

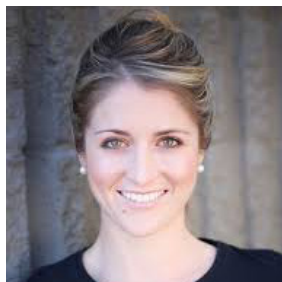


# SEED·SPOT

## 6-Year Impact Report

Moving the Needle on Impact  
Locally and Globally

July 2017 – June 2018



# A NOTE FROM OUR CO-FOUNDER AND CEO

From the first moment we opened our doors six years ago, we've witnessed the remarkable commitment of individuals wanting to solve social problems through entrepreneurship. These are inspirational individuals who go against the grain and succeed despite the 48 percent decline in startup density since 1977. Among adults ages 20-34 alone, entrepreneurship has fallen by an astounding 24 percent in the last 20 years. **We need to revive entrepreneurship as a powerful tool to create solutions for society's most pressing problems.**

The process starts by investing in the 72 percent of high school students who want to start their own business by cultivating their entrepreneurial mindsets. We equip them with the professionalism, 21st century skills, and critical thinking to become resilient leaders of the future workforce. SEED SPOT Schools alumni have built products to enable communication for the visually-impaired, used artificial intelligence to help public defenders protect the rights of underserved defendants, and created tech platforms to employ displaced refugees. Instilling this mindset early on transforms young people into adults who lead confidently, drive innovation, create jobs, and encourage local and national economic growth.

Through SEED SPOT Communities, our team trains Community Organizers to run programming that strengthens their communities and enables a grassroots network of local entrepreneurs solving the United Nations Sustainable Development Goals. This year, we are proud to report that our alumni family is comprised of **50 percent women founders** and **46 percent minority founders**. Empowering diverse problem solvers has created an enormous impact, including helping end epilepsy misdiagnosis, giving citizens a voice in local real estate development, and empowering students on the autism spectrum through STEM-based learning.

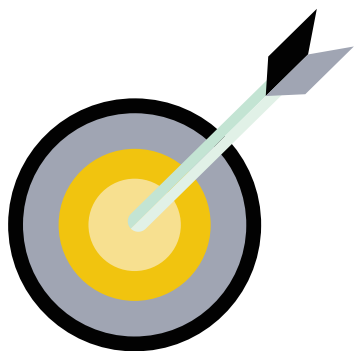
We are endlessly thankful for the expanding community of mentors, donors, board members, and supporters who have believed in our vision year after year. This is still the beginning - we are so excited to elevate the voices of more changemakers worldwide who are unafraid to dream BIG.

Let's do this,

Courtney Klein

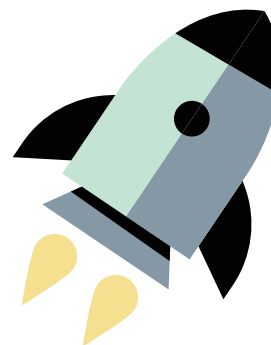
Co-Founder & CEO of SEED SPOT

# OUR MODEL FOR CREATING SUSTAINABLE CHANGE



## IMPACT-CENTERED BUSINESS MODELS

Traditional entrepreneurs create businesses to make money; social entrepreneurs create businesses to make impact. We challenge entrepreneurs to put impact first in their business models by considering how they can improve the lives of people around them.



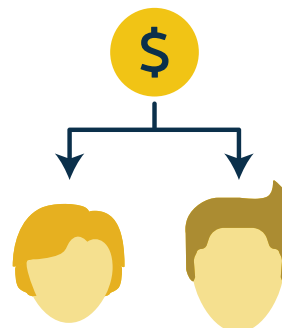
## MAPPING LOCAL IMPACT TO GLOBAL IMPACT

Beyond impacting their own communities, we encourage youth and adult entrepreneurs to align their ideas for change with the 17 United Nations Sustainable Development Goals. We are enabling widespread social change that can move the needle on innovation, both locally and globally.



## INCLUSIVE ENTREPRENEURSHIP

We believe that by leveling the playing field for under-represented and highly under-leveraged entrepreneurs we are seizing opportunities that will quite literally shape our world for the better.



