Our Journey Begins with You.
2015 marked our fifth year in service. It is astonishing how fast the time goes by when you are having fun!

From the new, 5,575 sq. ft. reSET Business Factory in Parkville (complete with more space than we had Downtown and convenient, free parking) to receiving an award from the U.S. Small Business Administration, from another successful Impact Challenge to receiving more than double the number of applicants to the latest Impact Accelerator cohort that kicked off in January, and from our new strategic partnership with MetroHartford Alliance to receiving a grant from the Department of Economic and Community Development (and continued support from CT Innovations and The Walker Group), it was quite the year for us.

One of our major focuses in 2015 was building a strong mentor network. Our Programs team completed rigorous recruitment and vetting, and we are now grateful to have on board 75+ professionals from 25+ different industries. These mentors have already been working alongside our vibrant community of entrepreneurs and startups, and giving particularly close attention to participants in our current accelerator.

Last year was also our biggest yet in terms of resources provided to Greater Hartford’s growing entrepreneurial ecosystem. Between our general programming and mentoring, we supported nearly 300 businesses and entrepreneurs (see this report’s Community Spotlights section). 13 New England start-ups were awarded $75,000 in unrestricted seed capital and professional services at our annual Impact Awards Night as well, where we also committed in front of a sellout crowd of 300, to a $100,000 prize purse next October.
Looking ahead, we will pursue initiatives that directly support our goals for 2020, which include making:

- Hartford known as the “Impact City,”
- Connecticut as the Social Enterprise state, and
- reSET as the go-to place for social entrepreneurs.

More specific to 2016 though, we will dedicate ourselves to building organizational capacity, strengthening community outreach, and making progress toward sustainability.

Thank you for being part of the hardworking and loyal community that is reSET — together we are changing the face of business and philanthropy while also helping solve some of the world’s big problems. The work we are doing now will be felt for generations to come as these new companies continue to scale in size and impact. So please do not be a stranger or be shy to let us know how we can help!

“Business can be a force for great good.”

– Kate Emery
reSET by the Numbers:
2015 Snapshot

- **350 Mentor Hours**
- **100+ Impact Challenge Applications**
- **$75K in Awarded Prizes**
- **300+ Entrepreneurs Served**
- **115 Events & Workshops**
  with 2,500+ Participants
Our Supporters

**$100,000+**
- Connecticut Innovations
- Department of Economic and Community Development, State of CT
- MetroHartford Alliance
- The Walker Group

**$50,000 - $99,999**
- The Hartford
- United States Small Business Administration

**$25,000 - $49,999**
- Boehringer Ingelheim Cares Foundation, Inc.
- City of Hartford
- Newman’s Own Foundation
- The Travelers Companies, Inc.
- Travelers Foundation

**$10,000 - $24,999**
- Murtha Cullina LLP

**$1,000 - $9,999**
- AARP
- Bank of America Corporation
- Central Connecticut State University Foundation
- Comcast Cable
- Fiondella, Milone & LaSaracina LLP
- Health Educated, Inc.
- Marcum LLP
- People’s United Community Foundation
- Pullman & Comley, LLC
- Qualidigm
- Quinnipiac University
- Tariq Farid Foundation
- The Bank of New York Mellon
- Trinity College
- Updike, Kelly & Spellacy, P.C.

**$1,000 or less**
- Aeton Law Partners
- Armstrong, Christopher
- Bank of America Corporation
- Carroll, Ted
- Carter, James
- Cintron, Tia
- Clark Insurance
- Community Investment Corporation
- Cox-Chapman, Mally
- Donaghue, Joanne
- Farrell & Farrell Consulting Services, Inc.
- Fearon, David
- First Baptist Church
- Fry, Amy
- Joseph Gianni
- Good Search
- Hartford Foundation for Public Giving
- HealthyCT
- HEDCO Inc.
- Herbert, Charles
- Knishkowy, David
- Leadership Greater Hartford
- Martone, Michael
- O’Connor, Matthew
- Olson, Susan
- Palomba, Donna
- Remarkable Technologies, Inc
- Rubin, Barbara
- Softwer Inc.
- Spain, Tara
- The Estate and Business Planning Council of Hartford
- UConn Alumni Association
- Wheaton, Caroline
- Zanyk, Marien

**Pro Bono and In-kind Services**
- 710 Studios
- Bear’s BBQ
- Billings Forge Community Works
- Cantor Colburn LLP
- City of Hartford
- Day Pitney LLP
- Farrell & Farrell Consulting Services, Inc.
- Fiondella, Milone & LaSaracina LLP
- Hartford Flavor Company
- Marketing Atlas
- Minuteman Press
- Murtha Cullina LLC
- NoRA Cupcake Company
- PowerStation Events
- SnapSeat

“reSET understands the formula that is necessary for entrepreneurs to be successful and provides for those needs. I have set up accounting and legal consultations through reSET. It’s like Burger King, “Have it Your Way.” I know I can count on you guys. If you don’t know what you need to do to take the next step, reSET can help and lead you on the right path.”

