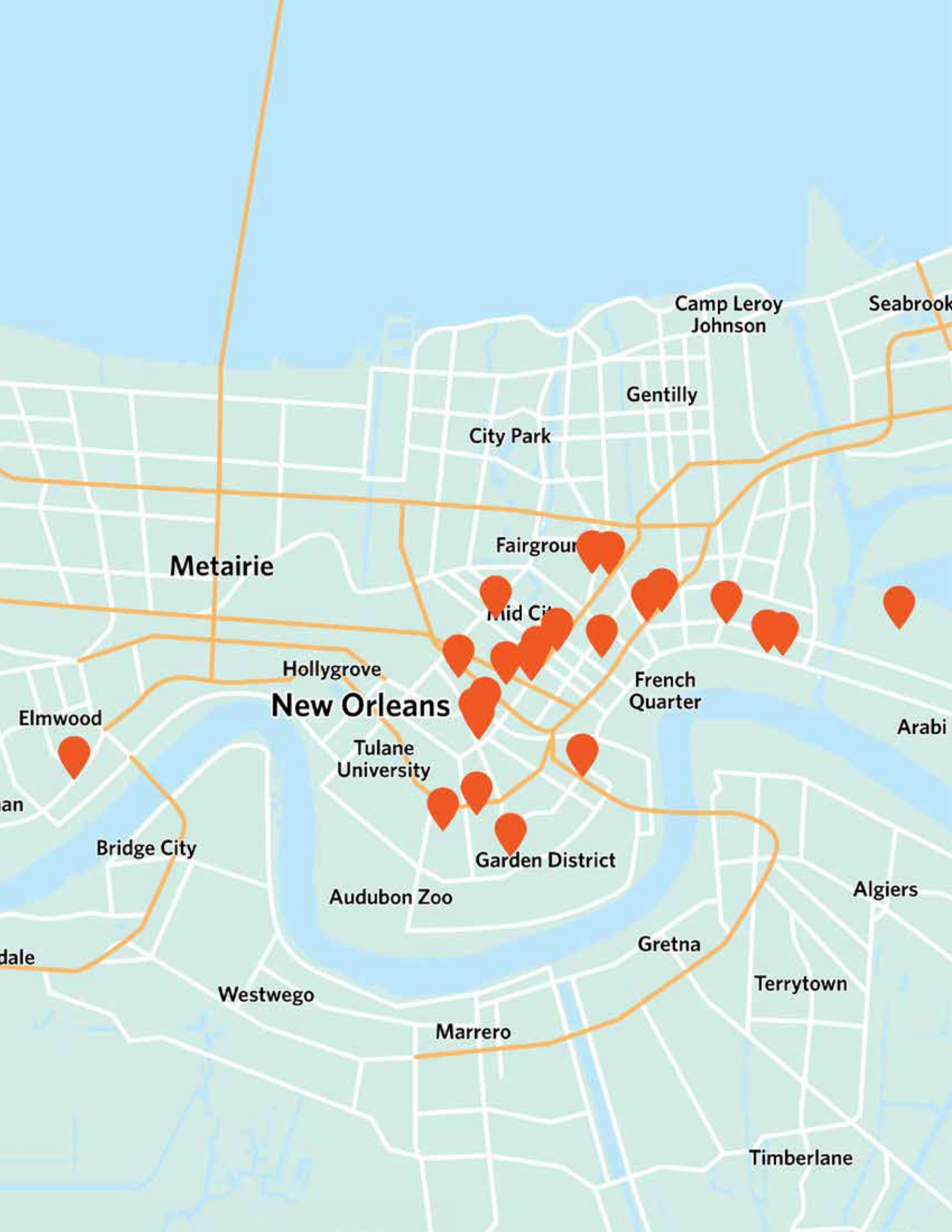


**PROPELLER
ANNUAL
REPORT
2017**

*Growing and supporting entrepreneurs
to tackle inequities in New Orleans.*



New Orleans

Metairie

City Park

Gentilly

Camp Leroy Johnson

Seabrook

Fairground

Mid City

French Quarter

Hollygrove

Elmwood

Arabi

Tulane University

Bridge City

Garden District

Audubon Zoo

Algiers

Gretna

Westwego

Terrytown

Marrero

Timberlane



TABLE OF CONTENTS

- 1** Letter from the Executive Director
- 2** 2017 Propeller Team
- 3** A Year at Propeller
- 9** Focus Areas: **Food**
- 13** Focus Areas: **Water**
- 17** Focus Areas: **Health**
- 21** Focus Areas: **Education**
- 26** Incubator
- 28** Financials
- 32** Press
- 34** Testimonials
- 37** Supporters



LETTER FROM THE EXECUTIVE DIRECTOR

Dear Friends,

As I look back on the years since founding Propeller, I feel immense gratitude for the people who have made our work possible. To our entrepreneurs, mentors, advocates, partners, supporters, and all of the activists and leaders who came before us and work alongside us: thank you.

Since 2009, Propeller has grown exponentially. Our staff has grown from zero to 26 full-time employees, and our operating budget has grown from \$30,000 in 2011 to \$2.5 million in 2017. We've expanded from a hallway in LaunchPad to operating our own 10,000-square-foot coworking space where we house 50 organizations and 100 individuals. We have grown our programs serving entrepreneurs from one accelerator in 2011 to six annually.

From 2011 to 2017, we have accelerated 180 ventures, many of which started as just an idea. Our businesses have an 89% business survival rate, compared to the national average of 55%.¹ Since 2011, these entrepreneurs have collectively generated over \$105 million in revenue and financing and created 460 permanent jobs for New Orleanians. In 2017 alone, our alumni reported an average of \$250,000 in annual revenue.

