

SEED·SPOT



GROWING TOGETHER

Impact Report 2024



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Message from Our Leadership



As we look toward the future, we are deeply grateful to SEED SPOT's community of mentors, experts, and partners who so generously gave their time and support this year. The journey ahead is full of possibilities for our entrepreneurs and the communities they serve—we're excited to grow together!

Warmly,
Zach Leverenz, CEO & Sentari Minor, Board Chair

We're thrilled to share our 2024 Impact Report, Growing Together, highlighting the individual and collective impact of our community of SEED SPOT entrepreneurs.

At SEED SPOT, we harness the unique power of entrepreneurship to drive social impact and economic mobility. Our programs are designed to directly address the primary barriers faced by underrepresented entrepreneurs—including limited access to tactical education and resources, expert mentorship, and early-stage capital.

SEED SPOT has served over 4,000 entrepreneurs since 2012, 83% are from underrepresented communities and 60% are women entrepreneurs. The stories in this report demonstrate how these entrepreneurs are not just building businesses—they are strengthening communities, creating jobs, and shaping a more inclusive economy. Collectively, SEED SPOT entrepreneurs have generated over \$420 million in revenue, raised more than \$200 million in capital, and created nearly 10,000 jobs.





OUR APPROACH TO IMPACT

STEP 1: Convene Resources

Social change begins with **seeds: valuable resources that, given the right conditions, can grow into something impactful.** For us, these include:

- A tailored network of mentors, investors and resources
- Curricula centered around entrepreneurs taking strategic action
- A cohort model tailored for specific business stages and backgrounds

Expert
Mentors

Skill-Based
Curricula

Cohort
Model



OUR APPROACH TO IMPACT

SEED SPOT programs nurture the seeds of social and economic change, creating conditions that accelerate the success of impact-driven entrepreneurs. Our programs:

- Demystify the process of business creation
- Create diverse networks of mentor and peer support
- Facilitate access to knowledge and resources

STEP 2:
Accelerate
with Programs



OUR APPROACH TO IMPACT

Through these programs, our **ventures grow and flourish.** This impact unfolds on scales both big and small. The success of our programs creates:

- Individual-level economic prosperity
- Community-level economic prosperity
- Social and societal impact

STEP 3:
Nurture
Growth

IMPACT OUTCOMES



ECONOMIC IMPACT

\$421
MILLION

TOTAL REVENUE GENERATED

\$206
MILLION

TOTAL CAPITAL RAISED

9,914

TOTAL JOBS CREATED

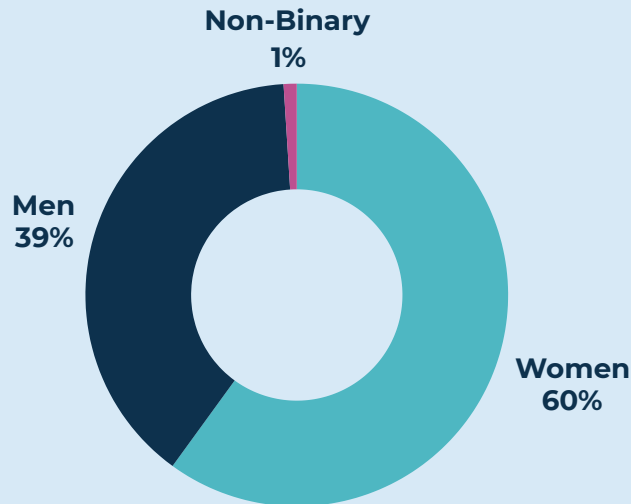
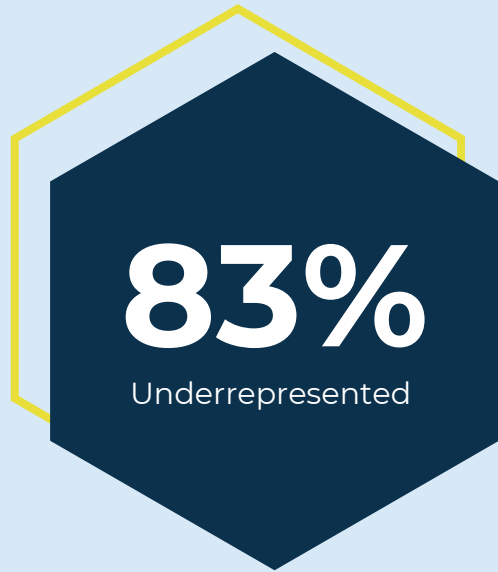