## INVESTING IN THE NEXT GENERATION

We empower the next generation of problem-solvers to identify issues that affect their classrooms, campuses, and communities and create solutions. The future workplace depends on dedicated and responsible youth ready to become resilient leaders.

# MISSION

We are on a mission to educate, accelerate, and invest in all entrepreneurs who are creating solutions to social problems around the world.

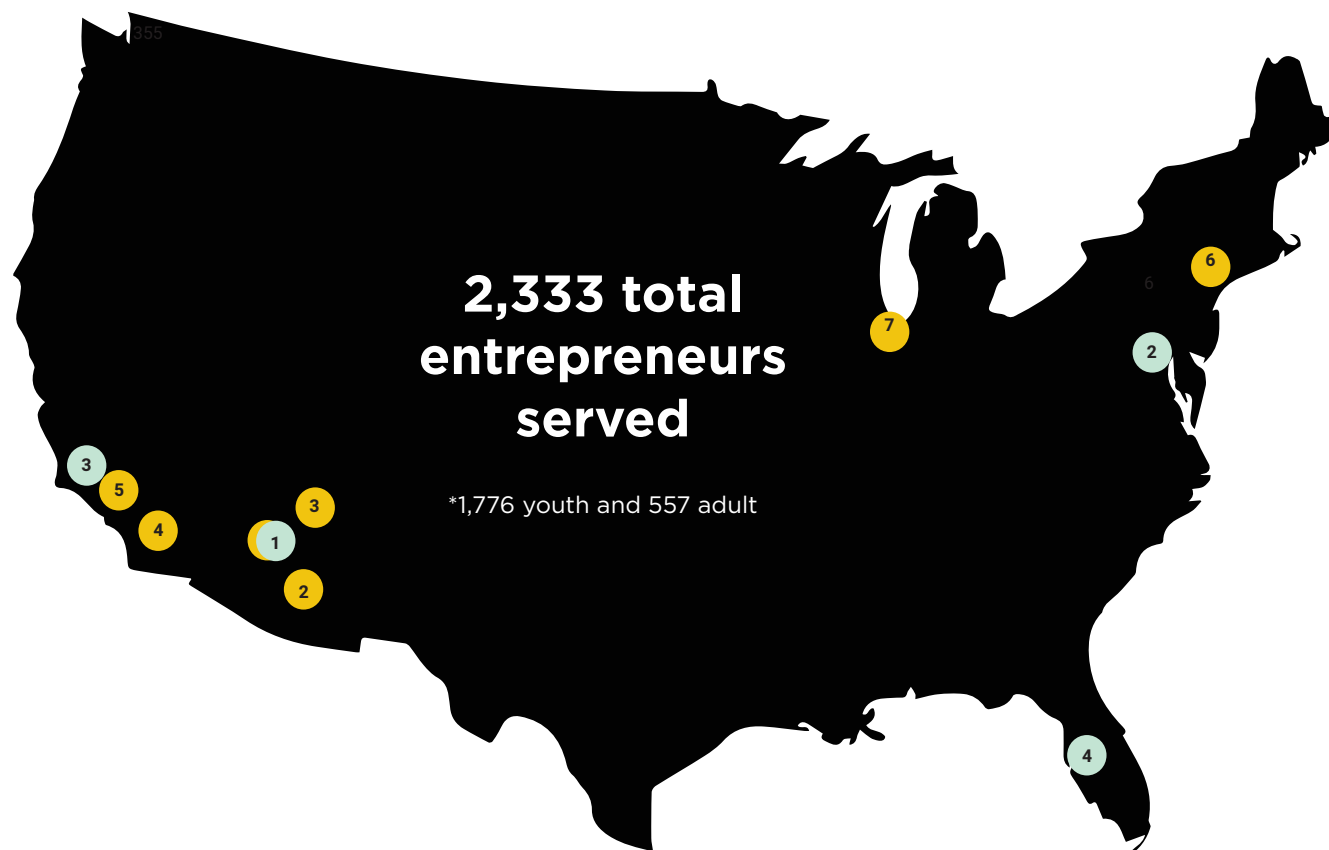
## SERVED TO DATE

### SCHOOLS

- 1 Phoenix, AZ
- 2 Tucson, AZ
- 3 Payson, AZ
- 4 Carlsbad, CA
- 5 Los Angeles, CA
- 6 Newark, NJ
- 7 Chicago, IL

