

Women's Entrepreneurship Initiative



EMPOWERED BY [INVESTATLANTA](#)

Women's Entrepreneurship Initiative

Mission: to elevate, engage and empower entrepreneurship through women

- Pursuant to the 2015 City of Atlanta Ordinance 11-O-1839, the Women's Entrepreneurship Initiative (WEI) is a 15-month incubator program where 15 women entrepreneurs, defined as "early stage start ups" have access to practical business education, mentorship engagement, financial literacy assistance and business support services, including co-location at the collaborative WEI Incubator space in downtown Atlanta at the historic Flatiron Building.
- Resources are structured in 4 pillars with quarterly sprints focused on 1) Business Analysis, 2) Learning & Leadership Development, 3) Strategic Partnerships, and 4) Funding Opportunities.
- Our 3rd Cohort, WEI 2020 was announced in June 2020.

Program Highlights

- The number of full-time employees has increased collectively by over 157% for WEI businesses since beginning the incubator program;
- WEI businesses currently employ more than 395 full-time employees or contractors, contributing to job creation for the City of Atlanta;
- An average of \$50,968 in capital investment per business has been committed to each WEI business that has completed the incubator program.



EMPOWERED BY **INVESTATLANTA**

Women's Entrepreneurship Initiative

Key Metrics & KPIs

	Cohort 1	Cohort 2	Cohort 3*
Number of Jobs / Internships created and retained since beginning program	15	221	159
Business Scalability / Average Annual Revenue Increase since beginning program	No Data Available	No Data Available	<ul style="list-style-type: none"> • Start: \$47,046 • Current: \$63,231 • Increase: 34.4%
Mentorship / Quantifiable Impact of mentorship engagement sessions	No Data Available	No Data Available	<ul style="list-style-type: none"> • Two (2) Microsoft Partnerships (workforce development, affordable housing) • One (1) Candidate for Microsoft Social Enterprise Award • One (1) Candidate for Microsoft Startup Salon • One (1) Business Awarded IoT.ento Living Lab on the Beltline Trail (Invest Atlanta AgTech Challenge)
Average dollar amount invested in each start up since beginning program	\$50,833	\$51,050	\$12,233

* Cohort 3 has completed 20% of the program, currently in the 3rd month of programming



EMPOWERED BY INVESTATLANTA

WEI 2020 Cohort



Aspire Construction & Real Estate Consulting is a one stop shop for development, design and construction services.



Beautiful Curly Me is a lifestyle brand comprised of dolls and accessories that teach young girls the importance of hair care, while fostering self-confidence and love



Blendz offers an inclusive selection of high quality, professional flesh-tone dance apparel and shoes in various shades and styles for all dancers



Cool Moms Dance Too! (CMDToo!), is a family health and wellness provider and advocate that focuses on dance, fitness, and fun support group classes designed to help improve physical and mental health.



Design-1-1 is the only affordable 3D digital interior design firm with consideration for the client experience as a focus



EMPOWERED BY INVESTATLANTA

WEI 2020 Cohort



eKlozet

eKlozet combines sustainability shopping with the luxury experience providing consumers with the best of both worlds.



HYPE

HOPE FOR YOUTH THROUGH PROVIDING EDUCATION

Hope for Youth features the HYPE International Experience, the only computer science program for minority girls that incorporates a train-the-trainer model within a significant learning and leadership development experience

JOYVIAL®

JOYVIAL is an online network of vetted, professional health coaches who help you becoming the best version of yourself. Your carefully selected coach guides you as you unlock new strategies that enhance your wellbeing and energizes you to live a life you love.

KNAC

Knac is a talent management platform that lets companies screen, manage, and give feedback to applicants. Through technology, we make the hiring process more efficient and help jobseekers learn the skills they need to advance in their careers.



My Panda

Bamboo Services, LLC d/b/a My Panda handles day-to-day tasks by connecting people within their local communities to each other to get things done. Our PANDAs (Personal Assistants Next Door App) provide a hyper-local focus and a greater level of trust, social accountability and time efficiencies for our members.



EMPOWERED BY INVESTATLANTA

WEI 2020 Cohort



Saramar Group specializes in connecting brands to the U.S. Hispanic market through purpose-driven marketing solutions



The Secret Cocktail® is a premiere CNA School consulting firm, bridging the healthcare gap by helping individuals and organizations navigate process of obtaining approval to operate a Certified Nursing Assistant School; while preparing quality nurse aides to care for our aging population.



Travelsist is an online service that provides baby essentials and accessory rentals, along with concierge services to parents who travel with small children



The William Pleshette Company eliminates the barriers that keep people from enjoying the water with both our services and products. Our flagship product provides hair protection and the ability to keep hair completely dry so that everyone can enjoy the freedom of swimming.



WUNDERgrubs is an Atlanta-based Limited Liability social franchise of decentralized farms producing high-quality insect protein using the Internet of Things (IoT) to disrupt the supply chain and cultivating sustainable farming practices that help restore natural resources, reduce carbon emissions, improve nutrition, and promote food security



EMPOWERED BY INVESTATLANTA