



# SelectCobb Entrepreneurship Guide

# SELECTCOBB

All great businesses start with an idea. SelectCobb recognizes the integral role you, as an entrepreneur, play in our vibrant business ecosystem and your contributions to accelerating growth in the county. By choosing Cobb as the place to start your business, you are joining a community of bright thinkers and dynamic leaders. We are here to help you excel because your accomplishments contribute to Cobb's lively and welcoming business community.

However, we know turning your business dream into a reality can be a challenge. The SelectCobb team crafted this guide to help minimize the stress of starting your business and set you up on a trajectory for success. The resources provided in this guide aim to equip you with the tools and skills to navigate Cobb's entrepreneurship ecosystem and understand how to best take advantage of the resources available.

As you begin your journey, the SelectCobb team looks forward to celebrating your future successes and providing support for your growing business.



## Georgia Power

Georgia Power is a dedicated partner in helping grow businesses across Georgia and assisting entrepreneurs overcome the obstacles inherent in starting a business. Working with resource partners across the state, our goal is to strengthen the impact that these businesses have on Georgia and beyond.

As part of this effort, we are proud to support the SelectCobb Entrepreneurship Guide, a one-stop resource for entrepreneurs in Cobb County and Metro Atlanta. This guide will help you to easily find assistance that helps to accelerate your ideas and make them into a reality. Through this guide, entrepreneurs can access educational tools, funding opportunities, and local resources to minimize the confusion that often accompanies starting a new venture.

At Georgia Power, we understand that starting a business presents unique challenges and we take pride in being a partner in finding solutions. We look forward to helping connect, grow, and celebrate this essential part of our economy.

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# Starting Your Business

There is a lot that goes into starting a business that one might not normally consider. Starting a new venture requires dedication, hard work, and strength to overcome unforeseen obstacles. While entrepreneurship is not always glamorous, consider the elements discussed below to set your business up for success early on.

## WHAT IS A BUSINESS PLAN?

A business plan is a written, detailed description that serves as your business “resume”, identifying the businesses goals and objectives. It can include information about your business’s financial standing resources, decisions, and plans. Business plans can be targeted for investors, clients, or the public.

## WHY DOES MY COMPANY NEED A BUSINESS PLAN?

A business plan is strongly encouraged for startups and young businesses. It serves as the roadmap for your business, identifies your company goals, and can help you navigate unforeseen circumstances. If you need to raise capital, a business plan is required for loan applications and grant assistance.

## HOW LONG SHOULD MY BUSINESS PLAN BE?

The length of your business plan is dependent on several factors, including the intended audience and the current stage of your business. If you will be using the business plan as part of a loan application, a more traditional business plan is recommended. These tend to be longer and should be as detailed as possible, without getting overly technical.

If you are in the early planning stages of your business or keeping the plan internal, a lean startup business plan format would be a better fit. This style focuses on a high-level summary of key points and is typically only one page.

According to the Small Business Administration, the length of your business plan should be long enough to accomplish three goals:

- (1) excite the financing source,
- (2) prove that you truly understand the market, and
- 3) fully detail the execution strategy.



# How to Start Building a Business Plan

The following is an outline of a traditional business plan, which can serve as a guide in developing your personalized plan.

## 1. Cover Letter

- Business Name
- Address
- Phone Number
- Principal Owners

## 2. Table of Contents

## 3. Executive Summary

This is a brief, yet engaging explanation of what your company is, what it does, and why it will be successful. To engage the reader and succinctly summarize your business idea, consider including the following:

- **Mission statement** – A statement of purpose.
- **Overview of the structure of the company**
- **Basic financial information** – Includes banking relationships and existing investors.
- **Summary of company growth and financial highlights**
- **Company facts** – Can include founding date, number of employees, location, etc.

## Section I: The Business

The first five components of a business plan focus on explaining why you are passionate about your company, why you think it will succeed, and providing market data and research to back your pitch up. Consider including the following:

- **Company description** – Provide detailed information about your company and the problems your business solves.
- **Market analysis** – Provide a good understanding of your industry outlook and target market.
- **Organization and management** – Tell the reader how the company will be structured and who will run it.
- **Service or product line** – Detail what you sell or what service you offer.
- **Marketing and sales** – Describe how you will attract and retain customers.

## Section II: Financial Data

It's crucial to show that your business is financially stable and that there are measures in place to sustain its success. This section of the business plan should be extensive, possibly as long as 12 to 25 pages. It is important to include the following:

- **Current financial data of all owners**
- **Financial data from the past three to five years** – Include balance sheets and profit and loss statements
- **Sources and applications of funding**
- **Capital equipment list**

### WHERE CAN I GET ASSISTANCE IN WRITING A BUSINESS PLAN?

Several organizations offer resources to businesses looking to develop or expand their business plan.

The *U.S. Small Business Administration*, *UGA Small Business Development Center* and the *U.S. Chamber of Commerce* all provide step-by-step guides on how to write an effective business plan.

In addition, several organizations listed in this guide provide a variety of services, including assistance in creating a business plan.

## Section II: Financial Data (cont.)

- Break even analysis
- Projected income and cash flow statements for the next five years
- Projected balance sheets for the next five years
- Assumptions to financial projections
- Historical financials (for existing business)

## Section III: Appendix

This section includes any supporting documents that can be used to bolster your plan statements. Consider including the following:

- Personal Resumes and Financial Statements
- Letters of Reference
- Copies of Leases and Purchase Orders
- Letters of Intent
- Permits, Patents, and other Relevant Contracts
- Tax Returns (SBA recommends no less than past 3 years)

### **ON FUNDING REQUESTS:**

If you are asking for funding, this document is where you will outline your funding requirements. Be clear about how much funding you will need over the next five years and how it will be allocated.

It is important to specify whether you want debt or equity, terms applied, and length of time the request will cover. Be specific in how the funds will be used and always include a description of your future strategic financial plans.

### Resource Links:

[\*NEW APPLICATION CHECK-OFF LIST\*](#)

[\*COBB COUNTY PUBLIC LIBRARY BUSINESS PLAN WORKBOOK\*](#)

[\*BUSINESS AND ENTREPRENEURSHIP RESOURCES AT THE LIBRARY\*](#)

[\*U.S. SMALL BUSINESS ADMINISTRATION'S "10 STEPS TO START YOUR BUSINESS"\*](#)

[\*U.S. SMALL BUSINESS ADMINISTRATION'S "FUND YOUR BUSINESS"\*](#)

# What do You do After Your Business Plan is Complete?

Fantastic, you have completed your business plan, now it is time to put it to work! If your company is not already operational, consider checking out the six steps listed below for a successful launch.



## 1. BUILD THE INITIAL TEAM

Few entrepreneurs can manage every aspect of a new business alone. If financially feasible, you should focus on what you do well and delegate other tasks to a strong team.

For example, that might mean hiring a financial consultant or a web designer. However, delegating responsibility and trust in a venture you created from the ground up can be challenging. For guidance on managing a team as a founder, [SEE HERE](#).



## 2. FILE NECESSARY LEGAL DOCUMENTS

To legally protect your business and make sure taxes are in order, it is necessary to file proper forms with the IRS and other applicable governing bodies.