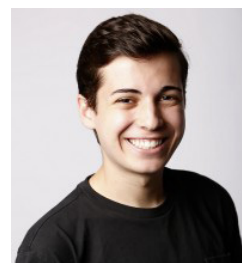
### COMMUNITIES

- 1 Phoenix, AZ
- 2 Washington, DC
- 3 Santa Barbara, CA
- 4 Tampa Bay, FL



*"After participating in SEED SPOT, I got the crazy idea to apply for Shark Tank and did it! I never thought I would score a \$600,000 deal from Mark Cuban."*

Makenzie Marzluff,  
Founder of Delighted By Hummus,  
SEED SPOT Alumna '13



*"Speaking at the United Nations allowed me to share how empowering my experiences with SEED SPOT Schools were — how I discovered that I, too, was an agent of change, though I wasn't even a legal adult."*

Josh Kaplan,  
Co-Founder of BrailleBoard,  
SEED SPOT Schools Alum '14



## WHERE WE'VE BEEN FEATURED



**Inc.**

THE  
HUFFINGTON  
POST

**CONSCIOUS**  
COMPANY MAGAZINE

UNITED NATIONS  
FOUNDATION

WASHINGTON  
**BUSINESS JOURNAL**

**DCInno**

*Classy*

**Forbes**

AMERICAN  
**Business Journal**

Technically / DC

**TECHCO**

## AWARDS AND RECOGNITION



Ranked a Top 20 Accelerator in the World by Gust and Fundacity



Ranked a Top 3 Social Impact Incubator in the U.S. by UBI Global



Emmy Award for Partnership with Univision Serving Latino Entrepreneurs from the Rocky Mountain Southwest Chapter of the National Academy of Television Arts and Science (NATAS)

## Alumni Profile

# KEEP ALL STUDENTS TRAINED (KAST), KIPP NEW JERSEY

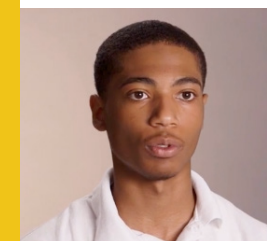


Students Kiana Shell, Sacoayah Holmes, Tyrese Parham, and Amani Muhammad were hit with many unexpected expenses their senior year of high school, including prom, graduation photos, and college application fees. To afford their expenses and alleviate their parents' financial burdens, the teens co-founded Keep All Students Trained (KAST), a venture that helps the 29% of unemployed 16-19 year-olds in Newark, NJ find part-time employment all year round.

In a survey conducted among 50 of their peers, KAST discovered that existing job placement sites were inefficient, inspiring them to develop a website created by teens for teens. Students can upload their resumes and transcripts for local employers to review. They are then matched with local businesses, which guarantees employers steady labor. KAST's hard work won them the \$2,500 Cisco Innovation Prize at SEED SPOT's 2018 High School Demo Day in Phoenix, AZ.

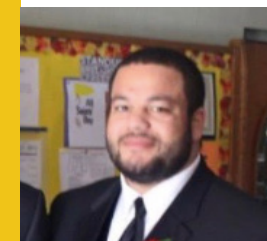
*"SEED SPOT helped to uplift the voice of our city and broadcast to people all over the world. This can help make a big difference in the city of Newark."*

Tyrese Parham,  
Co-Founder of KAST,  
SEED SPOT Schools Alum '18



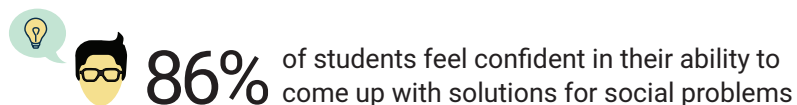
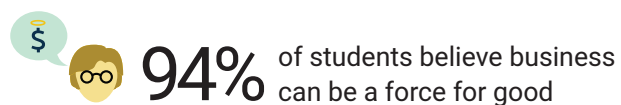
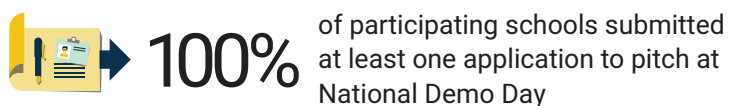
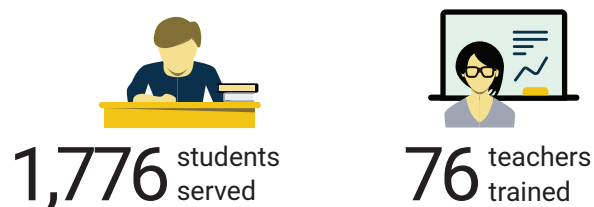
*"SEED SPOT makes students think globally while providing problem-solving skills transferrable to any area of study. Coming to Phoenix for Demo Day changes their perspective. This course is changing lives well beyond the high school classroom."*