Propeller ventures have brought healthy school food to 39.5% of the city's public schools, serving 18,869 children with 2 million lunches annually. They have restored or mitigated 200 acres of coastal land, designed and installed 80 urban water management projects to capture 12 million gallons of stormwater, and provided services to 28,000 students.

In the years since Hurricane Katrina, New Orleans has grown into a national leader for small business growth, with a per capita rate of startups 68% higher than the national average. However, the gaps between entrepreneurs of color and their White counterparts are persistent and widening.

In New Orleans, 40% of our city's firms are Black-owned, but Black-owned small businesses have collected less than 2% of business receipts,² and

White-owned businesses are valued at 13 times that of their Black counterparts.³

Our vision moving forward is to build a critical mass of entrepreneurial leaders boldly tackling and dismantling the disparities of our ecosystem. We seek to stand with them and advance their work.

Propeller has advocated for equitable procurement policies and doubled down on our commitment to building a staff, board, mentors, and classes of entrepreneurs who look like the city we serve.

This year, we launched the Social Venture Fund, a \$1 million loan fund in partnership with the Foundation for Louisiana to connect entrepreneurs of color and social entrepreneurs tackling inequities with accessible, reliable financing.

In 2017, we also launched the South Broad Business Initiative, a program focused on increasing economic equity in our own neighborhood by providing resources and mentorship to entrepreneurs of color along the South Broad commercial corridor.

We are proud of these achievements, but it is only the beginning. Every year, Propeller learns and grows as an organization, evolving as we work towards becoming an anti-racist, multicultural organization. As we do, we are committed to ensuring that we listen, support, and challenge others in our ecosystem to do the same.

In the following report, you will see how our entrepreneurs are moving the needle to increase equitable outcomes for all New Orleanians.

I am grateful for your support and look forward to working together in the coming year.

Andrea Chen

Executive Director

Propeller: A Force for Social Innovation





OUR TEAM

PROPELLER BOARD

Linda Usdin, Chair
Billy Perez, Vice Chair
Jamar McKneely, Treasurer
Ella Delio, Secretary
Stephanie Barksdale
Jonas Chartock
Calvin Mackie
Paula Estrada de Martin
Andreanecia Morris
Alvertha Penny
Ava Rogers
Peggy Welsh

PROPELLER INCUBATOR BOARD*

Andreanecia Morris
Peggy Welsh
Lex Kelso
Will Bradshaw

PROPELLER STAFF

Andrea Chen, Executive Director
Daniel Applewhite, Director of Programs
Sydney Gray, Director of Impact & Development
Catherine Gans, Marketing & Communications Manager
Ginny Hanusik, Manager of Programs
Dorcas Omojola, Business & Operations Manager
Erik Paskewich, Program Coordinator

Allison DeJong, Senior Water Manager
Jess Allen, Health Program Manager
Kristine Creveling, Food Program Manager
TraciAmanda Washington, Education Program Manager
Trace Allen, Neighborhood Business Coordinator
Katie Lyon-Hart, Impact Coordinator
Monique Thomas, Talent & Culture Coordinator
Cherita Williams, Accounting & Data Coordinator
Sabrina Narcisse-Lewis, Executive Assistant
Kyler Blodgett, Food Systems Fellow

INCUBATOR STAFF

Emily Eckland, Incubator Manager

AMERICORPS MEMBERS

Allison Acosta, Water Program Associate
Annie Fife, Data & Evaluation Associate
Ashley Fleming, Incubator Marketing Associate
Imani Franklin, Education Program Associate
Jalen Gray, Investment Associate
Magen Krage, Development Associate
Allessandra LeDoux, Health Program Associate
Caroline Lutkewitte, Food Program Associate
Olivia Seideman, Community Outreach Associate

*The Propeller Incubator (HUB NOLA LLC) is a joint venture between Propeller: A Force for Social Innovation and Green Coast Enterprises, operating the Propeller coworking space and social innovation facility at 4035 Washington Ave.



IMPACT

Cidney Christie and Maisha Robinson pitch REMiXEcology at PitchNOLA: Living Well.