Choosing the right business structure requires quite a bit of thought and should have been completed in the business plan. Please refer to the Legal Protections section to learn more about how to file the requisite documents for your business.



## 3. PROTECT INTELLECTUAL PROPERTY

Without proper legal protection, you have no formal recourse if someone else uses your designs or branding. Understanding the difference between trademarking, copyrighting, and patenting is critical, as each protects different types of intellectual property.

Please see the Legal Protections section to learn more about how to file for a trademark, service mark, copyright, or patent in Georgia.



## 4. ADVERTISING AND MARKETING

Part of your business plan should include a marketing strategy, which includes pre-launch, launch, and post-launch marketing plans. Once the business is legally established and the necessary intellectual property has been protected, it is time to implement the pre-launch strategy. This could include social media marketing, establishment of a website, or more traditional marketing such as fliers. The goal is to get the word out to your prospective customers, so they are ready to engage with your business on launch day.



## 5. OFFICIAL BUSINESS LAUNCH

This is the most exciting time – the moment your hard work takes center stage, and your product or service goes public for purchase. Many business owners start tracking marketing and sales data immediately so they can pivot quickly if something in the strategy is not working properly.



## 6. REVIEW BUSINESS PERFORMANCE AND PROGRESS

Many business owners benefit from frequent reviews of their sales and marketing data. As a new business, it is important that you conduct monthly or quarterly reviews to adjust your goals and metrics accordingly. As the business matures, your frequency may decrease to annual reviews with smaller quarterly reports.

# Licenses & Registrations

## **DO I NEED A BUSINESS LICENSE TO OPERATE IN COBB?**

Yes. Any individual, partnership, corporation, or entity engaged in business must obtain a business license prior to engaging in these activities. Activities include selling, soliciting or representing products or services, leasing or renting of commercial real property, retail sales, wholesale activities, administrative office activities, manufacturing, providing services, consulting, etc

## **WHERE CAN I APPLY FOR A BUSINESS LICENSE?**

For businesses located in unincorporated Cobb, please consult the County's [WEBSITE](#). If the business resides within city limits, the license will come from the respective city government, See the cities of Acworth, Austell, Kennesaw, Marietta, Powder Springs, and Smyrna for additional information.

Details on how to apply for a license in the City of Mableton will be added once they are available. If you are unsure if your business is located within city limits or in unincorporated Cobb, please visit the county's interactive maps and apps to learn more. [CLICK HERE](#)

## **DO I NEED TO OBTAIN ANY ADDITIONAL LICENSES FROM THE STATE OR FEDERAL GOVERNMENT?**

While many Georgia businesses are required to register with the Corporations Division, businesses also often need local operating licenses, federal operating licenses, and/or state-level professional licenses.

For a full list of industries that need a state license, click here. For federal licensing, [SEE HERE](#).

# Taxes

## **WHAT TAXES IS MY BUSINESS RESPONSIBLE FOR PAYING?**

It is strongly encouraged that you meet with an accountant, legal counsel, or tax expert to determine taxes owed.

When applying for a business license, there is a fee or 'occupational tax' that is owed to the county or local government in which you are applying. The amount varies depending on location and local requirements. For additional information on fee costs, please visit the Cobb County's [WEBSITE](#) or the local municipalities – Acworth, Austell, Kennesaw, Marietta, Powder Springs, and Smyrna.

Beyond federal, state, and local income taxes, the Georgia Department of Revenue (DOR) has registration requirements for businesses selling products and goods, including alcohol, tobacco, and fuel. The DOR can also address wholesale/resale, and state & sales tax identification registration, as well as withholding tax requirements. Additional information is available on the Georgia Department of Revenue's [WEBSITE](#).

## **WHAT IS AN EMPLOYER IDENTIFICATION NUMBER/ TAX IDENTIFICATION NUMBER?**

An EIN and a TIN are one and the same. It is an identification number assigned to identify taxpayers who are required to file various business tax returns. The number is typically used by corporations, sole proprietors, partnerships, nonprofit organizations, trust estates of descendants and other business entities.

## **HOW DO I OBTAIN A TAX IDENTIFICATION NUMBER?**

EIN and TIN numbers are issued the Internal Revenue Service (IRS) at [irs.gov](http://irs.gov) or 1(800) 829-1040. To determine your eligibility and apply online for an EIN/TIN number, [SEE HERE](#).

For state tax purposes, register your business here. You will need to have established your federal employer identification number prior to registering.



# Legal Protections | Legal Entity FAQ

## WHAT ARE THE FOUR LEGAL FORMS MY NEW BUSINESS CAN TAKE?

There are four types of legal forms your business can take:



Deciding what form of legal entity your business will take is a critical decision. It will determine the future of your business including its protection under the law and the rules and regulations that will apply to it.

It is recommended that before you enter any form, you speak to an attorney, CPA, or other qualified individual. This will minimize the potential for mistakes during the business setup process.

To review the most common business structures, please visit the U.S. Small Business Association's [WEBSITE](#).

## DO I NEED TO FILE MY BUSINESS WITH THE STATE'S CORPORATIONS DIVISION?

Yes. Business corporations, nonprofit corporations, professional corporations, limited partnerships (LP), and limited liability companies (LLC), are formed in Georgia by filing with the Georgia Corporations Division.

Generally, sole proprietors do not need to register with the state unless they choose to incorporate their business or establish an LLC or limited partnership.

## HOW CAN I REGISTER MY COMPANY WITH THE SECRETARY OF STATE'S CORPORATIONS DIVISION?

The most efficient way to register your company is to file electronically using online services here. If you choose to file in paper format, you can mail the required paper documents associated with the business type you are registering for. Filing procedures and required forms for business entities filing in paper format can be downloaded from the Corporations Division [WEBSITE](#).

Filings submitted electronically are normally processed within 7-10 business days. Filings submitted via mail are processed within 15-21 business days of receipt.

## WHERE DO I REGISTER A SOLE PROPRIETORSHIP?

Sole proprietorship is generally handled through the county or city in which the business is located. For businesses located in unincorporated Cobb, [SEE HERE](#). For businesses located within city limits, please visit the website of the respective municipality to register.

## WHERE DO I FILE A "C" OR "S" CORPORATION?

C and S corporations are filed with the IRS. The state of Georgia does not keep a record of this information. For more information and to apply, please visit the IRS [WEBSITE](#).

# Copyrights, Trademarks, Service Marks, Patents



## COPYRIGHTS

### What is a copyright and what does it protect?

A copyright is a form of protection grounded in the U.S. Constitution and granted by law for original works of authorship fixed in a tangible medium of expression. Copyright protects original works of authorship including literary, dramatic, musical, and artistic works. It does not protect facts, ideas, systems, or methods of operations.

### When is my work protected?

Your work is under copyright protection the moment the work is created and fixed in a tangible form that is perceptible directly or with the aid of a device. To register your work, please contact the U.S. Copyright Office – Library of Congress.



## TRADEMARKS AND SERVICE MARKS

### What is the difference between a trademark and a service mark?

A trademark is any word, name, symbol, device, or combination thereof adopted and used by a person or entity to identify goods made or sold and to distinguish them from goods made or sold by another entity.

