reSET is a non-profit organization whose mission is to advance the social enterprise sector. Its strategic goals are threefold: to be the “go-to” place for impact entrepreneurs, to make Hartford the Impact City, and Connecticut the social enterprise state.

reSET serves all entrepreneurs, but specializes in social enterprise - impact driven business with a double and sometimes triple bottom line. In addition to providing co-working space and accelerator and mentoring programs, reSET aims to inspire innovation and community collaboration, and to support entrepreneurs in creating market-based solutions to community challenges. reSET’s goal is to meet entrepreneurs wherever they are in their trajectory and to help them take their businesses to the next level.
LETTER TO THE
RESET COMMUNITY

It was nearly a year ago that I took over reSET’s day-to-day operations, and after an extremely dedicated tenure, that our Founder Kate Emery transitioned to Chairman so she could be freed up to focus on our strategic vision. It was also at that time that we agreed our main task in 2016 needed to be an organizational audit, which would identify the core strengths and weaknesses of our rapidly growing organization. The idea being that both our Board of Directors and staff wanted to implement clearer and more manageable work plans.

As many of you know, the audit’s results had us pivot a bit last fall when we began concentrating less on effecting social enterprise policy and more on building strong entrepreneurs who are solving critical problems and creating impact. I am happy to report that we have been doing just that since, and we are more committed than ever to supporting entrepreneurs who are as poised to scale as they are to solve problems.

Now there is no question that Connecticut faced many challenges in 2016—from a budget deficit to the loss of General Electric—but our economy also blossomed. This was particularly true for the state’s entrepreneurial sector. ‘CT By The Numbers’ Bernard Kavaler wrote how improvements in “Main Street Entrepreneurship” pushed our ranking to 9th among the nation’s smaller states, up from 12th a year ago. The 2017 Connecticut Economic Review also noted how the state is “at the epicenter of the Northeast;” it explained how an array of statistics has produced a “dynamic blend of advantages that make Connecticut a great place to start or grow a business.”

Fortunately, there are a number of wonderful organizations serving our ecosystem. For the purposes of this report though, the team and I want to look back on some of the ways reSET and its network of 3,000+ people positively impacted Greater Hartford and beyond last year.
Looking ahead, we will devote the majority of our efforts to entrepreneurial support and community outreach, and to maintaining and forming mutually beneficial partner relationships. This combination will allow us to build organizational capacity and to enhance our Coworking/Incubator, Accelerator, Internship, and Mentor programs.

Like so many other non-profits, we had to reprioritize last year. And much work around our mission remains. But it is because of your unwavering support for creative, just and sustainable business that we are still here. So thank you, and here’s to another great year together!

Ojala Naeem
Managing Director

2016 HIGHLIGHTS

- $65,000 awarded in unrestricted funding.
- We participated in an application process for the state’s $30 million grant program aimed at creating “innovation places.” CTNext, a wholly owned subsidiary of Connecticut Innovations, created the program to enable communities across the state to become top-tier destinations and magnets for talent and high-growth companies. 12 communities originally applied and we were one of the 4 finalists.
- We produced a branding video and short film series about our Parkville neighborhood, which is organically growing into a vibrant startup district.
- We were chosen by Kiva to serve as the Connecticut advisor; their technology is now enabling us to provide crowd-funded loans at 0% interest to the entrepreneurs and small businesses with whom we are working.

reSET has awarded more than a quarter million dollars to scaling ventures
**Our Supporters**

**Strategic Partners**
The Walker Group (Founding Partner)
Connecticut Innovations
Metro Hartford Alliance
CT Dept. of Economic & Community Development

**Leadership Partner**
Newman’s Own Foundation

**Catalyst Partner**
Travelers Foundation

**Supporting Partners**
Bank of America
Murtha Cullina LLP

**General Partners**
AT&T
Clark Insurance
GoodWorks Insurance
Marcum
Pullman & Comely
Rogow Greenberg Foundation
The Harry E. Goldfarb Family Foundation
University of CT
Coworking/Membership

reSET offers entrepreneurs a place where they can go to cowork, forge relationships, and receive the type of support that they need to bring their enterprises to the next level. With each year that passes, reSET and our regular stream of events are increasingly making a contribution to the exciting activity that is happening here in our state’s capitol.

Networking is another integral part of reSET membership. We work hard to make connections for our entrepreneurs with leaders in the academic/NGO, government, mainstream and small business, and financial spheres. To that end, members can engage with like-minded professionals and investors through our Mentor Network or at our quarterly and biannual pitch happenings: “Flight Night” and “Venture Showcase.” They may also meet with the many professionals who keep regular office hours via our partnerships with: The Walker Group; Murtha Cullina; CTNext; Pullman & Comley; Connecticut Small Business Development Center; and Fiondella, Milone, & LaSaracina.

