



**ATL**  
*Inward*

**2023 ATLANTA STARTUP  
AWARDS**

**THURSDAY, OCTOBER 5TH**

[AtlantaStartupAwards.com](http://AtlantaStartupAwards.com)



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## About Startup Atlanta

Startup Atlanta is a community non-profit with a mission to connect, promote, and expand Atlanta's vibrant startup ecosystem to bolster the creation of jobs, companies, and wealth.

Startup Atlanta achieves this by producing and publishing the annual Startup Atlanta Ecosystem Guide, a community resource featuring a comprehensive list of entrepreneur support organizations in the greater Atlanta region.

Startup Atlanta also leads with strategic programming and partnerships: facilitating the quarterly Community Partners Lunch and the annual Atlanta Startup Awards.

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## 2023 Atlanta Startup Awards

Welcome to the **2023 Atlanta Startup Awards**, the premier awards event celebrating the city's most successful rising companies, startup pioneers, and disruptive innovators.

With the addition of the inaugural “**Best Female-Founded Startup,**” we will celebrate finalists across **nine** Awards Categories and **three** distinguished Lifetime Achievement Honorees.

This year's theme “ATL ONWARD” recognizes the resilience of the Atlanta startup community as we navigate this post-pandemic era and economic uncertainty. Our venue located along the Atlanta Beltline also represents our ability trail blaze paths forward.

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# Program

## Awards Categories & Presenters

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### WELCOME REMARKS

Evan Ziegler  
Ackerman & Co.

### BEST B2C STARTUP

Ruben Brooks  
Atlanta BeltLine

### CITY REMARKS

Mayor Andre Dickens  
City of Atlanta

### BEST GROWTH STAGE STARTUP

Sig Mosley  
Managing Partner

### BEST B2B STARTUP

Marcus Devane  
Dell for Startups

### COMMUNITY BUILDER

Aly Merritt  
Atlanta Tech Village

### EQUITY CHAMPION

Eloisa Klementich  
Invest Atlanta

### BEST SOCIAL IMPACT STARTUP

Kunbi Tinuoye  
UrbanGeekz

### ART OF THE PIVOT

Dr. Craig Green  
Carbice

### BEST FEMALE-FOUNDED STARTUP

Monica Delores Hooks  
Women's Entrepreneurship Initiative

### SCRAPPIEST STARTUP

Eileen Lee  
The Lola

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# 2023 FINALISTS

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# Finalists

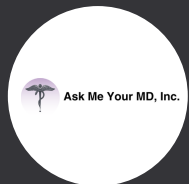
## Best B2B Startup

The Best B2B Startup Award recognizes a startup that provides products that solve problems for businesses with significant milestones over the last 12 months.

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**Art Pharmacy** works with third-party payers and health systems to improve patient mental health and reduce the cost of care by enabling access to arts interventions with benefits to mental health.



**Ask Me Your MD, Inc.** is a global telechat platform provides instant connectivity between patients and physicians.



**Carpool Logistics** is a car shipping marketplace. Our platform enables multiple clients to share space on one truck.



**PorterLogic** is a low-code supply chain operations platform that replaces all the spreadsheets typically used to manage warehouses and inventory.

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# Finalists

## Equity Champion

The Equity Champion Award recognizes an individual who has made a significant impact in the entrepreneurial ecosystem by removing barriers or providing access to underrepresented founders in the last 12 months.

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**Aarti Sahgal** is the Founder & CEO of Synergies Work Inc., the largest business incubator and accelerator for entrepreneurs with disabilities in the United States.



**Kristin Slink** is the Founder & CEO of Tech AF Founder Academy, the only all-female tech program that focuses on the pre-product, pre-revenue space.



**Recha Reid** is the Associate Director of Georgia State University's Entrepreneurship & Innovation Institute, home of the Main Street Entrepreneurs Seed Fund for underrepresented entrepreneurs.

# Finalists

## Art of the Pivot

The Art of the Pivot Award recognizes a startup's ability to alter its business model, product direction, target audience, etc. and successfully revamp their business in the face of adversity over the last 12 months.

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**Metric Mate** is a data analytics company that has created a patented technology that allows you to turn any Strength Training Equipment into SMART Strength Training Equipment.



**PlayerZero** is the AI-powered quality platform that helps product teams build, fix, and test the most impactful things.



**Presso** is a VC-backed full-stack robotics company reinventing how clothes are cleaned globally. Their tech stack cleans, presses, disinfects, and dry clothes in just 5 minutes, in a single product, and with 93% reduction in carbon emissions.



**YANY Beauty** is a tech-enabled luxury, inclusive, and sustainable beauty brand and specialty retailer merging beauty and wellness with tech through color cosmetics, skincare, in-real-life and virtual experiences.



# Finalists

## Scrappiest Startup

The Scrappiest Startup Award recognizes a startup's significant milestones over the last 12 months without ever raising equity or debt capital.