since 2011

180
VENTURES
supported since 2011

71% Founders of color or women and gender non-binary founders

89% Business survival compared to 55% Nationally

in 2017

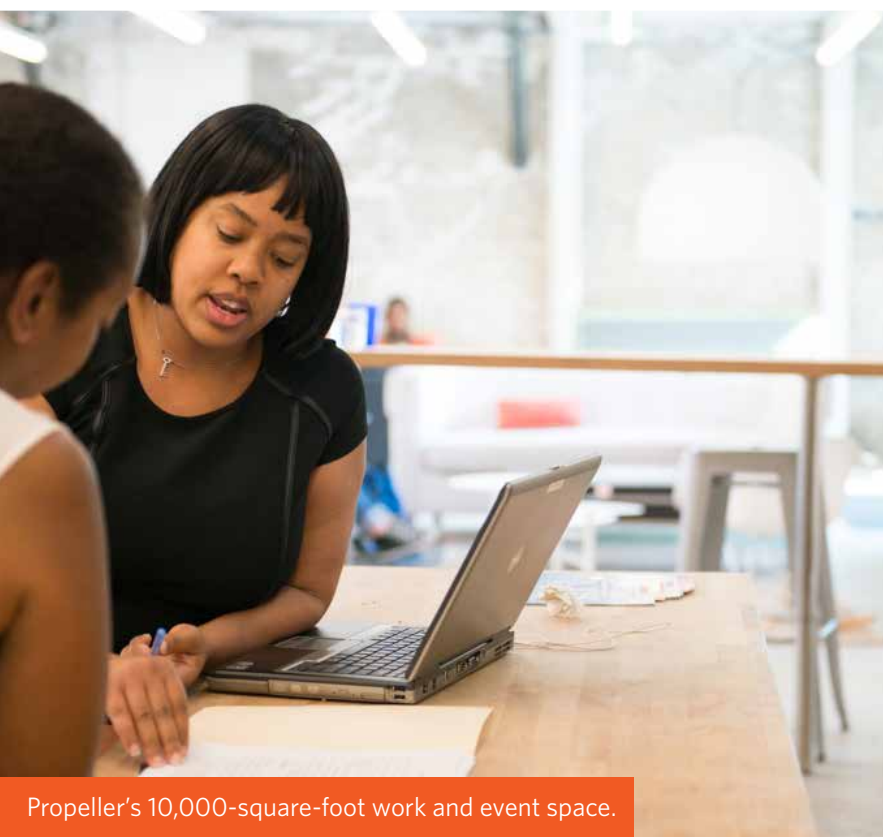
37
VENTURES
supported in 2017

\$22 MILLION
in annual revenue and financing, averaging \$343,750 per venture

140 JOBS
created for New Orleanians, averaging 2 per venture

\$5.5 MILLION
in annual wages paid, averaging \$86,725 per venture

*In a 2017 survey of Propeller alumni entrepreneurs with 57% reporting.



Propeller's 10,000-square-foot work and event space.

DIRECT ASSISTANCE TO ENTREPRENEURS

Accelerators

Our accelerators work with promising for-profit and nonprofit ventures to launch, grow, and scale, while increasing their social, environmental, and economic impact.

Coworking

Our 10,000 sq. ft. workspace provides 50+ organizations and 100+ New Orleans entrepreneurs with the space to connect and collaborate as they grow their own ideas.

Pitch Competitions

Our pitch competitions award funding and provide a platform for emerging ideas to tackle our city's most pressing social and environmental inequities.

Access to Capital

We operate the Social Venture Fund, a \$1 million loan fund in partnership with the Foundation for Louisiana. We also provide pre-committed equity investment via our Growth Accelerator and connect our entrepreneurs to investors and donors.

OUR WORK

Propeller advocates for policy and provides direct assistance ventures that can significantly reduce disparities in our focus areas of food, water, health, and education.

POLICY & ADVOCACY

Research & Analysis

We work with systems experts to understand the history of disparities in our focus areas in order to pursue responsive programs and complementary policy work.

Narrative Change

We apply our research and analysis to share data-based explanations for the root causes of current disparities in entrepreneurship and our focus areas.

Institutional Organizing

We bring together systems leaders to organize around the common goal of developing and implementing equity agendas in our city's leading institutions.

Policy Work

We identify opportunities within local and state policy to increase equity and dismantle racism with our focus areas and the entrepreneurial ecosystem.

FOCUS AREAS

FOOD

A close-up photograph of a person's hand, wearing a white long-sleeved shirt, gripping the wooden handle of a hoe. The hoe is positioned diagonally across the frame, with its metal head pointing towards the bottom left. The background is a blurred agricultural field with dark soil, some green plants, and a few white plastic bags. In the distance, a red tractor is visible. The overall scene is set in a rural, farming environment.

1 IN 5

New Orleanians report eating five or more servings of fresh fruit or vegetables daily.¹

43%

of Black adults in Louisiana report living with obesity as compared to 33% of Whites.²

STRATEGY

Propeller grows and supports entrepreneurs to build a more equitable, productive, and resilient local food system. Propeller advocates for specific policies and regulations that can increase equitable access to fresh, healthy, local food for all New Orleanians.

1 FOR 12K

New Orleans has one grocery store for every 12,000 residents, compared to the national average of one for every 8,000.³

84%

of New Orleans public school students are income eligible for free or reduced lunch.⁴

¹ Feeding America 2014
² Urban League 2015

³ New Orleans Health Department 2013
⁴ Louisiana Department of Education 2017



CLEAN COURSE MEALS

Kim Sawyers, Startup Accelerator '17

Louisiana ranks 6th out of 50 states for adult obesity. 36% of our state population is obese, 43% of whom are Black.¹ When Kim Sawyers graduated with a Masters of Public Health in 2014, she was a part of this statistic. 100 pounds later, she set out to teach others what she had learned herself.

Kim went on to found Clean Course Meals, a weekly meal prep and delivery company focused on providing affordable, nutritious meals for everyone. Clean Course Meals also provides nutrition education to preschool aged children and their caregivers so that families can develop the healthy eating habits that prevent chronic diseases that predominantly affect people of color.

During her time in Propeller's accelerator program, Clean Course Meals began selling wholesale and grew to over \$35,000 in 2017 sales. Propeller also connected Kim with a free commissary kitchen, paving the way for her to open her own space.

"I PLAN TO USE WHAT I HAVE LEARNED FROM THE PROGRAM AND ITS PARTICIPANTS TO GROW MY BUSINESS, INNOVATE NEW IDEAS AND MARKETING STRATEGIES, BUILD PROFESSIONAL RELATIONSHIPS, AND BECOME THE SUCCESSFUL ENTREPRENEUR I WAS TRAINED TO BE."

Kim Sawyers
Co-Founder, Clean Course Meals

VENTURES in 2017

Sugar Roots Farm provided hands-on nutrition and agricultural education to **40 schools** and **3,000 youth**. This past year, Sugar Roots Farm also rescued **32,000 lbs.** of food to feed livestock and created **20 tons** of soil for its farm.