A service mark is the same as a trademark, except that a service mark is used to identify services rendered or offered and to distinguish them from services offered by another entity.

### How do I file a trademark or service mark?

Trademarks and service marks are filed with Georgia's Secretary of State's Corporations Divisions. Forms may be found from the [WEBSITE](#) or contacting the Corporations Division at (404) 656-2817.



## PATENTS

### What is a patent?

A patent for an invention is the grant of a property right to the inventor, issued by the United States Patent and Trademark Office (USPTO). Inventors are granted the right to exclude others from making, using, offering for sale, selling, or importing the invention. Patents can be granted for utility, design, and plant inventions or discoveries.

# Education & Training Resources



## County



The **COBB CHAMBER** is a business advocacy organization that works to drive economic growth, cultivate leaders, ignite the entrepreneurial spirit, and equip those seeking more. Membership in the Cobb Chamber gives you access to a wealth of programs and benefits designed to help you grow and launch your business. Key offerings include a discounted solo-preneur membership rate, networking events, leadership programs, marketing opportunities, and discounts on office supplies, health insurance, and more.



## U.S. Small Business Administration (SBA)

The **UGA SMALL BUSINESS DEVELOPMENT CENTER AT KENNESAW STATE** assists existing and prospective business owners by offering a variety of training, one-on-one consulting, economic development related market research, and technical assistance. The SBDC also offers expertise in international trade, specialty programs, and consulting for minority entrepreneurs.

## SELECTCOBB

**SELECTCOBB** is a public private partnership developed with input from state, county, city, business, and education leaders to provide a strategic action plan for comprehensive economic development in Cobb County. As part of ongoing efforts to support the local small business community, SelectCobb hosts the Small Business Series, which provides educational programs and networking opportunities for entrepreneurs and small business owners in the metro Atlanta region.

## Cobb County Public Library System

**COBB COUNTY LIBRARIES** offer much more than just books – they also offer access to 3-D printers, scanners, and other “makerspace” equipment. Five MakerBot Replicator 5G 3D printers are available for public use in Cobb libraries.

## Education Institutions



### Degree and Certification Programs

The Business Entrepreneurship program is a comprehensive degree that prepares students to effectively start, develop, and scale a business whether it is their own or an existing entity. Recognized by the United States Association for Business and Entrepreneurship as a one-of-a-kind Model Program of Excellence in Entrepreneur Education. Similar to other KSU Entrepreneur certification and degree programs it offers graduates a competitive edge and added layer of validity due to KSU world class curriculum.

### Shore Entrepreneurship Center

The **ROBIN AND DOUG SHORE ENTREPRENEURSHIP CENTER** provides KSU students with a wide range of experience and training opportunities designed to develop their entrepreneurial perspective. The mission of the center is to inspire entrepreneurial culture, develop entrepreneurial skill sets, enable idea creating and collaboration opportunities, and support early-stage companies.

### KSU Innovation Launchpad

The **KSU INNOVATION LAUNCHPAD** (ILP) is a six-session workshop, followed by 6-months of asynchronous coaching designed to provide training and guidance to KSU faculty, staff, students, and community partners on the principles of lean start-up methodology and customer discovery to advance their entrepreneurial concepts to consumer markets.

### Innovation Lab

Created in 2018 by the Department of Instructional Technology, the **ITEC INNOVATION LAB** mission was to serve as Bagwell College of Education’s incubator for educational innovation. The Innovation Lab supports KSU faculty, staff, students as well as K-12 students, teachers, leaders, district personnel and other key strategic partners. The sole purpose of the lab is to help improve and drive positive change in education through inspiration, cultivation, evaluation, and implementation.

## Education Institutions (cont.)



### Georgia Minority Business Development Agency (MBDA)

The Georgia **MBDA BUSINESS CENTER** helps Minority Business Enterprises (MBEs) access capital, increase profitability, and scale their business. Clients are MBEs owned and operated by African Americans, Native Americans, Asian Americans, Hasidic Jews, Hispanic Americans, Native Americans, and Pacific Islanders. Since its inception the Georgia Minority Business Development Agency has helped companies from all around the United States.

### The Venture Lab

**THE VENTURE LAB** at Georgia Tech is a great place to go to for help with funding, guidance and help with building your startup. The team is comprised of entrepreneurs, educators, and engineers. It was founded to help collaborate with faculty and students to create tech-based startups and has raised over \$1.5B in investments. While working with the Venture Lab there is no equity or fees!

### Office of Technology Licensing

The **TECH OFFICE OF LICENSING** offers a large portfolio of available technologies that can help solve industry R&D challenges. By helping innovations and discoveries that benefit the public by allowing licensing to companies so they may continue to develop and commercialize.



U.S. Chamber of Commerce

### U.S. Chamber of Commerce

The **U.S. CHAMBER** offers a comprehensive, online Startup Toolkit, which includes information on starting, running, and growing your business. It has also launched the U.S. Chamber Small Business Nation, a community founded on the open exchange of information and ideas, to support the growth and prosperity of small businesses.

## Regional and National Resources



### Georgia Department of Economic Development (GDECD)

The Georgia Department of Economic Development (**GDECD**) encourages the start and expansion of businesses within the state. Through the department's Entrepreneurship and Small Business hub, business owners can access guides and resources to start, grow, and innovate their companies as well as opportunities to connect and learn from fellow entrepreneurs.

### The Center of Innovation

**THE CENTER OF INNOVATION** provides a wide range of programs and services that help businesses of all sizes grow. By linking new and expanding businesses to the provided expert staff members, external partners, and independent mentors who can help spark inspired solutions for challenges. The center makes it a priority to understand the situation you are in and lead you to the proper connections and research to beat the challenges. It helps to shorten the time required to make operational changes.



U.S. Small Business Administration

### U.S. Small Business Administration (SBA)

The **U.S. SBA** provides a host of resources and guidance for entrepreneurs and small business owners looking to start, grow, or manage their business. In addition to providing online resources including a 10-step guide to starting a business, the SBA offers local assistance on federal contracting, access to capital, and export and trade.

## Regional and National Resources (cont.)



### EXPORT CHALLENGE

#### Atlanta Metro Export Challenge

The Atlanta Metro Export Challenge (*ATLANTA MEC*) is a year-long program to assist metro Atlanta companies in their global business development efforts. Through the program, selected companies receive a \$5,000 reimbursement grant that can be used for expenses related to their international business growth. They also receive a tailored mentorship program to assist in the development of global sale plans and market strategies.



#### Metro Atlanta Chamber (MAC)

The *METRO ATLANTA CHAMBER* is committed to connecting entrepreneurs with the assets and access to Atlanta's entrepreneurship ecosystem where innovators push each other to do more. Innovation opportunities include ATL Unlocked, which connects entrepreneurs with innovation centers and fellow entrepreneurs across the region to increase knowledge and access.



#### Enterprise Forum

#### MiT Enterprise Forum of Atlanta

The *MIT ENTERPRISE FORUM* is now an extension of MIT Technology Review, an independent media company owned by MIT. The Atlanta chapter is one of 25 worldwide and is run by volunteers (MIT alum and non-alum) and a part time Executive Director. The mission of the MIT Enterprise Forum is to inform, connect, and coach technology entrepreneurs—enabling them to rapidly transform ideas into world-changing companies. They are a global network of local organizations, inspired by MIT, and open to the world.



