



AND CHANGE A LIFE



Funded in part through a cooperative environment with the US Small Business Administration.



OVER THE LAST EIGHT YEARS...

- Over 1,100 clients (unduplicated) received training and/or technical assistance.
- Approximately 70% have launched or grown a business venture.
- One-year outcomes confirm 91% of Edge Connection-supported businesses are still in operation.
- Three-year outcomes confirm 82% of Edge Connection-supported businesses are still in operation, compared to less than 50% for non-supported businesses.
- 71% of our business owners report an increase in income in three years.
- More than \$3 million has been leveraged to provide access to microfinance and capital to start, sustain and grow businesses.
- Economic impact in our community of more than \$8 million from entrepreneur's revenue sales in 2005-2006.

OUR INAUGURAL ADOPT-A-BUSINESS SPONSORS:



DENMARK (the agency)



BENEFITS TO CORPORATIONS AND BUSINESSES

ADOPT-A-BUSINESS is an initiative of The Edge Connection's board of directors to enroll corporations and businesses to give a hand-up, rather than a handout, to our entrepreneurs, helping them develop microenterprise and emerging businesses.

JOIN US as we support fledgling businesses to grow and flourish in our community. These business owners are creating jobs, increasing our economic impact, and contributing to the tax base in neighborhoods.

PAY IT FORWARD with a contribution to support the training and development programs at The Edge Connection.

BENEFITS TO YOUR CORPORATION/BUSINESS:

- Corporate Social Responsibility Initiative
- Team Building with employees and upper management
- Employee Volunteerism
- Cause-Related Marketing
- Creating innovative programs to grow businesses
- Enhanced customer perception of your company
- Making a difference in the life of an entrepreneur
- Sharing resources and providing mentoring
- Cultivating new clients that will access your products and services to grow businesses
- Creating economic impact in our community
- Tax deductible contribution

launch sustain grow

*Grow entrepreneurs...
Grow communities.*

*Give a man a fish, you feed him for a day.
Teach a man to fish, you feed him for a lifetime.*



THE EDGE CONNECTION offers a nationally recognized program that delivers best practices entrepreneurial training, financial literacy, technology, and mentoring to aid entrepreneurs in their efforts to launch, sustain or grow a business.

MISSION: to create opportunities for long-term economic self-sufficiency and successful entrepreneurship through comprehensive training and ongoing mentoring to low- to moderate-income individuals.

empowering and developing
Georgia's entrepreneurs

AT THE EDGE CONNECTION, this is what we do. But we go further.

We also teach women and men how to price their fish, how to market their fish, how to access capital to buy a new boat, and how to hire their neighbors.

We fight poverty at the source.

In partnership with Coles College of Business, Kennesaw State University, we facilitate entrepreneurial training and development, with an ultimate goal of creating self-sufficient and self-sustaining businesses. The Edge Connection training and technical assistance includes the following:

- Business Training and Development
- Business Coaching
- Financial Literacy Training
- Life-Skills Management
- Use of Technology Including Web site Launch
- Creation of a Business Plan
- Procurement and Certification
- Access to Microfinance and Capital

SUCCESS STORIES

Jacent, a Hurricane Katrina survivor, lost her home and business in New Orleans. Her tax and accounting business was housed in the Enterprise Center Business Incubator at The Edge Connection, with a goal to re-invent herself and the business in a new market. Her business has now grown to two sites in metro Atlanta, and she has created jobs in our community. She is reporting revenue of approximately \$50,000 this tax season.

Arthur struggled with drug addiction for more than 20 years. He was homeless and had never held down a full-time job. He is now the owner of a wholesale T-shirt company with revenues exceeding \$250,000 per year, and he employs two of his relatives to help with distribution.

Margaret, a former welfare mom, always dreamed of becoming an interior designer to support her family. She completed her education in interior design and became a client of The Edge Connection to learn how to create a business plan. She acquired two micro loans to grow her business. Today she brings in \$275,000 in revenue and has hired six people from the community. She moved her home-based business into a commercial property, and has created interior designs for condos at Atlantic Station and in the Decatur Renaissance Project.

Dreams can become reality. All that is needed
is hard work, the right training, and ongoing support.
Partner with us. Together we will change lives.