"I've never experienced the amount of money I've seen in sales. Within three months I made \$60,000. That's a big deal for me."

– Ashante Lindsay, Founder of Guilty Consumptions

Note: Our data on entrepreneurs and their ventures is based on self-reported information provided directly by the entrepreneurs during our Annual Alumni Impact Survey and other programmatic surveys.

ENTREPRENEUR IMPACT



"SEED SPOT has made me feel like a real business owner. I feel comfortable and taken seriously. In other small business arenas it can feel like I'm just pretending, but SEED SPOT has made me feel like my dreams can become a reality."

- Jessica Rose, Founder of Rose Graphics

STORIES OF GROWTH AND IMPACT





Ashante Lindsay Persevering to Success

When **Ashante Lindsay** opened **Guilty Consumptions**, she was wary of the past. In three years, she'd struggled to open a dessert store, then faced roadblocks while launching a vegan restaurant.

But Guilty Consumptions was different; its business model was founded on consumer preferences, a skill taught in **SEED SPOT's Impact Accelerator**.

"I ended up using all the tools I had from SEED SPOT to create a fast food restaurant."

"It was actually quite easy in a funny way. I was like, you mean to tell me after so many years of doing this business here, this is all I had to do? And it was. I was mad and happy all at the same time."

In less than a year, Guilty Consumptions has become a rising star in Antigua's culinary scene and is one of just 24% of women-run businesses in the region.

Propelled by social media virality, Ashante made **over \$100,000 in her first six months of business**—the most restaurant revenue she's ever made!



Aisha McCain
Driving Innovation

Aisha McCain started Casual Recovery after surviving multiple battles with cancer. Her time in recovery left her dissatisfied with postoperative drains—the web of tubes and medical devices used to treat wounds after surgery. They restricted her movement, and made everyday life challenging.

“SEED SPOT prompted me to think bigger than just one problem. Think bigger. What SEED SPOT taught me is part of what I carry into my daily conversations.”

“There are so many problems that need to be solved out here in the world, particularly in healthcare.”



Aisha took matters into her own hands, developing a groundbreaking system that integrates medical drainage systems into everyday clothes. Aisha came to SEED SPOT for help bringing her solution to market. Through one-on-one mentorship and live workshops, our **Impact Accelerator** helped launch her first product.



Kohl McCabe A New Career Path for Young Adults

When Kohl McCabe took a meeting with an angel investor last fall, he was **juggling four jobs while attempting to re-launch his impact venture, Yarrow.**

Three years earlier, at the age of 18, Kohl founded Yarrow as a participant in SEED SPOT's **Youth Entrepreneurship Program**. Driven by his own personal experience with domestic violence, he designed an emergency alert device disguised as a chapstick bottle.

"We got to compete in the national SEED SPOT competition. If they didn't have that competition, I don't know if I would have thought it was a good enough idea to continue."

"[The investment] changed my life. ..I can work on something that brings me purpose, and I can do that with financial security."



So how did that investor meeting go last fall?
Kohl secured \$100,000 for a 10% stake in Yarrow: a million dollar valuation!



Britney Foster
Growing Confidence With Capital

When Britney Foster joined our Impact Accelerator, **her business, Trajectory of Hope, had just won \$1.7 million to bring racial equity programming to Arizona schools.** Britney knew she had to scale her business, but was unsure where to start.

