



Emory Impact Investing Group

**IMPACT
REPORT**

Fall 2017

Our Foundation

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

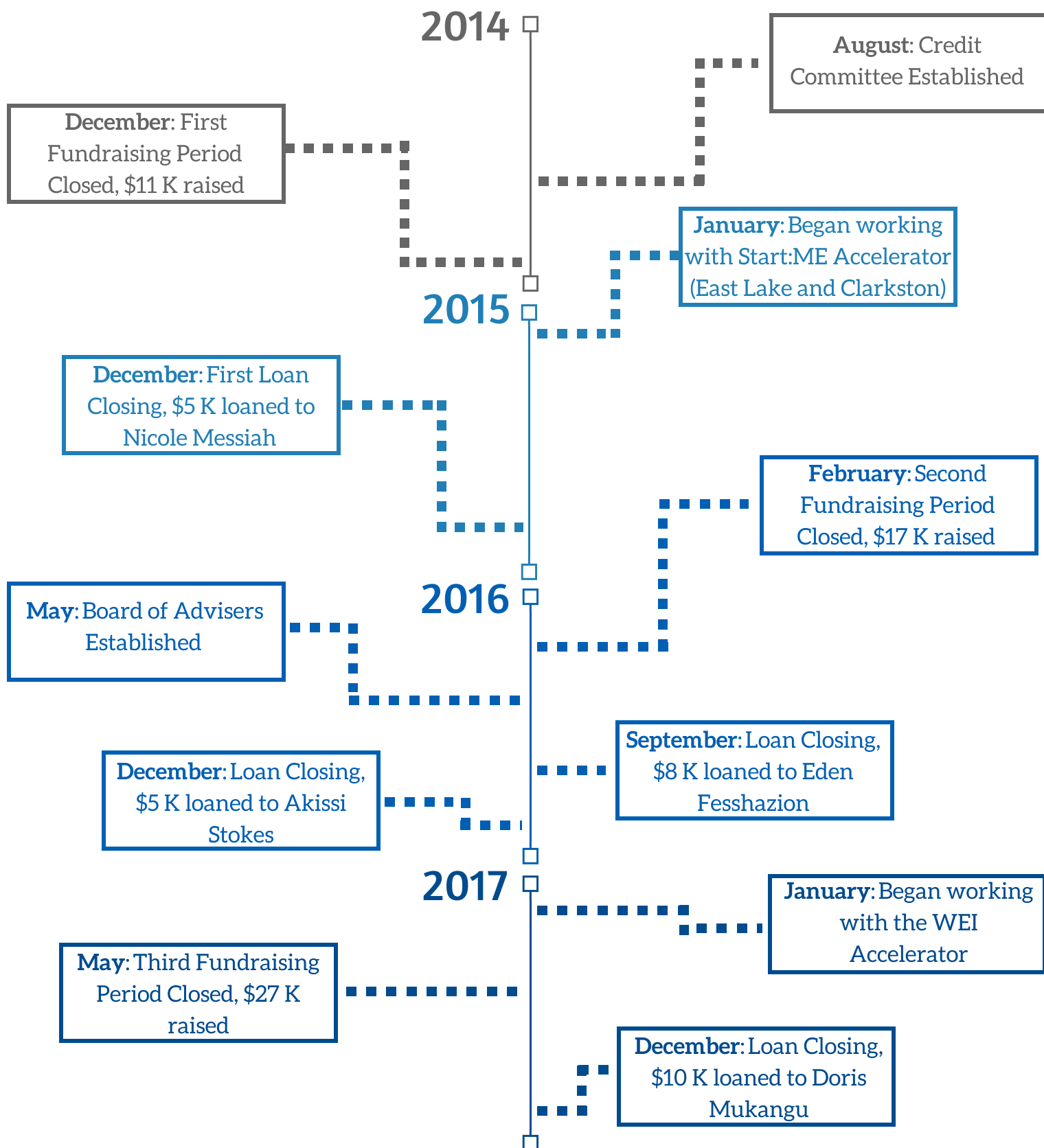
Our Audience

*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

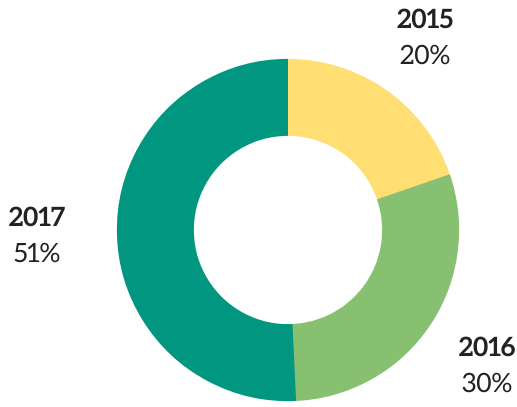
*To provide **impactful micro-loans** and financial consulting services to our entrepreneurs in order to **build their credit** and create a path to **sustainable growth** for their businesses.*

● Our Journey: A Recap

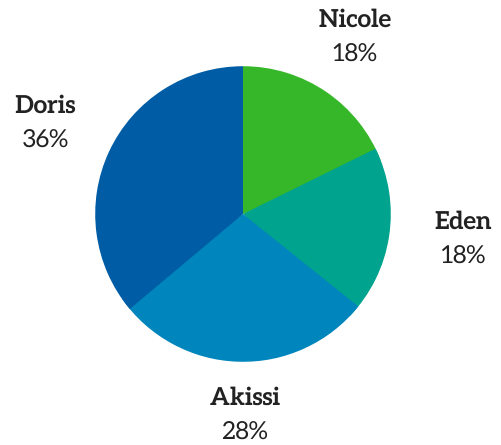


Our Growth in Numbers ●

Funding



\$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



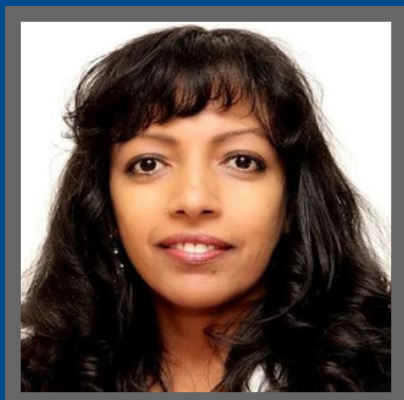
Krumbz Bakery, located in Atlanta, GA, provides custom made cakes, cake truffles, cookies, and desserts to patrons.

➤ Loan: \$4,904, closed Dec. 2015
54% of loan repaid

<http://www.krumbzbakery.com>



Eden Feshazion: Law Practice



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

➤ Loan: \$7,790, closed Sept. 2016
33% of loan repaid

<http://www.edenfeshazion.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.

➤ Loan: \$4,998, closed Dec. 2016
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. EIIG 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 EIIG 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 www.emoryimpactinvesting.com 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

Vishaal Chennuri

Devin Gu

Mark Guberman

Gabriel Hart

Lindsey Kapel

Dara Liss

Florence Lo

Wendy Lyu

Janvi Pamnani

Sanghee Park

Diego Ponce

Veena Prakash

Zahra Punja

Reza Sabooni

Varun Subramanian

Harrison West

Alex Western

Peter Yao

More Information ●

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](#)