Harold Brown,  
SEED SPOT Schools Teacher at  
KIPP Newark Collegiate Academy

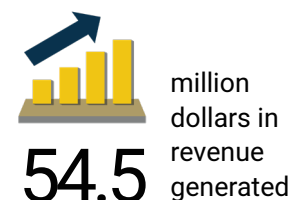
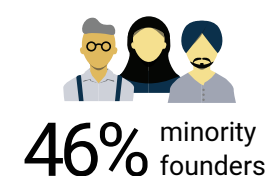
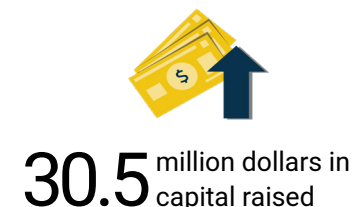


# 6-YEAR CUMULATIVE IMPACT NUMBERS

## SCHOOLS



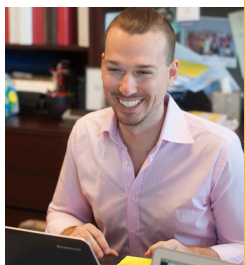
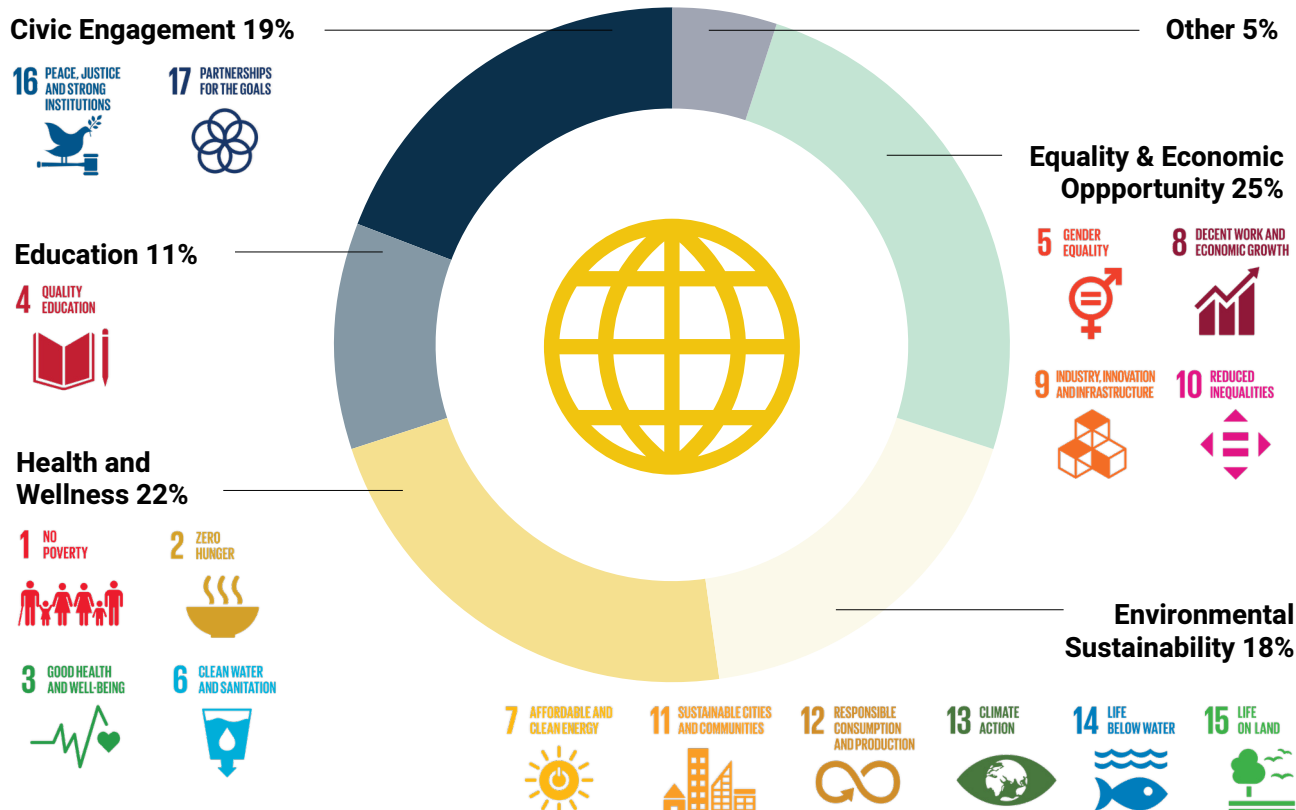
## COMMUNITIES



