

PROJECT

AMPLIFY

CHARLOTTE IMPACT 2021

IMPACT SUMMARY: INNOVATE CHARLOTTE

OUR PARTNERSHIP

Partnered

with Innovate Charlotte to create a microgrant program (Ignite CLT) focused on women and minority founders

Built Foundation

for a sustainable, repeatable microgrant program and provided support for an intern to help InnoCLT get the program off the ground in the first year

Supported

five of ten of the inaugural cohort for Charlotte COSTARTERS entrepreneur class, totaling \$5,000

Judged Founder Pitches

and served on a live panel while engaging with 10 founders who were selected out of the 80+ applicants to compete

Panel Selected And Awarded Grants

of \$5,000 each to four founders, totaling \$20,000

SUPPORT PROVIDED

- ✓ Micro Grants
- ✓ Process Design & Documentation
- ✓ Operational/Process Improvements
- ✓ Designed pitch competition program structure
- ✓ Funding for payroll & micro-grant program
- ✓ Marketing expertise



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BY THE NUMBERS

\$30k

in funding, with \$20,000 awarded directly to founders, \$5,000 in COSTARTERS (founder) training support, and \$5,000 in resource support to kick-start the microgrant program at InnoCLT

80+

applications received to compete in the new Ignite Charlotte micro-grant pitch competition

10

founders selected to participate in Ignite CLT pitch competition

4

pitch competition winners received a Jabian Project Amplify grant





200+

hours committed by Jabian Charlotte volunteers to set up microgrant program



OUR IMPACT ON INCLT ENTREPRENEURS



Entrepreneur	Company Overview	Use of Funds	Activity since award	Feedback about the Ignite experience
 <p>Jackie Moss Coresnatcher</p>	<p>Exercise solution that provides a pain free, full body workout for all fitness levels.</p>	<p>\$5,000 used to attend 4 expos across the country, fitness instructor certification for founder, & promotional materials</p>	<ul style="list-style-type: none"> • We have been invited to 4 more events!! • We have been approached by 2 possible angel investors just from the expos we participated in! • we received a call back from shark tank ...we meet with the casting directors on this Monday!! 	<p>“The pitch competition really lit a fire under my other team mates to be even more involved. It was so beneficial for us as a team to witness other businesses striving to get ahead. We Also made some great connections as well! We are looking for more pitch contest! We are so grateful for the jumpstart Ignite has given us! “</p>
 <p>Quentin DeBerry BLK Resume</p>	<p>Provide organizations with a pipeline of skilled and developed Black + Brown talent to hire for high functional roles including business and technology areas.</p>	<p>\$5,000 used to create platform prototype</p>	<ul style="list-style-type: none"> • We were able to secure a corporate client • As of 3/14/2022, one of our candidates from the platform is in the final interview stage • We also applied for the NC Idea Microgrant 	<p>“The Ignite pitch competition was a great incubator to help prepare us for other pitch events. I learned to ask for money during my pitches, so it forced me to update my pitch deck.”</p>
 <p>Kimberly Evans Just Her Rideshare</p>	<p>A rideshare community of women drivers and riders founded in 2020 to provide a safer transportation solution for every woman and child.</p>	<p>\$5,000 used to contract marketing company, add to the team, and revamp website & community portal</p>	<ul style="list-style-type: none"> • Starting to onboard the drivers that have already signed up • Working to fulfill two B2B Collaborations • Resolving issues with Android app • Going through the SBA process 	<p>“Thanks for the opportunity!”</p>
 <p>Penny Campbell Seniors in Transition</p>	<p>Bridging the communication gap between family members and medical workers so seniors get the care that they need and deserve</p>	<p>\$5,000 used for pilot program to validate assumptions & test market interest</p>	<ul style="list-style-type: none"> • Completed a pilot program and gained feedback • Pivoted (short term) from focus on long term care facilities to customers in hospice. We still plan to target long term care facilities in the future, but we have learned that our barriers to entry maybe greater there. • We completed our HIPAA compliancy training and earned the seal to place on our website and application 	<p>“The Ignite pitch was my first in person pitch competition. I loved that the competition had an intimate feel and provided a great networking opportunity ”</p>

OUR IMPACT ON INCLT ENTREPRENEURS



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Jackie Moss

Coresnatcher



Company Overview

Exercise solution that provides a pain free, full body workout for all fitness levels.

Grant Award

\$5,000 used to attend 4 expos across the country, fitness instructor certification for founder, & promotional materials

Growth Since Award

- We have been invited to 4 more events!!
- We have been approached by 2 possible angel investors just from the expos we participated in!
- We received a call back from “Shark Tank”

OUR IMPACT ON INCLT ENTREPRENEURS



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Quentin DeBerry

BLK Resume



Company Overview

Provide organizations with a pipeline of skilled and developed Black + Brown talent to hire for high functional roles including business and technology areas.

Grant Award

\$5,000 used to create platform prototype

Growth Since Award

- We were able to secure a corporate client
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- We also applied for the NC Idea Microgrant

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Kimberly Evans
Just Her Rideshare



Company Overview

A rideshare community of women drivers and riders founded in 2020 to provide a safer transportation solution for every woman and child.

Grant Award

\$5,000 used to contract marketing company, add to the team, and revamp website & community portal

Growth Since Award

- Starting to onboard the drivers that have already signed up
- Working to fulfill two B2B Collaborations
- Resolving issues with Android app
- Going through the SBA process



Penny Campbell
Seniors in Transition



Company Overview

Bridging the communication gap between family members and medical workers so seniors get the care that they need and deserve

Grant Award

\$5,000 used for pilot program to validate assumptions & test market interest

Growth Since Award

- Completed a pilot program and gained feedback
- Pivoted (short term) from focus on long term care facilities to customers in hospice. We still plan to target long term care facilities in the future, but we have learned that our barriers to entry **may be** greater there.
- We completed our HIPAA compliancy training and earned the seal to place on our website and application