Healthy School Food Collaborative captured **\$10.4 million** in federal funding to provide healthy school meals for **40%** of New Orleans public school students. In 2017, they supported **34 schools** to ensure their school food menus and procurement policies provide students with nutritious meals—**1.4 million breakfasts**, **2 million lunches**, **607,000 snacks**, and **233,000 suppers**.



A farmer at the VEGGI Farmers Cooperative.

THE HEALTHY CORNER STORE COLLABORATIVE

The Healthy Corner Store Collaborative

launched its “Good 2 Go” initiative, an innovative food distribution model designed to bring more fresh produce to New Orleans neighborhoods by assisting corner stores with stocking and selling fruits and vegetables.

A partnership between Propeller, Top Box Foods, Liberty’s Kitchen, and the City of New Orleans Office of Community and Economic Development, the program focuses on increasing access to healthy food for families in food deserts while increasing profits for corner store owners.

Five stores participated in the 2017 pilot, with locations in Central City, the Lower 9th Ward, Freret, Tremé, and Bywater. In the first year of the program, participating corner stores generated over \$44,430 in revenue from produce sales, selling 58,850 units of produce. Stores sold 92% of their produce with 76% of produce being sold within the first week. This indicates low spoilage rates, high sales velocity, and high demand for healthy foods in these stores.



The Healthy Corner Store Collaborative grand opening at Danny Food Store.

FOCUS AREAS

WATER

90%

of all U.S. wetland losses occur in Louisiana, home to 40% of our nation's wetlands.¹

\$20 BILLION

Without action to protect or restore coastal environments, Louisiana faces suffering up to \$20 billion in annual flood damages.²

STRATEGY

Propeller grows and supports entrepreneurs tackling our region's most critical environmental challenges, issues that have historically marginalized New Orleans' poor, indigenous populations, and people of color. Propeller also works directly with water institutions, advocating for policies that can significantly improve the operating environment for all regional water entrepreneurs and increase local procurement for large-scale coastal restoration and water management projects.

3 FEET

Louisiana is the fastest-sinking part of the coastal U.S., at a rate of one inch every three years or three feet over the next century.³

81%

During Hurricane Katrina, 81% of the New Orleans area's extreme-poverty census tracts were flooded.⁴

¹ CPRA 2017
² CPRA 2017

³ National Oceanic and Atmospheric Administration 2017
⁴ The Brookings Institution 2015



BATTURE

Jenny Snape & Bob Mora, Growth Accelerator '17

When Batture founders examined the infrastructure needs of New Orleans over the next twenty years, they saw a need for a new kind of engineering firm. At its founding, New Orleans sat above sea level. 300 years later, half is below sea level.¹ New Orleans has the third highest annual rainfall of any US city,² consistently overwhelming its decades-old drainage system.

Batture is a Louisiana certified DBE and woman-owned engineering firm dedicated to delivering outstanding results while creating social and environmental change. In 2017, they generated \$1.3 million in earned revenue, completed 19 projects, and retained over 12.9 million gallons of stormwater. Of those 19 projects, four were for New Orleans public agencies, including the Mayor's Office of Resilience and Sustainability and the Department of Public Works.

Batture is working to demonstrate greater gender representation makes for a more effective firm. Nationally, women make up just 13% of the engineering workforce, and it's estimated that 40% of women with engineering degrees quit or never enter the profession.³ For Batture, building a 57% majority female team is as much about talent retention as it is about equity.

"PROPELLER'S PROGRAM LAID A WONDERFUL FOUNDATION FOR OUR COMPANY TO GROW WHILE STAYING TRUE TO OUR ORIGINAL PURPOSE FOR OPENING THE COMPANY."

Jenny Snape & Bob Mora,
Co-Founders, Batture

¹ The Times-Picayune 2015

² The Climate Corporation 2014

³ Harvard Business Review 2016

VENTURES in 2017

Martin Ecosystems sold over **136,100 square miles** of its BioHaven%Floating Islands, which use 100% recycled plastic bottles as a base to grow native vegetation. The Islands are used to clean water, create wildlife habitat, and reduce erosion by decreasing the impact of waves along shorelines.

Greenman Dan completed **58 projects** in 2017 alone, including contracts with New Orleans Redevelopment Authority and the Sewerage & Water Board. Combined, the new projects have the capacity to hold **46,064 gallons** of stormwater.



WATER CHALLENGE

The **Water Challenge** awarded \$15,500 in total startup funding to ideas to protect coastal environments, improve urban water management, and create jobs in the local water economy.

Taking place each year during New Orleans Entrepreneur Week, the event awarded first place to Bluefin Data, whose winning idea VESL offers a “hook to database” software platform designed to simplify and consolidate government reporting for the seafood industry.

FOCUS AREAS

HEALTH



Doctors provide free screenings at Danny Food Store.

49th

Louisiana ranks 49th out of 50 states in overall health, taking into account the measures of community and environment, policy, clinical care, and behaviors.¹

25 YEARS

The gap in life expectancy between New Orleans' most affluent and poorest neighborhoods is 25 years.²

STRATEGY

Propeller grows and supports entrepreneurs to increase access to affordable, excellent healthcare and quality of life for all New Orleanians. Propeller also works to improve the performance of health services and systems and advocates for policies and laws that can increase equitable access to healthy lifestyles and safe, positive environments.