#### SCORE

Dedicated to entrepreneurial education and the formation, growth, and success of small businesses nationwide, *SCORE* is a non-profit organization that matches entrepreneurs with local volunteer mentors. Among its services, SCORE provides business tools, one on one counseling, and business workshops and webinars.

#### North Atlanta Venture Mentoring Services

The North Atlanta Venture Mentoring Services (*NAV*) provides guidance and scalable business mentorship to businesses located in the North Atlanta region. Businesses have to be within a high growth industry sector: Advanced Manufacturing, Healthcare, I.T./Technology, Makers/Inventors, Corporate Operations, Culinary, and Film/Media. Mentors are carefully selected based on their level of expertise. NAV works on the belief that businesses are more likely to thrive when they can draw from a community expert advice.

# Growing Your Business



Now that you have your initial business plan established, it is important to tap into resources that can assist in kickstarting your business. Explore the pages below for funding sources, market research opportunities, collaborative spaces, and networking opportunities to help your venture grow.

## FUNDING

Deciding how to fund your business is one of the most important questions you will need to answer as a business owner. These resources are a starting point to help you explore the different types of funding opportunities available and organizations that provide them.

### What are the most common types of funding opportunities available for my business?



#### Self-Funding

Self-funding allows you to leverage your own financial resources to support your business. This can come in several forms – turning to family and friends for capital, using your savings account, or tapping into your 401(k).

While self-funding allows you to retain complete control over your business, you also assume all the risk as well.



#### Crowdfunding

Crowdfunding raises funds for a business from many people, known as crowdfunders. Since they are not technically investors, they don't receive an ownership share in the company.

However, they do typically expect to receive a "gift" from your company in exchange for their contribution. Crowdfunding is a good option if you are interested in producing a creative work or a physical product to share.



#### Venture Capital

Investors provide funding for your company in the form of venture capital investments. Venture capital is typically offered in exchange for an ownership share and active role in the company.

Venture capital typically focuses on high-growth companies, invests capital in return for equity, takes higher risks, and has a longer investment timeframe than traditional financing.



#### Small Business Loan

A small business loan is a good option if you want to retain complete control of your business, but don't have enough funds to start.

To bolster your chances of getting a loan, make sure to have a business plan, expense sheet, and financial projections ready to share with the lending institution.

# Funding Opportunities

## GOVERNMENT LOANS & GRANTS

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### Access to Capital for Entrepreneurs (ACE)

**ACE** is a non-profit organization and the largest small business-focused community development loan fund in Georgia. ACE provides capital loans from \$15,000 to \$1M as well as business development resources to help its borrowers create and grow sustainable and successful businesses.

### Atlanta Micro Fund

**ATLANTA MICRO FUND** seeks to concentrate capital in low-income communities to create vibrant commercial corridors. Small loans are available for up to \$50,000 for businesses with five or fewer employees and annual sales of less than \$100,000.

### SBA Lender Match

The U.S. SBA helps businesses get funding by setting guidelines for loans and reducing lender risk, making it easier to get the funding they need. The SBA has an online **LENDER MATCH PORTAL** to assist businesses in finding lenders who offer SBA-guaranteed loans.

### Cobb County Entrepreneurship & Innovation Incentive Program

Cash grants are available to participants of the Cobb County **ENTREPRENEURSHIP AND INNOVATION INCENTIVE PROGRAM**. To be eligible for the program, your business must be in Cobb County with a current business license, have gross revenues not exceeding \$1M/year, and sign a three-year agreement to continue business in Cobb.

This program is funded by the Development Authority of Cobb County

## CROWDFUNDING

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### CircleUp

**CIRCLEUP** is an equity-based crowdfunding website that strives to help entrepreneurs and small businesses thrive by providing capital and needed resources. This website connects early-stage consumer brands with capital markets, empowering investors to participate in their growth.

## INVESTORS

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### Accel-KKR

For more than two decades, **ACCEL-KKR** has been investing in mid-market software and technology enabled service firms. Accel-KKR brings capital, expertise, and a network of relationships to their portfolio companies, enabling them to grow faster and more profitably.

### Atlanta Ventures

**ATLANTA VENTURES** is focused on serving entrepreneurs in earlier stages and offers a unique community partnership with the Atlanta Tech Village. They focus exclusively on subscription-based businesses located in the Southeast.

### Panoramic Ventures

**PANORAMIC VENTURES** opens new doors for founders, giving more entrepreneurs access to capital to build leading tech companies. They are the largest tech venture fund headquartered in the Southeast.

### Tech Square Ventures

**TECH SQUARE VENTURES** is an Atlanta-based early-stage venture capital firm. They primarily invest in enterprise, marketplace technology, and technology-enabled service companies during early funding stages.

### TiE Atlanta Angels

**TIE ATLANTA ANGELS** is an angel investment group to support startups and entrepreneurs in early-stage funding. While the fund is not industry specific, TiE Angels looks for unique companies developing products, or those that are tech-focused or tech-enabled.

### Kickstarter

**KICKSTARTER** utilizes Internet-based crowdsourcing to help pair new ideas with financial backers. With Kickstarter, individuals submit their own projects and set funding goals and deadlines, all while maintaining control over their project.

## Funding Opportunities (cont.)

### MINORITY

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#### Collab Capital

**COLLAB CAPITAL** is an investment fund leveraging financial, human, and social capital to help Black founders build sustainable, technology enabled business.

#### Google Black Founders Fund

Google for Startups **BLACK FOUNDERS FUND** provides non-dilutive cash awards to Black-led startups that have participated in company programs or have been nominated by a partner community. Selected founders receive between \$50,000 and \$100,000 in capital along with hands-on support to help their startup grow.

#### LiftFund

**LIFTFUND** provides small business loans for women & minority entrepreneurs and startups in Atlanta and throughout Georgia. They help make capital accessible to help entrepreneurs create wealth for themselves, their families, and their communities.

#### Local Initiatives Support Corporation (LISC) Atlanta

**LISC ATLANTA** is the local office of the nation's leading community development investment organization. Using funding provided by banks, corporations, and foundations, LISC provides financing (loans, grants, and equity) and technical assistance to local partners and developers.

#### Main Street Entrepreneurs Seed Fund

Georgia State's Main Street Entrepreneurs Seed Fund (**MSESF**) business accelerator program is designed to support underrepresented students, recent alumni and Georgia State community entrepreneurs with seed funding and mentorship to start and grow new ventures.

#### Peachtree Minority Venture Fund

**PEACHTREE MINORITY VENTURE FUND** is a student-run venture capital housed in Emory University's Goizueta Business School. Peachtree is the only student-run venture capital fund that focuses exclusively on making equity investment into underrepresented minority entrepreneurs (Black, LatinX, Native American).

### STATE

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#### Research and Development Tax Credit (R&D)

**R&D TAX CREDITS** are a valuable benefit for companies developing new products and services in Georgia. These tax credits are available to any company that increases its qualified research spending – the tax credit earned is a portion of the increase in R&D spending.