# SUSTAINABLE DEVELOPMENT GOALS (SDGs) BREAKDOWN

## Why We Align to the SDGs

The United Nations Sustainable Development Goals (SDGs), otherwise known as the Global Goals, are a universal call to action adopted by all 193 countries of the UN General Assembly to end poverty, protect the planet and ensure that all people enjoy peace and prosperity. SEED SPOT uses the SDGs to map the impact our entrepreneurs are having in local communities to global outcomes centered around equality and economic opportunity, environmental sustainability, global health and wellness, education, and civic engagement.



*"To ensure communities have a pipeline of their next leaders and job creators, we must teach entrepreneurship in schools – especially from a social perspective."*

Peter Boyle,  
Founding School Director at Western  
School of Science and Technology



*"There is a lot of entrepreneurial spirit in our community, and we wanted to support that while also encouraging the social and environmental aspect of entrepreneurship. SEED SPOT's values closely align with ours and their curriculum gave us the opportunity to teach, promote, and support our community."*

Kristin Boehm,  
Impact Hub Santa Barbara,  
SEED SPOT Community Organizer



## Alumni Profile

# DEANNA MONTROSE, PARAFFIN INTERNATIONAL, INC.



Deanna is the CEO and Founder of Paraffin International Inc., and creator of gLOVE Treat. Deanna created gLOVE Treat to relieve symptoms from arthritis, joint, and muscle conditions. Her team manufactures and distributes portable paraffin wax gloves, boots, and mitts that aid circulation, reduce inflammation, increase range of motion, and reduce pain. gLOVE Treat won Oprah's O List for "All About Wellness," and Deanna has been recognized by Good Morning America

as one of the newest female innovators with a game-changing product. She was recently chosen to receive mentorship from NAWBO and Maria Sharapova as part of a small, elite Women in Business group. Paraffin International Inc., was also the winner of a \$250,000 Arizona Commerce Authority grant to re-shore their manufacturing out of China and into Arizona, where gLOVE Treat is currently produced.

the **O** list  
A few things we think are just great.

abc **GOOD MORNING AMERICA**

**InStyle**

## Alumni Profile

# REFURESOURCE, MOUNTAIN VIEW HIGH SCHOOL



REFUresource was co-founded by Grace Morse and Brianna Cavazos, seniors at Mountain View High School in Mesa, AZ. REFUresource was created to reach, empower, finance, and unite refugees relocated in the United States. Grace and Brianna are building an online platform available in Arabic, Swahili, English, and Spanish that will allow refugees to upload their employment assessments into a query that matches their skill sets with employers hiring nearby.

Their inspirational work caught the attention of the United Nations Foundation, which published an article about REFUresource on their blog and circulated it via their external newsletter. In the fall, Grace will continue growing REFUresource at Asbury University in Kentucky with the help of her university professors and local refugee organizations. She hopes to pitch REFUresource at an upcoming coding competition to work with professional coders in maximizing the website's impact.



