It takes a village to raise a startup—or at least one that has the potential to change the world! That's why SEED SPOT has spent the past 10 years building and investing in a vibrant community of visionaries, supporters, and changemakers who share a common goal: create measurable social impact through entrepreneurship.

This 2022 impact report shares stories, data outcomes, and learnings from a decade of educating, accelerating, and investing in diverse, impact-driven entrepreneurs.
"I set out with a dream in 2012 to build a safe place where anyone with the seed an idea for how to change the world—regardless of their background, education, or zip code—could get everything they'd need to launch. I'm incredibly inspired by the thousands of entrepreneurs who have come through our doors and pursued their own dreams since that time. To all of the entrepreneurs and alumni out there, your courage and drive inspire me every single day."

Courtney Klein
Co-Founder
SEED SPOT

"SEED SPOT identifies and equips values-driven entrepreneurs with the skills, networks, and resources required to tackle the world's most stubborn problems. Together, these entrepreneurs will help lead our transition to a high-growth and high-opportunity economy, one that can be incredibly more equitable and prosperous for all."

Zach Leverenz
CEO, SEED SPOT
Alumni venture Bussi Solutions, founded by Joram Ndagga, works to eliminate poverty in Uganda by turning plant and food waste from primary schools into healthy high protein animal feed for farmers.
3,009 Entrepreneurs served through SEED SPOT's programs since 2012

3 in 4 SEED SPOT alumni are members of one or more identity groups underrepresented in entrepreneurship
SEED·SPOT

Impact

In 10 years, SEED SPOT has impacted 3,009 new and early-stage entrepreneurs from diverse backgrounds. Their work has generated thousands of new jobs, millions in sustainable revenues, and immeasurable social impact for the beneficiaries of their products and services.

In addition to missional outcomes, SEED SPOT alumni entrepreneurs have made significant economic contributions within their communities.

5,364 Jobs Created

$306M Revenue Generated

$122M Capital Raised

Economic Impact

Social Impact

Through targeted outreach, strategic partnerships, and tailored support, SEED SPOT programs equitably reach and serve entrepreneurs from diverse backgrounds and identities.

76% Underrepresented Founders

56% Women+ Founders

53% BIPOC Founders

Percentage of the 3,009 total entrepreneurs served by SEED SPOT since 2012.
SEED SPOT programs train entrepreneurs to prioritize revenue generating pathways to impact, rather than rely solely on donations, grants, and venture capital to fulfill their venture's social mission.

In 10 years, our alumni have earned 2.5x the amount they've raised in investments and philanthropic capital combined.
SEED SPOT alumni ventures represent a diverse range of industries, sectors, and business models, but all share one common attribute: a central focus on social impact.

Our five impact areas are rooted in the 17 UN Sustainable Development Goals, tying alumni progress and purpose to global metrics, funding sources, and partnership opportunities.

Goal 3: Good Health & Wellbeing is the most cited SDG driving SEED SPOT alumni ventures in 2022.
Part 2

STRONGER PROGRAMS TOGETHER

10 Year Impact Report | 2022 | SEED SPOT
High Impact Programming

SEED SPOT's guidance, encouragement, training, and resources are designed to move your business forward, while still having a focus on impact creation.

**START**

2-Day Launch Camp

Two days of guided workshops for idea-stage entrepreneurs to take their first steps toward impact, create a business plan, pitch, and meet mentors. Key outcomes are clarity on their solution and next steps & a new support community.

**GROW**

Impact Accelerator

Eight weeks of expert training, quick-start tools, & tailored coaching for high impact founders to make big leaps of growth in a short time. Key outcomes are revenue growth and investment readiness.

**BELONG**

Partner Programs

Custom co-created programs developed in partnership to serve target populations and identity groups, including demographic groups, impact areas, and industry verticals. Outcomes are tailored to meet partner and funder goals.
Impact Accelerator Program Alumnus

"SEED SPOT taught me the fundamentals, but more importantly gave me the community and network to work alongside when faced with the challenges of a startup."

Katie Gentry's venture, Street Sense Solutions, is an LLC that provides corporate DEI training on the experience of homelessness to educate community leaders on the major barriers for overcoming poverty, such as access to transportation and childcare.
Mentorship is consistently rated the most impactful (and most fun!) aspect of SEED SPOT programs by participants. This value goes both ways, which is why corporations like EY, Booz Allen, and Yelp partner with us to create transformative mentor experiences for employees to coach impact ventures.
Our partner programs meet unique needs in target communities.

In addition to our core programs, we collaborate with partner organizations to tailor and customize training and mentorship solutions to target populations, as well as impact areas, that align with our mission.

These partnerships—hyper-local, national, and even global—pair SEED SPOT’s unique approach for activating and accelerating impact ventures with the partner’s audience, service model, and mission to bring world class support to promising entrepreneurs, right where and how they need it.
Elise Schuster’s venture, OkaySo, is a nonprofit that provides teens with barrier-removing access to trained health experts using innovative technology and human-centered design theory. Elise is an alumnus to a partner program offered in collaboration with 501(c)(3) Power to Decide to catalyze more business solutions for preventing teen and unplanned pregnancy.

"SEED SPOT helped me think creatively about how to generate revenue within my nonprofit so that we could continue serving young people for free. It's made all the difference!"
STRONGER ECOSYSTEMS TOGETHER
Stronger in Phoenix

SEED SPOT has supported over 1,200 entrepreneurs in the Valley of the Sun since our founding here in 2012.

Throughout our national and international growth, Phoenix has remained home to the greatest number of participants, mentors, partners, funders, board, and team members in the SEED SPOT family, year over year.