#### Small Business Tax Relief

Allows for faster appreciation on equipment deduction where businesses can choose to claim an expense in year one as opposed to over several years.

#### State Small Business Credit Initiative (SSBCI)

Created by the Small Business Jobs Act of 2010 and renewed in 2021, **SSBCI** strengthens state lending programs that support small businesses and manufacturers.

### WOMEN

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#### Fearless Fund

**FEARLESS FUND** invests in women-of-color-led businesses seeking pre-seed, seed level, or Series A financing. Our mission is to bridge the gap in venture capital funding for women of color building scalable, growth aggressive companies.

#### The JumpFund

The **JUMPFUND** is an all-women investment group investing only in women-led ventures across the Southeastern United States.

#### Village Micro Fund

The **VILLAGE MICRO FUND** is a grassroots microfinance organization with the mission to empower Black entrepreneurs in metro Atlanta by providing access to capital, business education, and a "village" of support.



# Places

## INCUBATORS AND ACCELERATORS

Incubators are organizations that help to develop new business ventures by providing low-cost commercial space, management assistance, and shared services. Startup accelerators are fixed-term, cohort-based programs that include mentorship and educational opportunities.

### Advanced Technology Development Center

The Advanced Technology Development Center is state funded technology incubator. The **ATDC** helps businesses throughout the entire startup process. ATDC is strategically located in Tech Square in Midtown, Atlanta, the center of Atlanta's startup community. Members are easily connected to Georgia Tech's resources, Midtown's flourishing business community, access to one-on-one coaching from subject matter experts, corporate sponsors, and community partners.

### Atlanta Tech Village "It Takes a Village"

Atlanta Tech Village's It Takes A Village **PRE-ACCELERATOR PROGRAM** gives technology startups led by women and people of color the opportunity to gain direct access to community, education, mentorship, and capital. This program is a pre-accelerator that will help diverse founders hurdle any obstacles by providing space to collaborate with like-minded individuals, advice from seasoned professionals, and educational workshops to strengthen skills.



### Comcast NBCUniversal's The Farm

Powered by Boomtown Accelerators, **THE FARM** is an innovation hub supporting founders in Atlanta's thriving small business ecosystem. In addition to in-person coworking space, The Farm also offers idea-focused workshops for aspiring founders in the metro Atlanta area.

### The Creative Destruction Lab

For massively scalable science and tech-based companies there is The Creative Destruction Lab (**CDL**). It is a unique nine-month program that employs a mentoring process to maximize the performance and opportunities for technical founders. With four elements designed to help companies it supports logistics, engineering, public health, finance, consumer health, and transportation. Focused mentorship, technical advice, hands-on support, and opportunities.



### HatchBridge

**HATCHBRIDGE** is a comprehensive ecosystem bridging programs, services, resources and co-working and shared spaces to foster innovation, entrepreneurship, economic development, and experiential learning. Bright minds from Kennesaw State and the local community are encouraged to answer questions, find resources, and build capabilities.

### TechStars Atlanta

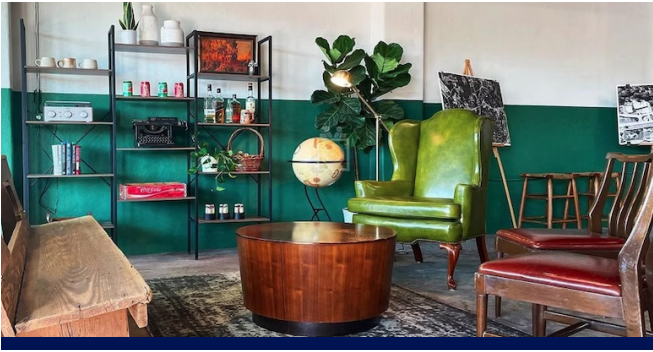
Powered by Cox Enterprises, **TECHSTARS**'s three-month accelerator program connects companies to a network of corporate partners, investors, alumni, and top mentors. TechStars's program model is a perfect culmination of education, financial resources, and business mentorship that allows companies to learn from the best and gain the capital and validity needed to succeed.

### Techstart Impact

- \$100.03B accelerator cumulative market cap
- \$1.0M avg. first raise post program
- 20 graduate 1B\$+ Companies
- 4,300+ active accelerator mentors

## COWORKING SPACES

Coworking spaces are membership-based workspaces where freelancers and independent professionals work together in a shared setting.



### Austell CoWork

**AUSTELL COWORK** is a 3,000 square foot open office plan with 18 dedicated desks, shared meeting space, a member lounge, and many of the usual perks of the modern office: coffee, wifi, secured access, and more.

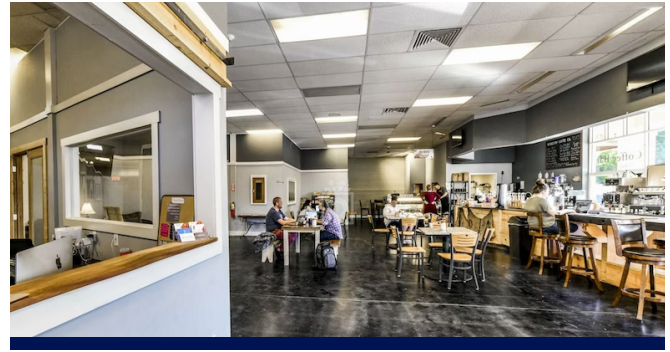
### FireWorks Coworking

Marietta's first coworking space and community for entrepreneurs, solopreneurs, freelancers, and creative thinkers. **FIREWORKS** is for those that want to connect and collaborate but don't want the long commute downtown or the distractions of working from home.



### Roam Innovative Workplace

**ROAM GALLERIA** offers a premium coworking solution that's affordable, convenient, and tailored to the needs of Atlanta professionals. The coworking spaces are spacious and crafted to equip you with the right setting for working productively, meeting with clients, and growing your business.



### Desktop Coworking Community

Designed for the remote worker who needs privacy but still wants to be a part of a vibrant coworking community. Open coworking space, private offices, and meeting rooms are available. See [HERE](#).

### Regus

Work along with like-minded professionals in vibrant coworking spaces around Cobb, with break out areas and networking events to foster collaboration and growth. Drop in and hot-desk in an open-plan workspace or reserve a dedicated desk in a shared office. See [HERE](#).



### Serendipity Labs

**SERENDIPITY LABS** provides secure, professional coworking spaces and flexible private office space with drop-in options. Start your business, collaborate, and network with other business professionals in an inspirational workplace without the constraints or overhead cost of a traditional office lease.

## Places (cont.)

### MAKERSPACES

A makerspace is a collaborative space that provides creatives and entrepreneurs with the tools and resources to turn their ideas into reality. Typically, you will find technology and equipment, such as 3D printers, laser cutters, and more as well as a variety of art supplies. Often, a makerspace also provides educational resources, classes, and opportunities for collaboration.



#### The Maker Station

**THE MAKER STATION INC.** is home to a vibrant community of local makers in Cobb County and the greater Atlanta metro area. Here curious and like-minded folks come together to work on projects, discover new areas of interest, develop a new business idea, or simply grow their personal hobbies.