3x

Black mothers in Louisiana are three times more likely to have a low birth weight infant than their White counterparts.³

30%

of Orleans Parish residents report not having a regular primary care doctor, compared to the national average of 22%.⁴

¹ America's Health Rankings 2017

² New Orleans Health Department 2013

³ Tulane University 2017

⁴ Touro Infirmary 2015



RDNOTE

Molly Hegarty, Accelerator '15

In New Orleans, Black New Orleanians are significantly more likely than their White counterparts to have any chronic condition and two times as likely to die of diabetes.¹ In addition to presenting a public health crisis, chronic disease also strains hospital systems. In 2015, the total financial cost associated with hospital discharges from diabetes alone was over \$9 million.²

RDNote is a digital health platform that provides doctors and hospitals with a nutrition care practice model to manage and customize interventions for patients at high-risk for chronic disease. In 2017, RDNote secured \$250,000 in seed investment from the Lafayette General Foundation's Healthcare Innovation Fund through an introduction from Propeller. Using the funding, RDNote launched its pilot in partnership with Lafayette General Health System with the goal of expansion to other Gulf South hospital systems.

Through this pilot, the health system was able to show an 87% increase in the documentation of malnutrition. This correlated to a \$1.6M impact across the hospital.³

"IT WAS PROPELLER THAT MADE THOSE INITIAL INTRODUCTIONS THAT LED TO OUR INVESTMENT. LESS THAN TWO PERCENT OF FEMALE-FOUNDED COMPANIES RECEIVE INVESTMENT DOLLARS, AND THAT NUMBER GOES DOWN WHEN YOU LOOK AT TECHNOLOGY AND HEALTHCARE, SO THAT'S A REALLY UNIQUE OPPORTUNITY."

Molly Hegarty,
Founder & CEO, RDnote

¹ New Orleans Health Department 2013

² Louisiana Department of Health 2017

³ RDNote 2017



VENTURES in 2017

Ready Responders raised \$3 million in financing from venture capital firms including Kapor Capital and Founder's Fund and won the Big Idea competition at New Orleans Entrepreneur Week. They also signed **5 of the 7 top insurers** in the Louisiana to integrate part-time first responders into 911 systems, providing free, accessible care to New Orleanians while reducing response time.

High Level Speech and Hearing generated \$1.5 million in annual revenue and expanded to its second location in Uptown New Orleans, providing speech and hearing services to **15,000 patients**, 90% of whom are on Medicare or Medicaid. High Level Speech and Hearing also provided care to **35 schools** and numerous senior and community centers through its mobile clinic.

LIVING WELL

PITCHNOLA Presented by Blue Cross and Blue Shield of Louisiana

PitchNOLA: Living Well presented by Blue Cross and Blue Shield of Louisiana awarded \$10,500 in total startup funding to entrepreneurs increasing equitable health outcomes for New Orleanians.

First prize went to FIT Clinic, the only transitional care clinic in Louisiana offering care for individuals recently released from incarceration.

FOCUS AREAS

EDUCATION



1 IN 3

New Orleans children is vulnerable in at least one domain of school readiness.¹

37%

of Orleans Parish children live in poverty, putting them at higher risk for grade repetition, learning disabilities, and emotional problems in school.²

STRATEGY

Propeller grows and supports entrepreneurs who work to ensure every young person has equitable access to an excellent education and fulfilling career path. Propeller also works with education organizations to advocate for policies and laws that contribute to an education system where every young person can access the opportunities, supports and tools they need to succeed.

2x

Black students are twice as likely than White peers to be suspended for similar infractions and even the same specific incidents. Likewise, low income students are 1.75 times as likely than their more affluent peers.³

7.5k

Over 7,500 of 16-24 year olds in New Orleans are neither employed nor enrolled in school. 87% of them identify as Black.⁴

¹ Data Center 2016
² Data Center 2016

³ Cowen Institute 2017
⁴ Cowen Institute 2017



STEM NOLA

Dr. Calvin Mackie, Growth Accelerator '16

A New Orleans native and former tenured Tulane University engineering professor, Dr. Calvin Mackie has made a career of inspiring students with STEM education. After graduating high school with poor test scores, he went on to earn four STEM degrees in eleven years, receiving recognitions including the 2003 Presidential Award for Excellence in Science, Mathematics, and Engineering Mentoring.

Today, Dr. Mackie grows future innovators, creators, and entrepreneurs through inspiration, engagement, and exposure to STEM. In 2017, STEM NOLA generated \$495,000 in annual revenue to bring hands-on, culturally relevant workshops to 2,500 students and 200 providers and teachers across Louisiana. The workshops are offered on a sliding scale, ensuring students eligible for free school lunch can access programming at no cost.

STEM NOLA is currently scaling across the US, with workshops in Las Vegas, South Carolina, Denver, and Washington, DC.

“THE MOST HELPFUL PART OF THE PROGRAM IS THE OPPORTUNITY TO INTERACT WITH LIKE-MINDED PEOPLE AND MENTORS. THEY HELP YOU UNPACK YOUR THOUGHTS ABOUT YOUR ENDEAVOR AND PUT THEM ON PAPER SO THAT YOU HAVE A CLEARER PICTURE OF WHAT IS NEEDED AND WHAT MUST BE DONE.”

Dr. Calvin Mackie,
Founder & CEO, STEM NOLA



VENTURES in 2017

Whetstone Education generated \$1.1 million in annual revenue in 2017. Their SaaS platform helped schools deliver better feedback to **15,000 teachers** last year, supporting their professional development while driving better classroom outcomes.

EDUCATION

PITCHNOLA

Presented by Capital One

PitchNOLA: Education presented by **Capital One** awarded \$10,500 in total funding to three entrepreneurs working to increase access to quality education for all New Orleanians.

TrainingGrounds took home first prize to fund their free indoor We PLAY Center for caregivers and children 0-3 who currently lack access to high-quality, safe centers for early childhood learning. In 2017,



INCUBATOR



50+

ORGANIZATIONS

THE PROPELLER INCUBATOR

is a 10,000-square-foot work and event space in the heart of New Orleans. Since opening in January 2013, what was once a tire and rim shop has evolved into a neighborhood hub and magnet for entrepreneurs across the city. At Propeller, scalable businesses work alongside high-impact nonprofits and foundations. Propeller is the site of entrepreneurial meetups, workshops, neighborhood association meetings, birthday parties, business pitch competitions, and everything in between.