Through sessions with expert facilitators and guidance from her SEED SPOT mentor, the **Impact Accelerator helped Britney create a strategic plan to manage a major influx of funding,** including hiring and onboarding the right team for sustainable growth.

After years of successfully implementing Trajectory of Hope's services in schools, **Britney now wants to expand her impact by starting a nonprofit foundation.** In making this move, she's turned to SEED SPOT's alumni resources for help.



"SEED SPOT helped wrap our minds around what it is like to be a full-fledged company. Before them, it felt like it was a passion, not a business."

Andrew and Jasmine Dill *Increasing Community Prosperity*

The Dills founded **Liquid Intrusion Brewing Company** with the goal of changing craft brewing for the better, expanding representation and opportunity in the industry.

“Out of 10,000 craft breweries across the country, only 86 are Black-owned, and only 13 of those are owned by Black women. We happen to be one of one of them.”

Andrew and Jasmine’s vision for growth starts at the community level, where they’ve built strong shared-value partnerships with the ecosystem’s local vendors and minority-led businesses.

Using the skills taught in SEED SPOT’s programs, the Dills have plans to launch a brick-and-mortar brewery that will also serve as a gathering place for the local community.

“We support other establishments that are in the same fight with us as minority-owned businesses. Woman-owned and LGBTQ+ owned businesses—they understand what we're working towards.”

OUR PROGRAMS



FLAGSHIP PROGRAMS

Informed by over 12 years of experience and learning, our flagship programs assist the entire spectrum of early-stage entrepreneurs: from those just starting a business to established founders planning for growth.

DEEPENING IMPACT

Intensive, eight-week programs for early-stage entrepreneurs committed to leveling-up their business.

- **Impact Accelerators**

EXPANDING ACCESS

Multi-day programs for individuals taking their first leap into entrepreneurship

- **Launch Camps**
- **Startup Spring Training**

SUPPORTING ALUMNI

Opportunities to connect with investors, network with peers, and expand learning beyond our curriculum

- **Demo Days**
- **Online Classes**
- **Alumni Resource Center**

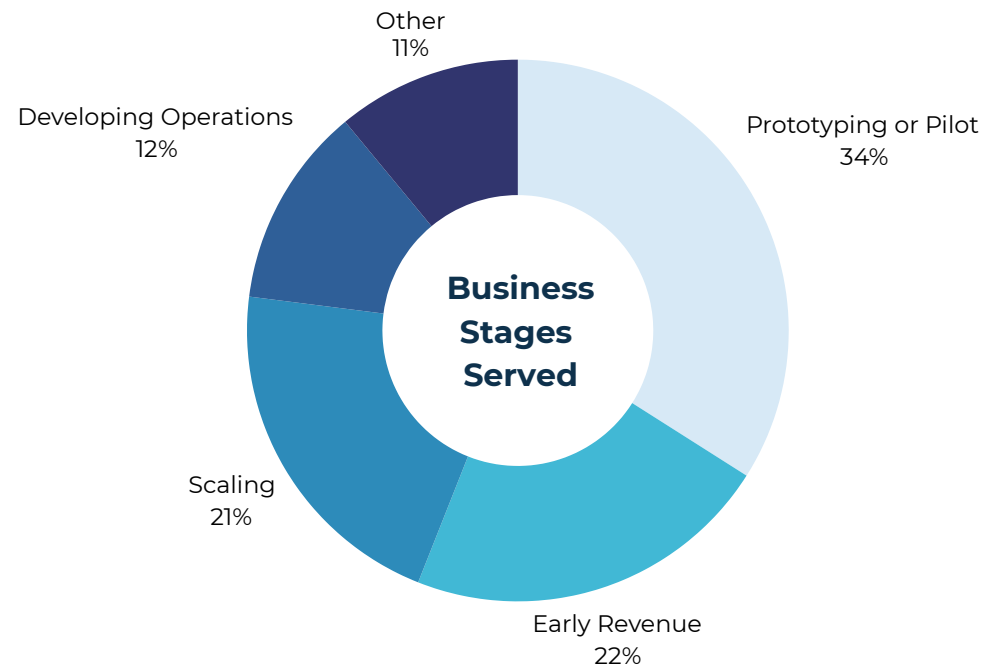


IMPACT ACCELERATORS

- One-to-one multi-week mentorship pairings
- Curricular emphasis on financials and funding
- Facilitated peer learning and relationship building

Our signature, 8-week program helps entrepreneurs take tangible actions to move their ventures forward, whether that means locking in a key partnership, expanding into new markets, or securing the right kind of early-stage capital.