# MAJOR SUPPORTERS

## Innovation Catalysts

\$100,000+

Booz | Allen | Hamilton

**KAUFFMAN**  
The Foundation of Entrepreneurship

**GoDaddy**

**JPMorganChase**

## Visionaries

\$50,000-\$99,999



## Ground Breakers

\$25,000-\$49,999



## Venture Supporters

\$10,000-\$24,999



Holbrook Pyle Foundation

## Community Partners

\$1,000-\$9,999

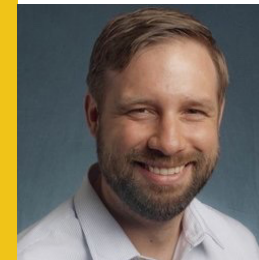
- US Bank Foundation
- International Monetary Fund
- Capital Impact Partners
- Fennemore Craig
- Bruce Foundation
- REAP

## In-Kind Supporters

- DLA Piper
- Perkins Coie
- High Rock Accounting
- Google AdWords
- Galvanize

*"Like SEED SPOT, we believe entrepreneurship is the key to revitalizing economic growth and driving change in communities."*

Chris Harris, Senior Program Officer in Entrepreneurship at The Kauffman Foundation





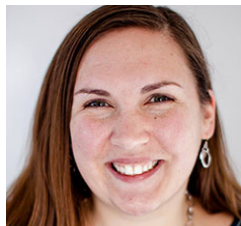
# BOARD OF DIRECTORS



**Patrick Armstrong**  
Board Chair Emeritus,  
Partner, Canal Partners and  
JDA Investments



**Bronwyn Bailey**  
Board Secretary,  
VP, Research and Investor  
Relations, American  
Investment Council



**Jess Bissey**  
Associate General Counsel—  
Strategic Transactions & Social  
Impact, Booz Allen Hamilton



**Michael Ellenby**  
Founder,  
Restofyourlife.com



**Langston Emerson**  
Partner,  
The Cypress Group



**Russell Goldstein**  
Vice Board Chair,  
U.S. Trust, Bank of America  
Private Wealth Management



**Stacey Harris**  
Past Board Chair,  
Founder & CEO,  
Social Evolution



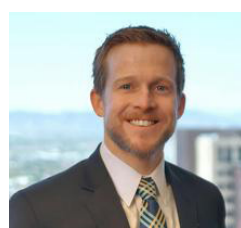
**Sheila Herrling**  
Sr. Fellow, Beeck Center for  
Social Innovation



**Art Jones**  
Global Strategic Partnerships,  
Lumkani



**Erin O'Shea**  
Board Treasurer,  
MBA, CPA



**Brent Papek**  
Partner,  
EY



**Susan Penfield**  
Current Board Chair,  
Executive Vice President,  
Booz Allen Hamilton

# COMMITTEE MEMBERS

- **Karim Adatia**, Associate General Counsel and Director of Legal, Insight
- **David Blackledge**, Of Counsel, Davis Miles McGuire Gardner, Tempe, AZ
- **Wayne Chen**, Chief Technologist, Booz Allen Hamilton
- **Daniel Jones**, Co-Founder and CEO of Aural Analytics, Inc.
- **Mark Goldman**, Mission Critical Systems, Hewlett Packard Enterprise
- **Dana Hamerschlag**, Chief Product Officer, Miller Heiman Group
- **Chris Hanrahan**, Managing Director, Arcadia Capital Partners
- **Ron Kelly**, Director of Impact Strategy, Capital Impact Partners
- **Gretchen Naugle**, SEED SPOT Schools Strategic Advisor
- **Gabe Ramirez**, Senior Director of Business Development, SiteWire
- **Christopher Sheppard**, Former CEO, DecisionDesk
- **Gabriella Ziccarelli**, Digital and Technology Transactions Legal Counsel, WeWork

*"I am particularly excited about our focus on military spouse and women founders through SEED SPOT's 2-Day Launch Camps. These underserved groups often have tremendously transformational ideas rooted in their experience and perspective and SEED SPOT fuels that disruption with tools, education, and connectivity."*

Susan Penfield,  
SEED SPOT Board Chair,  
Executive Vice President at  
Booz Allen Hamilton





## Alumni Profile

# DARREN CAMBRIDGE, MIA LEARNING



Darren Cambridge is the Co-Founder and CEO of Mia Learning, a venture that “helps kids make reading awesome.” Secret Agent Mia is a voice chatbot that provides personalized recommendations and coaching that motivates children and builds their self-direction. Upon receiving a \$225,000 Small Business Innovation Research grant from the National Science Foundation, Mia was piloted with second graders at DC’s Creative Minds International Public Charter School. Students loved having their own secret agent, and it increased their motivation to read by five percent per month!