100+
MEMBERS

101
EVENTS

OPELLER

A FORCE FOR
SOCIAL INNOVATION

FINANCIALS



Anjali Niyogi pitches FIT Clinic at PitchNOLA: Living Well.

2017 BALANCE SHEET

AS OF DECEMBER 31, 2017

ASSETS

CURRENT ASSETS	2016	2017
Cash	\$230,155.00	\$258,823.00
Cash - Restricted	\$883,062.00	\$1,034,166.00
Grants Receivable	\$145,000.00	\$191,949.00
Other Receivables	\$12,130.00	\$44,981.00
Prepaid Expenses	\$5,553.00	\$19,902.00
Equipment	-	\$18,147.00
TOTAL CURRENT ASSETS	\$1,275,900.00	\$1,567,968.00

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES	2016	2017
Accounts Payable	\$22,752.00	\$34,947.00
Payroll and Related	\$16,070.00	\$23,255.00
Total Current Liabilities	\$38,882.00	\$58,202.00
UNRESTRICTED NET ASSETS	\$354,016.00	\$475,600.00
TEMPORARY RESTRICTED	\$883,062.00	\$1,034,166.00
TOTAL NET ASSETS	\$1,237,078.00	\$1,509,766.00
TOTAL LIABILITIES AND NET ASSETS	\$1,275,900.00	\$1,567,968.00



3-YEAR COMPARISON PROFIT AND LOSS

TOTAL INCOME	JAN - DEC 2015	JAN - DEC 2016	JAN - DEC 2017
Non-Government Grant Revenue	\$1,236,359.06	\$1,275,475.00	\$1,492,615.00
Government Grant Revenue	\$50,619.41	\$197,281.00	\$377,720.00
Special Events Revenue	\$47,875.76	\$58,019.00	\$37,845.00
Direct Contribution Revenue	\$22,426.55	\$44,537.00	\$38,556.44
Workshop Income	\$5,000.00	\$0.00	\$0.00
Revenue from Other Sources	\$2,979.05	\$377.00	\$45,347.56
TOTAL INCOME	\$1,365,259.83	\$1,575,689.00	\$1,992,084
GROSS PROFIT	\$1,365,259.83	\$1,575,689.00	\$2,003,343.71
EXPENSES			
Personnel Services	\$435,533.97	\$746,293.00	\$989,389.92
Programmatic Expenses	\$281,286.81	\$430,565.00	\$586,917.00
Operational Expenses	\$102,513.40	\$134,008.00	\$143,089.08
Uncategorized Expenses	\$12.00	\$0.00	\$0.00
TOTAL EXPENSES	\$819,346.18	\$1,310,866.00	\$1,719,396.00
NET OPERATING INCOME	\$545,913.65	\$264,823.00	\$272,688.00
OTHER INCOME			
Other Income	\$66.46	\$0.00	\$606.12
TOTAL OTHER INCOME	\$130.93	\$0.00	\$606.12
TOTAL OTHER EXPENSES	\$0.00	\$0.00	\$0.00
NET OTHER INCOME	\$66.46	\$0.00	\$606.12
NET INCOME	\$545,980.11	\$377.06	\$272,688.75

PROPELLER
A FORCE FOR
SOCIAL INNOVATION

PRESS





As Small Businesses Struggle, These U.S. Cities Are Helping Entrepreneurs Thrive

“Propeller’s mentorship model has provided local innovators with the tools to create community farms, a wetlands kayaking company, an urban fitness park, and a maternal health care collective.”



Entrepreneurship is Back on the Rise – For White Dudes

“In 2016, the Kauffman Foundation awarded \$4.3 million in grants to 12 organizations working to raise rates of entrepreneurship among women and minorities; some of the grantees include Propeller, a New Orleans-based incubator that supports ventures working to address issues from the region’s water crisis to community health disparities.”



Propeller Launches \$1 Million Loan Fund to Aid Startups Tackling Social Issues in New Orleans

“Startup incubator and non-profit Propeller has secured a \$1 million social impact loan fund to directly give startup entrepreneurs access to needed capital.”



Preserving New Orleans’ “Water Economy”

“We continue to invest in the Water Challenge because we’re confident in Propeller’s ability to engage our water entrepreneurs and support their solutions to our region’s water issues.”



New Orleans Eyes Ways to Get More Fresh Food in Corner Stores

“Leaders of the nonprofits Propeller, a business incubator, and Top Box Foods said Tuesday they are ready to roll out a plan to include five corner stores that will address the costs, ordering challenges, equipment issues and questions about consumer demand and profitability.”



Tackling Inequality With an Entrepreneur’s Eye

Propeller figures out how to build the business ecosystem through policy work and by selecting ventures that work in complementary areas of an industry.

TESTIMONIALS



“WE REALLY VALUE PROPELLER’S WORK IN THE ENTREPRENEURIAL ECOSYSTEM IN NEW ORLEANS, AND OUR TWO ORGANIZATIONS ARE VERY MUCH MISSION ALIGNED. OUR ADVISORS ARE FULFILLED AS LEAD MENTORS BECAUSE THEY GET TO SEE THE REAL SOCIAL, OPERATIONAL, AND FINANCIAL IMPACT OF THEIR WORK IN A MATTER OF A FEW SHORT MONTHS.”