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**ArtsyBella** teaches people how to use art for healing through art therapy and creative wellness services and an app that members both B2C and B2B can subscribe to access classes, workshops, and activities online from anywhere.



**Esco Eats** is an entertaining and fun Atlanta-based dessert brand that is disrupting the perception of pie by providing an experience with mini World Famous Apple Cobbler Pies and digital media content.



**Vaila Shoes** is a modern dress shoe brand for women with extended shoe sizes (9-14). Vaila utilizes the trends of today to create a seasonal dress shoe line designed for the workplace and after-hours.



**WORKOPTI** by Content Economy Co. empowers purpose-driven leaders to get the highest ROI from their existing cloud investments and connected technology, including AI, to drive data-driven decision making with our single source of truth for business strategy.

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# Finalists

## Best B2C Startup

The Best B2C Startup Award recognizes a startup that provides products to consumers with significant milestones over the last 12 months.

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**Any Distance** is the home for Active Life with motivating, fun, and incentivizing experiences. More than “an app”. A new brand, a community, a mantra that promotes an active lifestyle and fights sedentary behavior.



**Koope** creates ultra-clean, cause driven skincare basics. Koope products are available across 300 retailers nationwide and have been recognized by Health.com, Glosswire, Sweater Ventures, Foundermade Barnburner, and KeHE.



**Roots Investment Community** is the first ever real estate fund that builds wealth for both its investors and its residents. The Roots Real Estate Fund has raised over \$14M and has built a community of over 1000 investors.



**ServeScape** is the online marketplace for a new landscape delivered to your door. Since spring 2020, ServeScape has completed 600+ landscape designs, delivered 8000+ orders, and digitally cataloged of 5000+ plants.

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# Finalists

## Best Growth Stage Startup

The Best Growth Stage Startup Award recognizes a startup that has shown strong product-market fit over the last 12 months.

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**Cloverly** launched as the first API for carbon credits and now is the most advanced digital infrastructure powering the voluntary carbon markets.



**Grayscale Labs, Inc.** is a Frontline Engagement Platform that streamlines and automates frontline hiring, onboarding, and retention.



**SemiCab, Inc.** is an award winning, AI enabled platform that fixes freight. Our technology connects those that want to ship products with freight capacity on demand & in real time.



**The Labz** levels the playing field for businesses by making exclusive marketing technology accessible to those with long-term strategic goals.

# Finalists

## Community Builder

The Community Builder Award recognizes a leader who has made a tangible and lasting impact in the entrepreneurial ecosystem. The recipient of this Award will best embody Startup Atlanta's core values: Make Connections, Add Value, Give Credit, Partner Freely, Promote Equally, No Excuses.

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**Justin McLeod** is the Founder of Surthrive, a marketing consultancy that partners with social enterprises and growth-stage startups looking to scale their product, culture, and impact.



**Raioni Madison** is the Founder & Executive Director of 3D Girls, Inc., a 501c3 nonprofit organization with a mission to educate and empower young women and girls through mentoring.



**Rohit Malhotra** is the Founder & Executive Director of the Center for Civic Innovation, a 4,000 square foot coworking space in the heart of South Downtown Atlanta and a resource hub and open campus for social changemakers.

# Finalists

## Best Social Impact Startup

The Best Social Impact Startup Award recognizes a mission-driven for-profit or non-profit startup with a social mission who has made the biggest impact on the Atlanta community and/or beyond in the past 12 months.

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**Ambitious Labs** is a virtual academy for people who don't know how to code. We teach how to bring your app idea to life using cutting edge no-code tools.



**Healthcare Equity Solutions** is a boutique consulting firm that specializes in providing culturally competent equitable healthcare services for historically excluded communities.



**MapHabit** is a digital health company that focuses on improving the quality of life and independence for individuals with cognitive, intellectual, or developmental disabilities. The company uses a patented visual map-building approach to address behavioral health challenges and empower caregivers.



**Retaaza** is a mission-driven company that makes local food more accessible and affordable through a model that meaningfully supports both Georgia's farmers as well as Georgia families struggling with food insecurity, while also reducing food waste.

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# Finalists

## Best Female-Founded Startup

The Best Female-Founded Startup recognizes a startup led by a Female Founder with significant milestones over the past 12 months.

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**Illuminus** is an Atlanta-based turnkey analytics platform that supports HR and people leaders in meeting their goals.



**My Panda**, The Personal Assistant Next Door App, leverages technology and the trust of the hyper-local community to support and connect users with nearby vetted personal assistants.



**SoloPulse Corp** has reengineered radar software to make the hardware we use every day exponentially effective.



**Travelsist** is AI / ML enabled multi-use platform that provides on-demand personal assistance for air travelers, and rich travel data for airports & airlines.