#### Cobb County Public Libraries

Cobb County **LIBRARIES** offer much more than just books – they also offer access to 3D printers, scanners, and other “makerspace” equipment. Five MakerBot Replicator 5G 3D printers are available for public use in Cobb libraries.

### THIRD PARTY SPACES

Third party spaces, such as local breweries, coffee shops, and libraries are great locations to collaborate with fellow entrepreneurs, host meetings, and explore all that local communities in Cobb have to offer.

*For a full map of the coworking, accelerators, incubator, and entrepreneurial centers located within Cobb, [SEE HERE](#).*

*For a full list of incubators, accelerators, and coworking spaces in metro Atlanta, please visit [STARTUP ATLANTA'S ECOSYSTEM GUIDE](#).*

# Networking

## COBB CHAMBER

The Chamber is not only home to 2,700 members, but it also has over 100 different programs and hosts more than 350 events a year, all designed to help you plug into the business community and expand your professional network. Whether you are looking for an intimate group to discuss business challenges or a casual atmosphere to mix and mingle, the Cobb Chamber has something for everyone.

## SELECTCOBB SMALL BUSINESS SERIES

The Small Business Series strives to provide a blend of meaningful programming that will encourage a thriving business environment for minority entrepreneurs and business owners in Cobb. The Small Business Series developed out of the of the Chamber's desire to engage with entrepreneurs, startups, and small businesses of all backgrounds and industries in Cobb County and connect them to meaningful education, networking, and mentorship opportunities.

## BUSINESS ASSOCIATIONS

Local business associations are a great opportunity to promote your business interests, gather information, engage in educational opportunities, and network with other companies. Business associations in Cobb include **Acworth, Austell, East Cobb, Kennesaw, Marietta, Northeast Cobb, Smyrna, South Cobb, West Cobb, and Vinings.**

## TOASTMASTERS INTERNATIONAL

Toastmasters International is a nonprofit educational organization that teaches public speaking and leadership skills through a worldwide network of clubs. With several clubs in Cobb, Toastmasters allows participants work on networking in a small and supportive environment while improving their public speaking and leadership skills.

## ENTREPRENEUR NETWORKING GROUPS



### Business Network International

Business Network International (BNI) is an American franchised networking association. Currently, BNI has over 270,000+ members in 10,000+ chapters worldwide. Members meet quickly to discuss business and support each other's companies by sharing referrals. BNI is the world's leading 'referral organization'. BNI's Cobb chapters can be found [HERE](#).



### TiE Atlanta

The IndUS Entrepreneurs (TiE) was created to foster entrepreneurship, provide a networking platform for its members, and help businesses integrate into local communities. It holds monthly meetings and other events for networking, education, and programs. Learn more [HERE](#).



### Startup Atlanta

Startup Atlanta's mission is to introduce, connect, and support the entrepreneurial ecosystem within metro Atlanta to bolster the creation of jobs and companies. This non-profit organization strives to build up the local startup community through monthly networking and educational events. Learn more [HERE](#).

## Culture

Cobb County is proud to foster an environment of support for entrepreneurs and startups through our personalized business concierge service, marketing efforts, and local civic organizations.

As your company continues to grow, recruiting, mentoring, and supporting staff members will become critical to your company's success. Fostering a positive culture within your organization is a great way to promote employee engagement, job satisfaction, and increase employee retention rates. You can find resources to help you build a positive workplace culture at the Cobb Chamber.

### COBB COUNTY BUSINESS CONCIERGE SERVICE

Cobb County values the business community and understands its importance in our local economy. Whether you are at the initial stage of your business concept or an established business looking to expand, we know that there are many variables to consider, and we are here to help. The county's Business Concierge Service assists current and prospective business owners who are looking to start, expand, and relocate their business in Cobb County. [CLICK HERE](#) to learn more.

### COBB COUNTY COFFEE AND CONVERSATIONS

Coffee & Conversations with Cobb is a quarterly educational and networking opportunity for local business owners, startups and entrepreneurs to connect with County staff and network with neighboring businesses. With the goal of becoming a resource to the business community, county representatives are on hand to share how their respective departments are available to support businesses as they expand and create jobs in the County. Attendees can expect to learn how to obtain a business or alcohol license, required permits for signage, security support from Cobb Police Department and more.

### COBB SHOPS SMALL

At the Cobb Chamber, we love supporting small businesses. Cobb Shops Small is your online resource for up-to-date information on restaurants, retailers, and local business news, events, and special offerings in Cobb County. [CLICK HERE](#) for the Cobb Shops Small social page.

### MARIETTA BUSINESS TALKS

The City of Marietta hosts an ongoing initiative for existing businesses called "Marietta Business Talks." At these talks, we bring together businesses from a specific industry in an informal setting to ask questions, exchange ideas, provide feedback, and build relationships. They are an opportunity for business leaders to connect and learn from one another. These interactions give unique benefits to entrepreneurs who can learn from their more established peers that may have encountered similar challenges while starting and operating their business. Also in attendance are valuable community partners who bring unique expertise on subjects like workforce development, regulatory policy, and a host of other relevant topics. The City staffs the event with members from multiple departments, including our economic development team, development review staff, and the City Manager. Our staff is there not only to provide information but to hear how we can better serve the needs of our businesses.

### LOCAL CIVIC ORGANIZATIONS

#### Rotary

Rotary clubs provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business professionals, and community leaders. While all clubs are grounded in the same values, no two are the same, as each community has its own unique needs. At club meetings across Cobb, members come together to serve others and grow local economies.

#### Kiwanis International

Kiwanis International is a global community of clubs, members and partners dedicated to improving the lives of children one community at a time. Each community has different needs, and Kiwanis empowers members to pursue creative ways to serve the needs of children, such as fighting hunger, improving literacy, and offering guidance.

## Market Research & Competitive Analysis

Market research and competitive analysis are key to finding a competitive advantage for your business. However, research can be expensive. Below are free or cost-effective tools that you can use to ensure your business has the best understanding of the market and local competition.

### **COBB COUNTY PUBLIC LIBRARY**

Cobb County Public Library cardholders have free, online access to numerous databases and online resources for market research and competitive analysis. Resources include Data Axle, Demographics Now, Gale Directory Library, Polling the Nations, and SimplyAnalytics.

### **SIZEUP**

SizeUp is a tool to help small businesses acquire information about the local market. Entrepreneurs and small business owners can compare their business with local competitors; map where competitors, customers, and clients are located; and find the best places to advertise. This tool provides comparison reports for issues such as turnover, workers' compensation, and industry revenue. [CLICK HERE](#) to access.

### **U.S. SMALL BUSINESS ADMINISTRATION (SBA)**

The SBA has compiled a list of reliable sources that provide customer and market information at no cost. Free statistics are readily available to help prospective small business owners. [CLICK HERE](#) to access federal business statistics to aid in your research and analysis.

### **UGA SMALL BUSINESS DEVELOPMENT CENTER (SBDC)**

The UGA Small Business Development Center at Kennesaw State assists existing and prospective business owners by offering a variety of training, one-on-one consulting, economic development related market research, and technical assistance. Visit their [WEBSITE](#).