The program offers a supportive space for entrepreneurs to test and refine their ideas, receive personalized mentorship from experts who reflect their own lived experiences, and access the resources required to grow and sustain their ventures.



LAUNCH CAMPS

- Curricular frameworks for organizing and iterating ideas
- Networking opportunities for participants and mentors

Designed for founders at the earliest stages of their entrepreneurial journey, Launch Camps are multi-day programs that offer a structured pathway to transform ideas into thriving, impact-driven businesses.

STARTUP SPRING TRAINING

- Fun, gamified, community-oriented small business event series
- \$50,000 in participation-based micro-grants deployed to 100 small business each year
- Opportunities for meaningful ecosystem collaboration

Startup Spring Training is a multi-week program series that provides small business owners and independent vendors with business training, direct mentorship, and over 100 participation-based micro-grants. Through our partnership with Chicanos Por La Causa, this program serves nearly 300 business each year, and includes a Spanish language track.

DEMO DAYS

- Large-scale community showcase events (online or in-person)
- Ecosystem-centric with opportunities for prize sponsorships

We do pitch competitions differently. At SEED SPOT Demo Days, each audience member's vote has a dollar value so that every founder who receives a vote also receives a cash grant, provided in 2024 by our partners at Booz Allen Hamilton.

ONLINE CLASSES

- Free 60-minute workshops open to the public
- Taught by knowledgeable partners and subject matter experts
- Interactive sessions with useful take-away resources

SEED SPOT's no-cost online classes extend access to our curriculum and domain experts to even more founders. In 2024, we served over 200 entrepreneurs through these workshops.

ALUMNI RESOURCE CENTER

The Alumni Resource Center is a 10-year-strong online community. Alumni connect and grow through a dedicated Slack channel and can access discounts on services like web design and cloud computing.



GROWING IN PARTNERSHIP

Through partnerships with nonprofits and corporations, we customize our award-winning curricula to meet the needs of communities and address pressing social issues.

Impact

Connections

Communities

Programs that Grow Impact

Growing **Economic Mobility**

In partnership with the Walmart.org Center for Racial Equity, the **Retail Brand Accelerator** prepares underrepresented and disadvantaged founders to breakthrough and succeed in mass retail. Over the long-term, we aim to leverage the power of business ownership to drive economic mobility both at the individual and community level.



Growing **Community Health**

In partnership with Volunteers of America and the Humana Foundation, the **VOA Futures Fund Community Health Incubator** supports high-proximity entrepreneurs building solutions that directly address the social determinants of health within historically marginalized communities.



Walmart.org



Programs that Grow Connections

Growing **Employee + Entrepreneur Connections**

Since 2021, SEED SPOT has paired over 225 Impact Accelerator participants with highly qualified mentors across the Ernst and Young network of professionals through the EY Ripples program.

EY volunteers bring to bear their business experience and technical expertise to support our impact-driven entrepreneurs through one-on-one mentorship and weekly pitch workshops.

“What I treasured most was the quality of mentorship and the time the mentors dedicated. They are genuinely committed to guiding and supporting you because they see the potential in every idea, initiative, and entrepreneur.”

– Karen Gibbs, Founder of ScholarShine



Programs that Grow Communities

Prince George's County Economic Development Corporation Accelerator

In partnership with **PGCEDC**, SEED SPOT delivered two accelerator programs to **45 entrepreneurs** across PG County, MD. The program is laser-focused on increasing the sales, profitability, and access to capital for each small business served.