# LIFETIME ACHIEVEMENT AWARD



The Startup Atlanta Lifetime Achievement Award represents the organization's highest honor.

The award is bestowed upon distinguished individuals whose life's work and successes best exemplify the entrepreneurial spirit of Atlanta.



# LIFETIME ACHIEVEMENT AWARD



## HONOREE:

# Jay Bailey

President & CEO, Russell Innovation  
Center for Entrepreneurs (RICE)



Committed to living by his personal motto, “Build As We Climb”, change agent, thought leader, entrepreneur and emerging philanthropist, James M. Bailey has dedicated his life to serving others.

James serves as the President and CEO of the Russell Innovation Center for Entrepreneurs (RICE). A \$50 million dollar endeavor honoring the great legacy and visionary business leadership of Herman J. Russell, Sr., he will lead the development of the largest center in America, dedicated to empowering Black entrepreneurs and small business owners; over 54,000 square feet designed to inspire BIG IDEAS, create jobs, grow companies, and increase wealth in the community.

An Atlanta native and die-hard Georgia Bulldog, James has a proven track record of success, recognized by 3 U.S. Presidents for his leadership and community efforts. In 2012, James was one of eight Americans honored at the White House as a “Champion of Change: Following in the Footsteps of Dr. Martin Luther King, Jr.”

A National Point of Light Award recipient, James was recently named to the Atlanta Business Chronicle’s POWER 100 Most Influential Leaders in the City and Georgia Trend Magazine’s, Georgia 500 Most Influential Leaders in the State.

A graduate of Leadership Georgia, Leadership Atlanta, and the Regional Leadership Institute, He is a recipient of the coveted Whitney M. Young National Community Service Medallion, the Dr. Martin Luther King Jr. Drum Major for Service Award, a New Leaders Council Fellow, member of Alpha Phi Alpha and the 100 Black Men of Atlanta.

James, his wife, NBC news correspondent Blayne Alexander and their beautiful daughter Sage currently live in East Atlanta, Georgia.

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# LIFETIME ACHIEVEMENT AWARD



## HONOREE:

## Bill Connors President, Xfinity



Bill Connors is President of Xfinity for Comcast Cable, the largest broadband and PayTV operator in the United States with over 30 million customers and \$58 billion in revenue. In this role, Bill leads all Comcast's residential execution and competitive strategies around the company's consumer business.

A 39-year veteran of the broadband, cable industry, Bill most recently served as President of Comcast's Central Division, leading residential and business services operations for the company's largest business unit within the Comcast NBCUniversal global assets. He has also served as President of Comcast's Eastern Division and, before that, President of Comcast's Midwest Division.

Previous roles include Senior Vice President of Atlanta Region, Western Region Vice President for the Greater Chicago Market, and General Manager and Director of Customer Operations positions in both Florida and Chicago markets. Bill also served as the Domestic Operations Advisor for the Company's Singapore Broadband venture from 1996 to 1999.

Bill is an active community volunteer, having served in numerous board and advisory board positions with several organizations, including the Atlanta Chamber of Commerce, the Cystic Fibrosis Foundation, and Special Olympics Foundation. In addition, he has served on national board positions, including the Detroit Renaissance Board, Cranbrook Institute of Science, COMPAC, Comcast SportsNet Chicago, Comcast Sports Southeast Network, and the Comcast Foundation. Bill is also the co-creator and executive sponsor of the Comcast NBCUniversal SportsTech Global accelerator and The Farm accelerator.

He is also a member of numerous industry organizations, including the Society of Cable Telecommunications Engineers (SCTE), Cable and Telecommunications Association for Marketing (CTAM), Women in Cable Telecommunications (WICT) and the National Association for Multi-Ethnicity in Communications (NAMIC). He attended the University of Florida, BCN 1984.

Bill and his wife, Carolyn, live in Atlanta and have three children.

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# LIFETIME ACHIEVEMENT AWARD



## HONOREE:

# David Cummings

## Founder & CEO, Atlanta Ventures

David Cummings is an Atlanta-based tech entrepreneur who has founded 10 companies employing thousands of people, including Pardot, Salesloft, Intown Golf Club, and Terminus.

David is also the founder of the Atlanta Tech Village — the United States' 4th largest tech hub — and the lead investor in Calendly, the world's most popular scheduling app. After selling Pardot, he was named the Ernst & Young Entrepreneur of the Year winner and one of the 100 Most Influential Atlantans by the Atlanta Business Chronicle.

David is a member of YPO Southern 7, Atlanta Rotary, on the boards of the Metro Atlanta Chamber, the Buckhead Coalition, and the Westminster Schools. A native of Tallahassee, Florida, David earned a bachelor of science degree in economics from Duke University and an honorary doctorate from Mercer University. David blogs regularly at [DavidCummings.org](http://DavidCummings.org) and tweets at [@davidcummings](https://twitter.com/davidcummings).

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