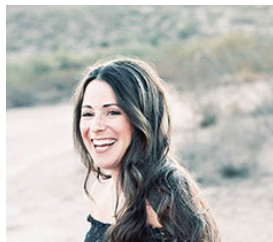
Mia Learning won Booz Allen Hamilton’s Most Promising Innovation Award at SEED SPOT’s inaugural DC Demo Day, competed in the 1776 Challenge Cup, and recently moved into their new office in the building where the Beatles played their first U.S. concert in 1964. So far, over 200 teachers and school leaders have signed up to use Mia with their students. The Mia Learning team has grown to six employees, including engineers and children’s playwrights. This fall, a back-to-school version of Mia is being piloted in classrooms nationwide.



# TEAM MEMBERS



**Bianca Buliga**  
Digital Marketing  
Manager



**Tristan Gandolfi**  
School Partnerships  
Manager



**C'pher Gresham**  
Vice President of SEED  
SPOT Communities



**Dave Kavlick**  
Director of School  
Expansion



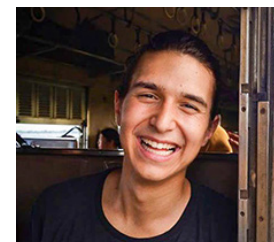
**Courtney Klein**  
CEO and Co-Founder



**Regina Kuvakos**  
Grant Writer



**Lauren McDanell**  
Director of Community  
Training and Support



**Vid Micevic**  
Entrepreneur Support  
and Impact Analyst



**Corinn Perry**  
Director of  
Administration



**Duane Rollins**  
National Director of  
Product and Impact

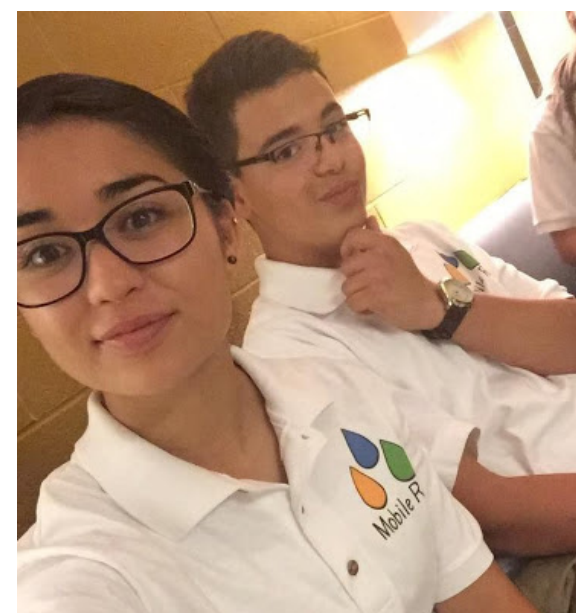


**Ishaq Zaighum**  
Measuring and  
Evaluation Fellow



## Alumni Profile

# MOBILE RAIN, WALDEN GROVE HIGH SCHOOL



Tylor Tang is a SEED SPOT Schools alumna at Walden Grove High School in Sahuarita, AZ. After learning that there are 10,000 homeless people in Pima and Maricopa County, Tylor and her teammate, Andrew Moreno, co-founded Mobile Rain, a venture designed to “refresh, replenish, and restart people’s lives.” They decided to install a mobile shower into a renovated school bus that can travel to homeless individuals and hook up to the nearest water source.

To maintain personal hygiene and confidently secure job interviews, homeless individuals would take 10-15 minute showers, get their clothes washed, and receive a fresh outfit. With the help of local mentors and content experts, Tylor and Andrew pitched their innovative idea at SEED SPOT’s National High School Demo Day. Their hard work culminated in winning \$5,000 from Cisco to continue developing and growing their business.