PRINCE GEORGE'S COUNTY
ECONOMIC DEVELOPMENT
CORPORATION



Level Up Launch Camps

In partnership with **FSC First**, a leading CDFI in PG County, MD, our Level Up Launch Camps have provided mentorship and education to over **125 local entrepreneurs** while facilitating access to low-interest business loans. SEED SPOT was proud to receive the Level Up Partner of the Year Award in 2024!



OUR NETWORK

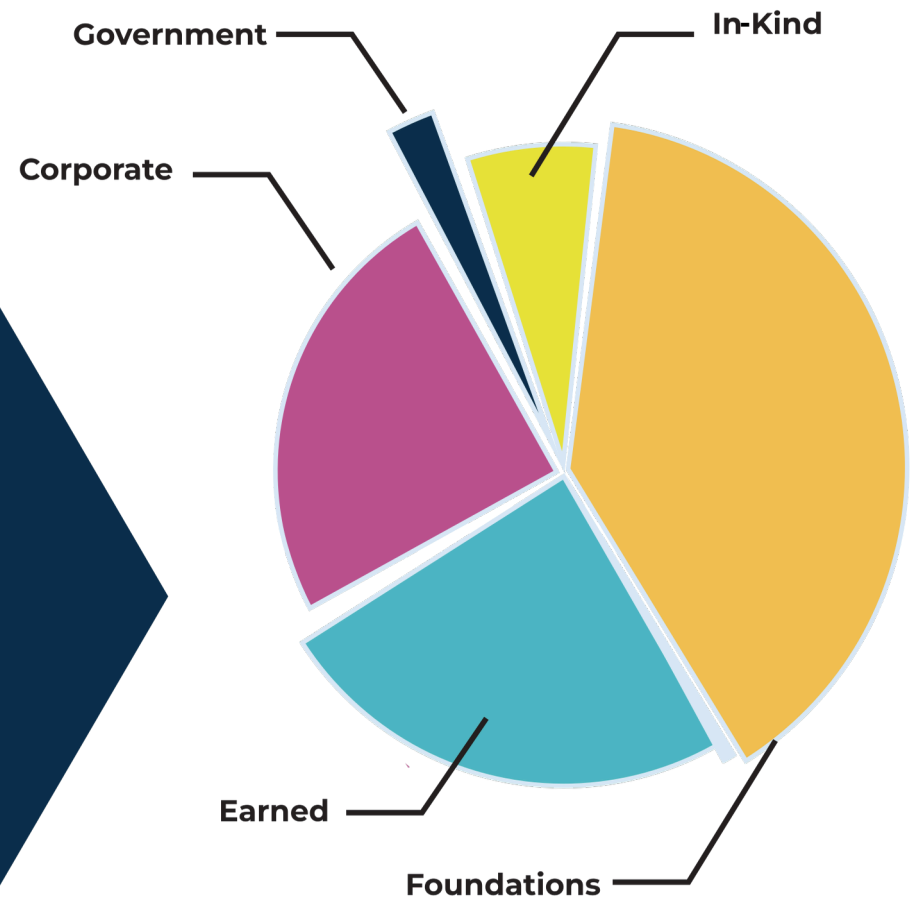


Financial Report

Total Revenue	\$1,700,514
Corporate	\$405,875
Earned	\$439,719
Government	\$39,950
In Kind	\$110,512
Foundations	\$683,359

Total Expenses	\$1,350,013
Direct Program Costs	\$1,006,587
Marketing & Technology	\$439,719
Grants and Prizes Awarded	\$39,950
General & Awarded	\$110,512

Sources of Revenue



Our Board



Sentari Minor
Board Chair
Chief of Staff & Head of Investor Relations, evolved MD



Savannah Onwochei
Board Secretary
Product Marketing Manager, Facebook (Meta)



Erin O'Shea
Board Treasurer
Treasurer, Financial Consultant, Brillcet



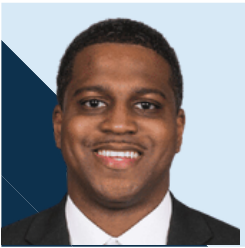
Janine-Davison
Senior Leader, Intel Corp.