Kevin Wilkins,
Founder and Managing Director, trepwise

“WE BELIEVE THAT EVERYONE HAS A FUNDAMENTAL RIGHT TO TURN AN IDEA INTO AN ECONOMIC REALITY, REGARDLESS OF WHO THEY ARE OR WHERE THEY’RE FROM. PROPELLER AND OUR OTHER GRANTEES HAVE DEMONSTRATED UNCOMMON SOLUTIONS TO LEVELING THE PLAYING FIELD FOR ENTREPRENEURS WHO HAVE BEEN EXCLUDED DUE TO DEMOGRAPHIC, SOCIOECONOMIC AND GEOGRAPHIC BARRIERS.”

Chris Harris,
Senior Program Officer, Kauffman Foundation

“THE GREATER NEW ORLEANS FOUNDATION VALUES PROPELLER’S MULTI-FACETED APPROACH TO SPURRING SOCIAL INNOVATION AND EQUITY IN THE WATER SYSTEM, FROM INFLUENCING POLICY TO INCREASING ACCESS TO FINANCING. PROPELLER STAFF HAS ALSO BEEN GOOD ABOUT LISTENING TO THE NEEDS OF ITS PARTNERS AND CLIENTS. WE ARE PROUD TO SUPPORT THEIR WORK YEAR AFTER YEAR.”

Andy Kopplin,
President and CEO, Greater New Orleans Foundation



"IF WE WANT ECONOMIC GROWTH TO TRANSLATE INTO ECONOMIC DEVELOPMENT FOR THE PEOPLE IN COMMUNITIES WHO NEED IT MOST, WE MUST FOSTER ENTREPRENEURS OF COLOR. HIGH GROWTH INDUSTRIES NEED PEOPLE OF COLOR, AND SOCIETY NEED BUSINESSES THAT REFLECT DEEPER DEMOCRATIC VALUES THAT UNDERGIRD THE SLOGAN 'INCLUSIVE ECONOMY.' PROPELLER INCUBATES AND ACCELERATES THE KIND OF PEOPLE AND BUSINESSES THAT FILL MARKET GAPS AND PROVIDE WHAT SOCIETY NEEDS TO REACH ITS DEMOCRATIC IDEALS."

André Perry,
David M. Rubenstein Fellow, Brookings Institution

"WE BELIEVE IN OUR PARTNERSHIP WITH PROPELLER AND FOUNDATION FOR LOUISIANA BECAUSE THEY HAVE A PROVEN TRACK RECORD OF SUPPORTING TALENTED ENTREPRENEURS, ESPECIALLY ENTREPRENEURS OF COLOR. CITIES NEED INNOVATIVE ALTERNATIVES TO POOL AND DEPLOY CAPITAL IN ORDER TO TACKLE INEQUITIES, AND PROPELLER'S FUND OFFERS A PROMISING MODEL."

Ben Hecht,
President & CEO, Living Cities

"PROPELLER INSPIRES, CONNECTS, EDUCATES, AND EMPOWERS SOCIAL ENTREPRENEURS IN NEW ORLEANS. IT IS A GREAT PLACE FOR ME TO CONNECT WITH AND MENTOR THE SOCIAL ENTREPRENEURS WHO WILL CONTINUE TO MAKE NEW ORLEANS BETTER FOR ALL OF US WHO CALL IT HOME."

Dr. John Elstrott,
Emeritus Professor of
Entrepreneurship Tulane University

"I AM PROUD TO CALL PROPELLER A TRUSTED PARTNER IN SUPPORTING EQUITABLE BUSINESS GROWTH, INNOVATION, AND SOCIAL ENTREPRENEURSHIP IN NEW ORLEANS. FROM MENTORING PROPELLER BUSINESSES TO WORKING WITH PROPELLER LEADERSHIP ON MY TRANSITION INTO OFFICE AS MAYOR, I HAVE SEEN FIRSTHAND THE ORGANIZATION'S IMPACT AND COMMITMENT TO TACKLING THE SOCIAL AND ENVIRONMENTAL DISPARITIES IN OUR CITY."

LaToya Cantrell,
Mayor, City of New Orleans



“THERE’S A STRIKING EMERGENCE OF ENTREPRENEURIAL TALENT IN OUR CITY. WE KNOW THAT WHEN WE SUPPORT GROUPS LIKE PROPELLER, WE SUPPORT PROSPERITY, JOB CREATION, AND ECONOMIC OPPORTUNITY. JPMORGAN CHASE RECOGNIZES THE VITAL ROLE OF WATER IN THE CITY’S PAST AND FUTURE, AND THAT IS WHY WE’VE COMMITTED MORE THAN \$500,000 TO SUPPORT PROPELLER’S WORK IN CREATING A STRONGER AND INCLUSIVE WATER CLUSTER IN NEW ORLEANS.”

Katie LeGardeur,
Managing Director and Market Leader for JPMorgan Chase

“WE ARE PROUD SUPPORTERS OF PROPELLER, BECAUSE THEY ARE A POWERFUL DRIVING FORCE FOR HEALTH AND EQUITY IN THE NEW ORLEANS REGION. WE ARE CONFIDENT THAT OUR INVESTMENT IS CONTRIBUTING TO A TRANSFORMATION IN BUSINESS, SOCIAL INVESTMENT AND HEALTH.”