# INTERNS



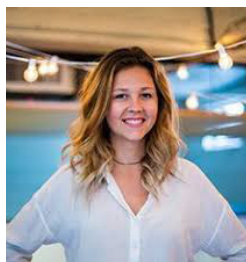
## 2018

- **Jessica Bass**  
SEED SPOT Schools Ecosystem Support Intern
- **Makenzie Collins**  
SEED SPOT Communities Training & Support Intern
- **Patience Dorman**  
Graphic Design Intern
- **Lo Kidd**  
Marketing Intern
- **Alexis Kwan**  
SEED SPOT Schools Training & Support Intern
- **Yonah Rosen**  
Business Operations Intern
- **Adam Sarsony**  
Grant Writing & Research Intern
- **Samir Da Cruz Silva**  
SEED SPOT Ecosystem Support Fellow
- **Kevin Geiser**  
SEED SPOT Schools Sales Intern



## 2017

- **Christopher Barton**  
Teacher Training & Event Management Intern
- **Hannah Bashaw**  
Phoenix Community Cultivator
- **Chessie Dahut**  
Social Media Content Curator
- **Kevin Geiser**  
School Sales Intern
- **Avery Gordon**  
DC Community Cultivator
- **John Gossart**  
Grant Writing Intern
- **Jordan Johnson**  
School Ecosystem Research Intern
- **Summer "Daisy" Rue**  
Impact Report Intern
- **Yumna Sirgi**  
Content Creator Intern
- **Jacob Tasto**  
Entrepreneur Ecosystem Intern



*"I was drawn to the fact that SEED SPOT focuses their efforts on people creating social impact and solving real world problems, not just trying to make money. They emphasize diversity, inclusion, and supporting people who wouldn't normally be able to start their own businesses."*

Patience Dorman, Graphic Design Intern



*"I chose to intern at SEED SPOT to gain valuable experience as well as to join a team of amazing mentors who have really helped to better my understanding of social entrepreneurship."*

Yonah Rosen, Business Operations Intern



# MICHELLE BEAMAN CHANG, IMBY COMMUNITY



Michelle Beaman Chang is the Founder & CEO of Imby (in my backyard) Community, a venture giving citizens of Washington, DC a voice in their local real estate development. Michelle is using her 15 years of real estate development experience to encourage an active dialogue about how neighborhoods evolve to serve their tenants. Rather than making decisions at public meetings that less than three percent of the population attend, users can log onto Imby Community to take a survey about their lifestyle preferences. This information is then compiled into a report that real estate developers buy to understand local opinions and incorporate them into project visions.

This year, Michelle spoke at DC's InnoMAYtion event, Imby Community was showcased in a BisNow article, and Imby Community's beta launched in four DC neighborhoods (Deanwood, NoMa, Shaw, and Tenleytown). Michelle plans to double Imby Community's reach by the end of 2018 and spread the platform across the District, followed by suburban jurisdictions. One day, she hopes Imby Community will save developers nationwide money by avoiding construction delays and save users money by keeping rent and home prices reasonable. In her mind, development shouldn't happen to you, but for you.





# SEED SPOT

Text your vote  
to 22333

470974 KARAO / Delighted By Hummus  
470978 Big Drop Water Solutions  
470979 Science Prep Academy  
470997 Parafin International, Inc.  
470999 Proctorio  
471006 Theradigm  
471007 TempTrac  
471008 SOLING Academy  
471009 Pal Experiences  
471009 The KYA App  
471010 ZombieBox International  
471011 The Nap Foundation

#5YearsOfImpact | @seedspot

The individuals with whom we work with are more than just entrepreneurs—they are scientists, real estate agents, authors, educators, and so much more. Our work would be impossible without their resilience, grit, determination, and desire to make the world a better place.

**Get involved today to help us empower more creators, doers, and dreamers around the world.**

*"I donate to SEED SPOT on a monthly basis because they use business as a powerful tool to help others and build a community of impact that goes beyond money."*

Jesse Garcia, Individual Donor

## Want To Get Involved?



Partner with  
SEED SPOT  
Schools



Register for an  
Upcoming SEED  
SPOT Program



Donate



Run a SEED SPOT  
Program in Your  
Community



Become a  
Mentor

Email us at [connect@seedspot.org](mailto:connect@seedspot.org) to help us empower more impact-driven entrepreneurs around the world!