John Gaylord
Partner, Ernst & Young



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



Shaun Mayo
Chief People Officer, Arizona Cardinal



Brian Hill
Executive Director, Phoenix Fashion Week



Courtney Klein
SEED SPOT Co-founder
Co-founder, All One Thing



Joronda Montaña
SEED SPOT Alumnus;
Prevention and Wellness Consultant



Rashad Moore
Managing Partner, G11 Technology Partners



Nahla Salem
Head of Product, Haven Energy

Our Team



Astrid Arias
Senior Program Manager



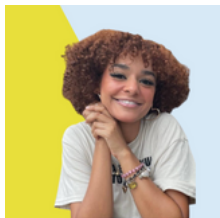
Maddy Chong
Senior Operations Associate



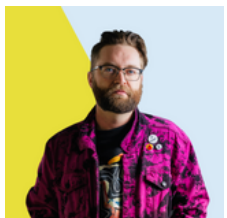
Sherrod Crum
Program Manager



Tristan Gandolfi
Vice President of Programs



Jeannine Erickson
Program Facilitator



Seth Kenton
Program Facilitator



Zach Leverenz
Chief Executive Officer



Lauren McDanell
Vice President of Strategy and Growth



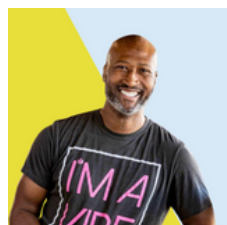
Regina Molina
Grant Writer



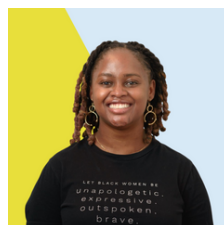
Linda Norquist
Marketing and Recruitment Manager



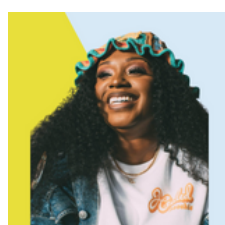
Jamie Rodriguez
Communications and Development Associate



Drew Shaw
Program Facilitator



Sandra Waithaka
Mentorship Program Manager



Nakara White
Program Facilitator



Miranda Williamson
Director of Recruitment



Sherika Wynter
Program Facilitator

Our Champions



The SEED SPOT 500

Individuals who donate \$500 or more per year to support entrepreneurship access and education.

Andrew Phelps
 Brent Papek
 Brian Hill
 C'pher Gresham and
 Morganne Rosenhaus
 Cheryl Sadolfo
 Corinn and Matt Carter

Courtney Klein
 Dan Tyre
 Darrell Kidd
 Duane and
 Makenzie Rollins
 Erin O'Shea
 Gabriel Ramirez

James Martinez
 Janene Miller
 John Gaylord
 Joronda Montaño
 Kathleen Duffy Ybarra
 Kim and Mark McDanell
 Lauren McDanell and
 Carlos Blancarte
 Lisa Friedlander
 Mahesh Vinayagam
 Michael O'Brien

Nahla Salem
 Patrick and
 Amy Armstrong
 Rashad Moore
 Regina Molina
 Russell Goldstein
 Savannah Onwochei
 Sentari Minor
 Stephen Stingle
 Tara Bethell
 Timothy Bidwill
 Zach and Kathleen Leverenz

GROW WITH US

SEED SPOT, a 501(c)(3) nonprofit, relies on supporters like you to equip underrepresented, impact-driven entrepreneurs with the mentorship, education, and resources they need to succeed.

Join us in ensuring that entrepreneurs everywhere have the support they need to thrive. Learn more about how you can get involved as a mentor at seedspot.org/mentors or donate at seedspot.org/donate.