# Diversity in Entrepreneurship



Starting a business is challenging. Starting a business as a member of a minority group is even more difficult. Despite unprecedented growth in minority business enterprises over the past decade, there is still a disparity when it comes to access to capital, contracting opportunities, and other entrepreneurial development opportunities for minority-owned companies. The resources listed here focus on support for diverse founders across all stages of their business growth.

## MINORITY

### Endeavor's ScaleUp ATL

Endeavor's **SCALEUP ATL PROGRAM** equips Atlanta's fastest-growing, highest potential Black founders with the resources and confidence to take their business to the next level.

### The Entrepreneurship Center at the Urban League of Greater Atlanta

The Entrepreneurship Center (**TEC**) at the Urban League of Greater Atlanta assists entrepreneurs with starting and growing successful and sustainable businesses.

### Grow Georgia

Minority-owned businesses in Georgia provide over 575,000 jobs to hard-working Georgians and energize the state's economy. **GROW GEORGIA** strives to power these businesses' growth by connecting them to specialized resources, increasing their partnerships with Fortune 500 firms, and celebrating their success.

### Georgia Micro Enterprise Network (GMEN)

**GMEN** is a nonprofit industry membership association that is a catalyst for economic development in Georgia. Through its network of business development and training organizations, GMEN acts as a resource to support and fund viable microbusinesses to create new jobs and business opportunities.

### Georgia Hispanic Chamber of Commerce (GHCC)

The **GEORGIA HISPANIC CHAMBER** promotes and supports the domestic and international economic development of Georgia's Hispanic businesses and serves as a link between non-Hispanic entities and the Hispanic market. The GHCC also offers leadership training, small business development and advocacy.



## **MINORITY (cont.)**

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### **Goodie Nation**

**GOODIE NATION** is a nonprofit dedicated to eliminating the relationship gap that stands in the way of success for promising entrepreneurs, especially those who are people of color, women, or aren't located in coastal financial centers.

### **The City of Acworth's Minority, Women, and Veteran Owned Business Seminar**

An annual event that takes place at the Acworth Community Center in January. Its purpose is to provide an inclusive and equitable educational resource to small businesses within the Acworth community by providing access to information relating to business growth as well as grant and marketing opportunities.

**THE SEMINAR** aims to provide connectivity and support for professional development and networking opportunities including access to expert speakers from the small business field.

### **SBDC Multicultural Business Division**

The Multicultural Business Division (**MBD**) is a special initiative of the University of Georgia Small Business Development Center. This Division was created to provide special attention to the needs of minority entrepreneurs by identifying procurement opportunities, locating sources of capital, and supporting outreach efforts of minority businesspeople around the state.

### **Technologists of Color**

**TECHNOLOGISTS OF COLOR** is a collection of professionals from the information technology arena. The community is committed to building the African American tech community in Atlanta. Their primary goal is to connect tech professionals and entrepreneurs so that they can share knowledge, resources, and opportunities.

## **YOUTH**

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### **Break Into Business**

Provides entrepreneur camp, incubator space and classroom learning opportunities to youth grades fourth through eighth (ages 10-15). [LINK](#)

### **Cobb Youth Leadership**

**COBB YOUTH LEADERSHIP** is a leadership program for rising high school juniors that focuses on developing leadership skills through interactive participation. It provides students a unique opportunity to learn about the local Cobb community as well as meet and interact with students from other high schools.

## **VETERANS**

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### **SCORE for Veteran Entrepreneurs**

**SCORE** is dedicated to helping Veteran entrepreneurs achieve their business goals. Mentors can help you translate military skills into business success by navigating available services, funding opportunities, government contracts, and more.

### **Veterans Education Career Transition Center (VECTR) at Chattahoochee Technical College**

The Superior Plumbing **VECTR CENTER** provides academic transition support for veteran students and their dependents and provides referral services for veteran community members. Among the services offered, veterans can gain access to a wide array of professional development workshops, skills coaching, and career assistance.

### **Veteran's Business Outreach Center**

The Veterans Business Outreach Center (**VBOC**) program provides entrepreneurial development services such as business training, counseling, and resource partner referrals to transitioning service members, veterans, National Guard & Reserve members, and military spouses interested in starting or growing a small business.

### **The Warrior Alliance**

**THE WARRIOR ALLIANCE** connects veterans with Veteran Service Organizations, government agencies, businesses, educators, and other community resources committed to helping veterans thrive. They strive to make veterans' transition from service to civilian life as seamless as possible.

### **TYE TiE Young Entrepreneurs**

**TYE** is an opportunity for high school students to learn about entrepreneurship: ideation, customer discovery, pitching and launching a company. The organization's goal is to empower students by educating them on what it takes to become the next generation of rock star entrepreneurs.



## WOMEN

### ACE Women's Business Center

**ACE WOMEN'S BUSINESS CENTER** provides access to capital combined with business advisory services for women who are expanding or starting a business in metro Atlanta and the North Georgia region.

### Cobb Executive Women

**COBB EXECUTIVE WOMEN** inspires women to achieve success personally, professionally, and within their community. Monthly luncheons highlight the key roles Cobb's women leaders play in the economy and the community. In addition, the program explores how women-owned and managed businesses continue to thrive in Cobb's pro-business environment.

### Digitalundivided (DID)

**DID** fosters economic growth by finding, connecting, developing and supporting Black and Latina women entrepreneurs to investors, mentors, and influencers.

### Greater Wealth Works Women's Business Center

Greater Wealth Works is host to one of the oldest running **WOMEN'S BUSINESS CENTERS** in the state of Georgia. They specialize in meeting the needs of women entrepreneurs through the delivery of best practices in micro-enterprise and small business training, financial education, entrepreneurial focused instruction and consultation, and essential entrepreneurial support services to aid micro-entrepreneurs with launching, sustaining, and growing a business.

### EnrichHER

**ENRICHHER** connects pre-qualified companies led by women and founders of color to capital, coaching, and community so they can take their businesses to new heights.

### EY Entrepreneurial Winning Women

The **EY ENTREPRENEURIAL WINNING WOMEN™ PROGRAM** is a national competition and executive education program that identifies a select group of high-potential women entrepreneurs whose businesses show real potential to scale — and then helps them do it.

### The Lola

**THE LOLA** is an Atlanta based womxn's club, workspace, and digital platform.

### Women's Entrepreneurship Initiative (WEI)

The Women's Entrepreneurship Initiative (**WEI**) is a municipally funded incubator with a mission to elevate, engage, and empower entrepreneurship through women.

### Women's Entrepreneurial Opportunity Project (WEOP)

**WEOP** is a nonprofit organization that promotes the economic advancement of women, with an emphasis on women of color with initiatives that empower women with skills, information, and resources.

### VC Worthy Business

**VC WORTHY BUSINESS** helps female entrepreneurs develop an attention-grabbing pitch to achieve meaningful investor capital.



# Corporate Innovation Centers & Venture Funds

Large and well-established corporations can often be prone to slow change and getting stuck in their ways. The development of corporation innovation centers and venture funds allows these companies to identify startups with fresh perspectives and new technologies, upending their industries before the competition can do it themselves.



## Avient Innovation Center

Whether you are looking for insights into the latest color possibilities, or are needing to improve your latest design, Avient can help. From color modeling to the latest advances in materials science, the Avient Innovation Center in Kennesaw is there to help you turn good projects, into great ones. Learn more [HERE](#).