Benjamin Mahoney,
Communications Manager, Blue Cross and Blue Shield Foundation





MENTORS

CONSULTANTS

Alexander Bigbie
 Dana Blandin
 Jennifer Bond
 Brigitte Bradford
 Max Ciolino
 Jim Coningsby
 Cindy Denney
 Nora Ellertsen
 Bill Ganon
 Kaleshe Garrison
 Allison Gouaux
 Timothy Hemphill
 Jasmine Henderson
 Kristen Hinton
 Jeff Januszek
 Marni Karlin

Teresa Kenny
 Mandy Pumilia
 Julia Lennox
 Edward Leonard
 Frederick Meyer
 Rebecca Miller
 Howard Moore
 Edward Morrow
 Shira Pinsker
 Andrew Preble
 Lyndsey Rabon
 Natasha Riley-Noah, EA
 Morgan Ripski
 Lauren Smith
 Casey Stanton
 Jon Vanhala
 Shaun Walker
 Michelby Whitehead
 Desiree Young

EXECUTIVE MENTORS

Jay Altman
 Barrett Cooper
 Patrick Comer
 Peter Deblieux
 Dave Guilford
 Alex Kolker
 Ben Mahoney
 Chris Miller
 Daryl Moreau
 William Most
 Kevin Pollard
 Aimee Quirk
 David Wilson
 Scott Whittaker

LEAD MENTORS

Lisa Amoss

Rick Conway
 Nicole Dillard
 Sherif Ebrahim
 Nancy Fournier
 Neil Gibbons
 Alex Harari
 Tiffany Harvill
 Ann Holladay
 Chris Jones
 Rayne Martin
 Chuck Morse
 Dr. André Perry
 Tingting Rivers
 Rick Rizzo
 Lauren Siegel
 Blake Stanfill
 Charles West
 Kevin Wilkins
 Desmond Zenon



DONORS

PLATINUM

Capital One
Ewing Marion Kauffman Foundation
Foundation For Louisiana
JPMorgan Chase & Co.
Surdna Foundation
U.S. Economic Development Administration
Walton Family Foundation
W.K. Kellogg Foundation

GOLD

Blue Cross Blue and Blue Shield of Louisiana
Ella West Freeman Foundation
The Food Trust
Goldring Family Foundation
Greater New Orleans Foundation
Newman's Own Foundation
Patrick F. Taylor Foundation
RosaMary Foundation

SILVER

David & Stephanie Barksdale
Ling Huei & Hsin-Lee Lin
IBERIABANK
John Frazee
Leslie Jacobs
Lang Family Foundation
Phelps Dunbar, LLP
Postlethwaite & Netterville
Peter Ricchiuti

Rosenthal and Jacobs Foundation
Summit Concepts Corporation
Linda Usdin & Steven Bingler
Carol B. Wise

FRIENDS OF PROPELLER

Audere Venture Law
Marguerite Adams
Stefanie Allweiss
Ryan Anderson
Anonymous
Baker Donelson
Amy Barad
Barrasso Usdin Kupperman Freeman & Sarver
Ben + Burka
Katrina Benjamin
Terrance Bradley
Kirsten Breckinridge
Bulleit
Cathy & Andy Burka
Richard Carriere
Jonas Chartock
Shi Chen
Karla Conrad
Scott Cunningham
Tom Daly
Russ Daniels
Bruce Dear
Ella & Dave Delio
John Elstrott
Jeffrey Fingerman
Derrick Frazier

Susan Gundlach
Nancy Gussman
Will Hales
Mary Ruth Houston
George Hutter
Dr. & Mrs. Harris Hyman
Wanda Jackson
Ruth Johnson
Christine Jordan
Jose Juan & Imelda Bautista
Elizabeth Keenan
Jane Kohlmann
Laitram, LLC
Anne & Dennis LaRock
Maria Ludwick
Terry & Darrell Mathis
Carmella McDowell
Andreanecia Morris
Rebecca Otten
Timothy Palmer
Alvertha Penny and Associates, LL
Curry Smith
Elisa Speranza
John Sullivan
John Sy
Transcendent Legal
trepwise
Melanee & Steve Usdin
Sarah & Tommy Usdin
Maria Vibandor
Kathryn Walmsley



PROPELLER VENTURES 2017

STARTUP ACCELERATOR

AquaTerra Consulting
 Clean Course Meals
 Crescent City Corps
 Erosync
 FollowMyCal
 The Great Delta Tours
 Goshin-Kai Academy
 Greek Girls Rice Pudding
 Instar Farms, LLC
 The Juror Project
 JustBeFly Fitness
 Magnolia Landscape Architecture
 Marine Gardens, LLC
 Mymee
 Orleans Resource Center, LLC
 Schmelly's Dirt Farm
 Sista Midwife Productions
 SPLC Health & Wellness
 STEM Library Lab
 What's Your Revolution
 Y.O.G.A. for Youth New Orleans

GROWTH ACCELERATOR

Batture
 Best Life Pharmacy & Restaurant
 Bluefin Data
 Circle Food Store
 Coalition to Restore Coastal Louisiana (CRCL)
 College Beyond
 Dancing Grounds
 Descant Ranch Food Hub
 Footprints to Fitness
 High Level Speech & Hearing Center
 Kids of Excellence Child Development Center
 LifeCity
 STEM NOLA
 Wilcox Academy of Early Learning
 Sugar Roots Farm

SOUTH BROAD BUSINESS INITIATIVE

All Pro Maintenance Services
 The Black Professional
 Chef Mike, Personal Chef
 Crescent City Flight Operaitons
 Custom Optical New Orleans, LLC
 Da Grill Mobile Catering Service
 Daiquiri Lounge
 The Godbarber
 La Vie En Rose Café

MISSION

We grow and support entrepreneurs to tackle social and environmental disparities.

VISION

We envision a powerful community of diverse entrepreneurs and stakeholders working together for a more equitable future where everyone can lead healthy, fulfilling lives free of racism, poverty, and other systems of oppression.

CONTACT

info@GoPropeller.org

504.322.3282

PROPELLER

GoPropeller.org