– Sarah Gallardo of Sarah Speaks Up
FRESH Farm Aquaponics

2015 was full of milestones for FRESH Farm Aquaponics. Through reSET, they completed the Impact Accelerator, worked extensively with Entrepreneur-in-Residence Eric Knight, and finished as the Impact Challenge’s diamond level winner. They also succeeded in bringing in $86K+ from awards and other grants from us, CTNext, and the U.S. and Connecticut Departments of Agriculture. Those monies allowed them to make great headway on partnerships with a number of area schools by installing FRESH systems to be utilized as STEM education tools, and to launch their “aFrame DIY Kit” for everyday, consumer use.

Going into the second quarter of this year, the company is looking to work with entire school systems to implement a system-wide experiential learning project. The team would like to work with a Connecticut city as well, so together they can outfit an abandoned warehouse and build an indoor-vertical farm model for urban agriculture.

“When I tell people about reSET, I typically say that just about all of our opportunities have in some way come to us through reSET. We wouldn’t be here without them for sure...They keep giving. It’s an incredible community.”

— Spencer Curry of FRESH Farm Aquaponics
Movia

Last year was a pivotal one for Movia Robotics in terms of solidifying operational capabilities. On the heels of completing their first round of funding with friends and family, the MetroHartford Alliance, the National Institutes of Health, etc., the company added CEO/CFO James Bento to its executive team. Movia was also recognized by reSET with a gold level award for the fifth annual Impact Challenge.

Over the course of the year, Movia completed development on their second generation of software, and unveiled products for assistive teaching with children on the spectrum and for STEM curriculum application. Movia worked to establish a collaborative development relationship with a Chinese robot manufacturer as well, opening new opportunities for the company in both the U.S. and foreign markets.

Looking ahead, and from its new headquarters at the reSET Business Factory, Movia plans to further develop its software for other assistive markets (e.g. elder care). It plans to leverage its autism software license from the University of Connecticut too, so it can begin sub-leasing the technology in other countries, where it could more easily be paired with less expensive hardware. The team is currently enrolled in reSET’s Impact Accelerator and is leading a new round of funding.

Because children on the spectrum find social interaction confusing and difficult, and because they are often more interested in inanimate objects, robots programmed by Movia can help them develop better social skills.

(Left to right) Eric Sims, Timothy Gifford, Jim Bento, Sherry Wong, Christian Wanamaker, Stephanie Petrusz
Send Help Back Home

In addition to completing Phase I of its product development last year (e.g. getting a pilot edition online, and finalizing their contracts and legal structure), Send Help Back Home graduated from reSET’s Impact Accelerator. The company also brought on $15K+ in funding from a couple of start-up, pitch events hosted by reSET, CTNext, etc.

For the remainder of 2016, the team will be focused on Phase II of its product development. This will primarily consist of vendor acquisition (grocery stores, household supply stores, pharmacies, etc.) in Jamaica, the first country where their service is being deployed, and of further fleshing out their marketing and financial strategies.

Like so many entrepreneurs, Kirc and his business partner Richard still have day jobs. However, they remain fully committed to testing and advancing their company’s model, and they hope to be full-time entrepreneurs soon.

Kirc Savage (right) and Richard Dyce (left), founders of Send Help Back Home.
Financial Overview

“For me, starting out was pretty lonely. I didn’t really have a community. Through my work with reSET, I started connecting with people not only because our businesses were at similar stages, but we were philosophically aligned too.”

– Leslie Krumholz of GoodStreets
"I am inspired by the entrepreneurs I meet at reSET and love being around like-minded people who want to use their creativity to solve problems. Through reSET, I’ve had a chance to help entrepreneurs examine revenue models, plan and monitor cash flow, and build a set of practices for managing their business."

– Judith Dobai of Farrell & Farrell Consulting Services, Inc.
reSET’s operations are made possible by generous contributions from a handful of donors. Your support today will help us continue to serve Greater Hartford’s entrepreneurial ecosystem, which is hard at work conceiving solutions for the most pressing environmental and social problems, here at home and as far as the Caribbean. To make a donation: www.reSETco.org/donate

“The biggest thing for me [about reSET membership] is networking. Getting to know all of the folks in this area, all the other entrepreneurs who are building their businesses. It reminds me of the old way of shopping. You go to the bakery store for bread, the meat shop for meat. All of these specialists who do it really well. I have one skill and someone else has something to offer. It’s almost like a family corporation. To be able to work together. To grow Hartford, Connecticut, all of this that’s here.”

– Patrick Carroll of Patrick Carroll Designs