## CP Kelco Global Innovation Center

CP Kelco's Atlanta-based Innovation Center is an open, collaborative space for scientists and customers alike to engage in ingredient research, problem-solving, development and pilot plant scale-up of food, beverage, home care, personal care, and other consumer products. The space features labs devoted to microbiology, fermentation science, and consumer application development, as well as a large chef's kitchen and research and development labs. Learn more [HERE](#).



## Home Depot Ventures

Launched in 2022, Home Depot Ventures is a venture capital fund created to identify, fund, and partner with early-stage companies to accelerate emerging technologies that aim to improve the customer experience and shape the future of home improvement. The \$150 million fund aims to invest in companies that advance The Home Depot's ability to better serve customers and associates and deliver operational excellence. Learn more [HERE](#).



## Lockheed Martin's Center for Innovation - The Lighthouse

The Center for Innovation (also known as The Lighthouse) represents the intersection of Lockheed Martin's commitment to national defense and passion for innovation. The center provides both a physical and virtual portal into the vast network of Lockheed Martin's laboratories, research centers and engineering facilities. Designed as a 50,000 square foot, high-end operations center, it is part of Lockheed Martin's investment in global research and development programs and infrastructure. Learn more [HERE](#).

## Corporate Innovation Centers & Venture Funds (cont.)



CP Kelco Global Innovation Center



Lockheed Martin's Center for Innovation

### ADITYA BIRLA



#### Novelis Ventures

Novelis Ventures aims to grow and enhance Novelis' core business by creating an ecosystem of partners and investments that build the benefits of a low carbon, aluminum-centric circular economy. Novelis aspires to be a top strategic investor to sustainability-focused startups, especially those in the automotive sector. In addition to capital, the company also provides expertise and market access. Learn more [HERE](#).



#### Papa John's Test Kitchen

Located in Papa John's North American headquarters at The Battery Atlanta, the 60,000 square foot space is designed to drive menu innovation and optimize integration across marketing, customer experience, operations, and development functions. Learn more [HERE](#).



#### UCB Digital Care Transformation (DCTx) Incubator

The DCTx Incubator looks for innovations that have the potential to address some of the biggest challenges UCB is committed to solving for specific patient populations. These innovations address the dozens of clearly identified friction points that exist for patients across both neurology and immunology. Learn more [HERE](#).

For a full list of Corporate Innovation Centers in Metro Atlanta, [SEE HERE](#).

# Resources for Starting a Nonprofit

While nonprofits are often associated with charitable and religious organizations, they can also be created to advance a host of areas – including education, scientific research, and entrepreneurship. Businesses that file as nonprofits often qualify for unique funding opportunities and tax benefits or reductions. Consider the organizations below if you are looking to start or grow your nonprofit in Cobb.

**Consider the organizations below if you are looking to start or grow your nonprofit in Cobb.**



### Cobb Community Foundation (CCF)

Cobb Community Foundation manages charitable funds for local individuals, families, for profit and nonprofit organizations who are all connected by their passion for making a difference in our Cobb community.

CCF is proud to offer the Cobb Thrive Grant, which provides unrestricted funds to help strengthen and support small to mid-sized nonprofits that are helping Cobb County to thrive. Learn more [HERE](#).



### Candid

Candid offers information and resources that are specifically designed to meet the needs of nonprofits worldwide in need of knowledge for securing funding and operating effective organizations. Learn more [HERE](#).



### Cobb Collaborative

Cobb Collaborative is a membership of nonprofit organizations, local government, businesses, faith-based organizations, educational institutions, professional organizations, associations, and citizens who share ideas, expertise, and resources to meet the needs of Cobb County. Learn more [HERE](#).



### Hands On Atlanta

Hands On Atlanta is a volunteering database with 40,000+ volunteers, offering varying levels of partnerships to nonprofits in the Metro Atlanta region.

For an annual fee, the organization provides training and professional development for nonprofits and grants access to Hands On Connect, their cloud-based volunteer management system. Learn more [HERE](#).



### Georgia Center for Nonprofits (GCN)

Through advocacy and education, the Georgia Center for Nonprofits works to create an environment that fosters the growth of nonprofit organizations.

Among its many services, it offers “Nonprofit University”, an on-site and in person course designed to help nonprofit professionals reach their full potential as well as the Nonprofit Consulting Group, which aids nonprofits in developing growth strategies for their organizations. Learn more [HERE](#).

# Community Partnerships

Running a successful business takes teamwork and Cobb County and its municipalities are here to support your new endeavors. If you are interested in learning more about business assistance in **Acworth, Austell, Kennesaw, Marietta, Powder Springs, or Smyrna**, please see below.

For unincorporated Cobb, please visit the county's [NEW BUSINESS GUIDE](#).

## Cobb County

**Cobb Business Concierge Service** – See page 21 for additional information.

**Cobb Center for Innovation & Entrepreneurship** – To learn more about the Center, refer to page 12.

**Cobb Entrepreneurship & Innovation Incentive Program** – See page 15 for additional information.

**Coffee and Conversations** - See page 21 for additional information.

To speak directly to a team member about starting your business in Cobb, please contact Brittney Rasmuson, Economic Development Coordinator, at [brittneyb.rasmuson@cobbcounty.org](mailto:brittneyb.rasmuson@cobbcounty.org).

## City of Acworth

**Minority Business Roundtables** - See page 24 for additional information.

For additional information, please contact [economicdevelopment@acworth.org](mailto:economicdevelopment@acworth.org) to speak with a team member about starting your business in Acworth.

## City of Austell

If you are interested in starting your business in Austell, please contact Darrell Weaver, Economic Development Director, at [darrell@austellga.gov](mailto:darrell@austellga.gov).

## City of Kennesaw

If you are looking to start or grow your business in Kennesaw, please contact Tanyel Aviles, Business Recruitment and Retention Manager, at [taviles@kennesaw-ga.gov](mailto:taviles@kennesaw-ga.gov) or (770) 794-7075 ext. 3171.

## City of Marietta

**Marietta Business Talks** - See page 21 for additional information.

For further information on starting a business in Marietta, please contact Daniel Cummings, Assistant City Manager for Economic and Project Development, at [dcummings@mariettaga.gov](mailto:dcummings@mariettaga.gov).

## City of Powder Springs

If you are interested in starting a business in Powder Springs, please review the city's Incentive Package or contact Marsellas Williams, Economic Development Director, at [mwilliams@cityofpowdersprings.org](mailto:mwilliams@cityofpowdersprings.org).

## City of Smyrna

For further information on starting a business in Smyrna, please contact Sherita Martin, Economic Development Coordinator, at [smartin@smyrnaga.gov](mailto:smartin@smyrnaga.gov).

*Note: Additional information on the City of Mableton will be provided once received.*

# About SelectCobb

SelectCobb is a public private partnership developed with input from county, city, business, and education leaders to provide a strategic blueprint for economic development in Cobb County, Georgia. SelectCobb is the economic development organization for Cobb County. We partner with a host of state, regional, local, utility, and educational partners to recruit and retain businesses in our community, assist the growth of local businesses, and help to create a robust talent pipeline.

## The SelectCobb Team



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