizueta students benefit from SE@G because it underwrites the programs that help them thrive in the dynamic social sector. The Social Enterprise Fellows Program is a great example. The multiyear, cohort-based fellowship was created for top BBA, MBA, and EvMBA students with an interest in and commitment to social sector careers. From tailored workshops and coaching sessions with leaders-in-residence to networking events and internship stipends, the fellows program helps develop the next generation of social enterprise leaders.

JULIA KRAUSS 17B 18PH
Current Social Enterprise Fellow

Julia Krauss spent her summer improving the quality of accessible and affordable sanitation systems in Nairobi, a trip supported by stipend funds she received as a social enterprise fellow. A dual-degree student with an interest in water and sanitation, Julia was eager to participate in the Nairobi internship. “The funds allowed me to focus my energy on learning and really embracing the experience, rather than worrying about the financials,” she says. Back at home, with access to personalized coaching and student-led social enterprise groups, the fellowship program also helped Julia map out her future. “Consulting was not a career I ever thought I’d pursue, but this program allowed me to see my public health interests through a business lens and completely changed my trajectory,” she explains. “For the impact I hope to have in social enterprise, this is a much smarter path than I ever would have realized on my own, and I’m so grateful for that discovery.”

2 SOCIAL SECTOR ACADEMIC CONCENTRATIONS
Social Enterprise and Nonprofit Management offered to MBA Students

15 SOCIAL ENTERPRISE FELLOWS
(BBA, MBA and EvMBA) selected and supported through coaching, internship stipends, and experiential learning

6 SOCIAL ENTERPRISE FOCUSED COURSES
INTERNATIONAL TRAVEL MODULE EXPERIENCES
enrolling 200+ students each academic year

100+ LEADERS-IN-RESIDENCE COACHING SESSIONS
conducted with current students and alumni accelerating career connections
Thank you for investing in SE@G to create better markets and stronger communities. As our partner, you fuel Goizueta’s strategic initiatives and raise the profile of Goizueta Business School. To learn more about SE@G visit us at:

socialenterprise.emory.edu
Twitter @SocEntGoizueta
Facebook facebook.com/socialenterprise.goizueta

PROGRAM SITES
EDP entrepreneurdata.com
Start:ME startmeatl.org
GFE: groundsforempowerment.org
TTC: transparenttradecoffee.org