$191k

Non-dilutive grants distributed to AZ ventures since 2012

10 years of history serving AZ Communities of Color

<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>BIPOC</td>
<td>77%</td>
</tr>
<tr>
<td>Latinx</td>
<td>35%</td>
</tr>
<tr>
<td>Black</td>
<td>25%</td>
</tr>
</tbody>
</table>

Percentage of total served in AZ since 2012

501(c)(3) alumni venture EmpoweRanch, founded by Jessica Voss, offers therapeutic recreation to urban youth, veterans, and underserved communities in metro-Phoenix.
In 2022, SEED SPOT debuted Phoenix's first annual Startup Spring Training event series in partnership with Chicanos Por La Causa and the Women's Business Center. This free 5-week event supported 150 AZ small businesses with free training, mentorship, & participation microgrants.
Stronger in DC

DC is not only home to the nation’s leaders...it is also home to the nation’s leading entrepreneurs! SEED SPOT boasts an active hub of ventures, mentors, and partners in the DC-Maryland-Virginia metro area, and our presence in the capital provides unique opportunities to advocate for alumni across the country.

SEED SPOT’s close partnership with global IT consulting firm Booz Allen Hamilton delivers value to both organizations: SEED SPOT entrepreneurs access top level tech mentors, sizable grants, and global networks; Booz Allen staffers learn impact and innovation strategies through volunteer mentorship opportunities with local startups.
Stronger Globally

Our global impact has expanded swiftly through collaborations with international fellowship programs funded by the US State Department like YLAI (Young Leaders of the Americas Initiative), the Mandela Washington Fellowship, and Altas Corps programs.

SEED SPOT’s Alumni Slack Community of 1,600 entrepreneurs provides a fertile ground for alumni collaborations, peer-to-peer advice, and resource sharing.

SEED SPOT programs have reached entrepreneurs in:

- **25** U.S. States & Territories
- **63** Countries
Building a Funding Ecosystem

SEED SPOT understands that funding is essential for ventures, especially startups and early-staged ventures. That's why we help entrepreneurs build meaningful relationships with active investors and donors in their earliest stages.

Our EDA-funded Angel Investor Training program is adding 180 new, diverse investors to the AZ ecosystem, half of whom are women+ and BIPOC members, with Canyon Angels.
STRONGER FUTURE TOGETHER

Alumni venture WellBuilt, founded by Jon Dengler, connects Tampa residents with an ecosystem of mercy initiatives such as food education, access to bicycles, and community gardens.
Alumni Share: 10 Year Plans

SEED SPOT is focused on creating impact in our next 10 years. We also asked alumni about their dreams for the next decade. Here are a few responses!

Raúl González Acuña
Easy Clean Water

"In 10 years, Easy Clean Water wants to have water purification systems in every remote community worldwide, making water access sustainable for those villagers."

Binta Badjie
Tulkuya Signs Restaurant

"The dream is to establish a chain of restaurants, as well as an alternative business that will provide more employment for deaf women in Gambia."

David Lee
Embolden

"Become a catalyst for all FGLI high school students in building their network, helping to set them and their families up for great success for generations to come."

"SEED SPOT has significantly helped me understand how to scale my startup. They have given connections, and are there for me to this day."

- Deanna Montrose, Founder of Parasilk (gLOVE Treat)

Overwhelmingly, the top word alumni used to describe their future plans in our 2022 "10 Years of Impact" study was "community" - building community, serving their community, and giving back to their community. Every donor and partner who contributes to SEED SPOT plants the seed of community by supporting these changemakers.
FY22 Financial Report
July 1, 2021 - June 30, 2022

Total Revenue $1,990,200

- Corporate $672,700
- Earned $410,600
- Government $320,500
- In-Kind $318,600
- Foundations & Indv. Gifts $267,800

Total Expenses* $1,493,700

- Direct Program Costs $1,061,600
- Admin & Development $291,800
- Occupancy $81,300
- Grants & Prizes Given $59,000

* Note: expenses consolidated into major categories
Our Leadership

Board of Directors

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

Sheila Herrling, Vice Chair
Sr. Fellow, Beeck Center for Social Innovation

Sentari Minor, Secretary
Head of Strategy, evolvedMD

Brent Papek, Treasurer
Partner, EY

Brian Hill
Executive Director, Phoenix Fashion Week

Courtney Klein, SEED SPOT Co-Founder
Co-Founder, (S)UNSCCHOOL

Erin O’Shea
Treasurer, thredUP

Joranda Montaño, SEED SPOT Alumnus
Prevention & Wellness Consultant

Michael Ellenby
Coplex

Rashad Moore
Managing Partners, GII Technology Partners

Savannah Onwochei
Product Marketing Manager, Facebook (Meta)

Susan Penfield, Board Chair Emeritus
Executive Vice President, Booz Allen Hamilton

Team

Zach Leverenz
CEO

Tristan Gandolfi
VP of Programs

Lauren McDanell
VP of Strategy & Growth

Jorge Méndez
Senior Programs Manager

Tamica Perera
Programs Associate

Cheryl Sadolfo
Director of Finance (PT)

Regina Molina
Grant Writer (PT)

Corinn Carter
Strategic Projects (PT)

Fatima Muhammad
Youth Education Program Facilitator (PT)

Nia-Taylor Clark
Youth Education Program Facilitator (PT)
Thanks to those who support our mission.

SEED SPOT is a 501(c)(3) organization that relies on grants and donations in order to educate, accelerate, and invest in diverse, impact-driven entrepreneurs.

Please consider becoming a SEED SPOT donor at seedspot.org/donate