COMMUNITY SPOTLIGHT

URISE, LLC.

Alice Turner is one member who has taken full advantage of reSET’s offerings. Her small business, URISE, LLC, is an educational technology company that prepares young entrepreneurs for a career in entrepreneurial business ventures. From quarterly Flight Nights to accelerator workshops that we have opened up to the entire community to meeting with our Mentor Network, Alice has been a steady face at the office. Last year, she also unveiled Seed Money®, a new app and interactive online game teaching high-stakes entrepreneurship to urban and suburban teens.
reSET’s Impact Accelerator is a 4-month program designed to provide entrepreneurs with access to the knowledge and resources that they need to grow their businesses and impact. The program focuses on connecting participants to early stage customers and industry-specific experts and mentors, and on providing them with coaching around important startup milestones.

The program was a past winner of the U.S. Small Business Administration’s Growth Accelerator Competition, and was the only Connecticut accelerator to receive the award in 2015.

**IMPACT ACCELERATOR SPOTLIGHT**

**ASARASI**

When it comes to success stories, it does not get much more exciting than Asarasi. A graduate of reSET’s 2015 accelerator cohort, and a bronze and grand prize winner of our 2015 and 2016 Impact Awards, the company’s CEO Adam Lazar believes that they have the ability to replace the entire bottled water industry. Ambitious? Yes. But through a process called “reverse osmosis,” they are recouping some of the 500,000,000 gallons of naturally, pure tree-filtered water (the byproduct of maple syrup production) that was previously lost annually.

Asarasi’s innovation most recently earned them $500,000 in Governor Cuomo’s 43North Startup Competition. By summer, Asarasi will be in 1,000 markets and 500 restaurants throughout the Northeast; the company is quickly growing towards nationwide distribution.
Similar to college co-op programs that encourage students to apply what they are learning in the classroom out in the real world, reSET’s Internship Program directly connects students with startups while providing a comprehensive study of business model theory and design.

Through a four-month immersive experience, participants work alongside startups to advance their work. The program is designed to equip students with skills in entrepreneurship and to provide them with exposure to a diverse set of industries. Common project themes include developing and executing promotional plans, content creation, market and funder research, product development, business and sales strategy, and financial and performance analysis.
MENTOR NETWORK

The reSET Mentor Network provides a volunteer opportunity for Greater Hartford professionals to share their unique business and life experiences with rising entrepreneurs, while simultaneously adding to their own resumes. We have been told that the resulting relationship is evidence of the area’s current economic revitalization.

Mentors interact with startups in several ways. Some enage occasionally as opportunities that align with with expertise arise. Others coach throughout reSET’s Impact Accelerator to help them reach milestones.

MENTOR SPOTLIGHT
WALTER GLOMB

Walter Glomb is a mentor that has really gone above and beyond for reSET over the past few years. He brings a diverse professional background with many years in the corporate and small business sectors to the entrepreneurs whom he mentors for us.

In his former life, Walt built a very successful fiber optics company and sold it to a major telecommunications equipment manufacturer, where he stayed on board for a while before moving to a venture capital firm. Today, in addition to serving as the principal of WLG Consulting, he is an adjunct professor of Engineering Management at the University of New Haven.

Walt genuinely loves getting into the details and asking challenging questions designed to make you think. His son Nick, owner of Family & Friends Roadside Cart, also spends a lot of time at the reSET Business Factory. Both of them are long-time social services advocates in Connecticut for people with disabilities.
FINANCIAL OVERVIEW

Expenses

- Programs: 65.7%
- Administrative: 16.4%
- Development: 10.5%
- Policy & Research: 3.7%
- Miscellaneous: 3.7%

Total Expenses: $866,317

Support & Revenue

- Contributions & Grants: 88.5%
- Programs & Events Income: 11.5%

Total Support & Revenue: $612,247
TESTIMONIALS

GENIUS BOX

KATE PIPA

“reSET’s Impact Accelerator was a great stepping stone for getting introduced to and more involved in Connecticut’s startup scene. I had just moved home from college and wasn’t too familiar with resources throughout the state. Just being in reSET’s community allowed for access to workshops, mentors and service providers to answer questions and provide advice on different challenges that can come up when starting your business.”

MUNI INNOVATIONS & TECHNOLOGIES

MUNEER AYAAD

“reSET provides me with an in-depth experience in testing the numbers on the paper and engaging my customers in the process of building my business. reSET helps me innovate new ways of generating purpose and profit and developing a solid business model. It also forms a bridge between me and experienced entrepreneurs who simultaneously provide coaching, connections, guidance, and other resources.”

“We saw reSET’s business accelerator as an excellent opportunity to share time with energetic and creative people, both in the organization’s cohort and on its staff.”

“I love the co-working model--you never know where the critical idea or solution to the problem you’ve been struggling with will come from.”

“Learning that there were people out there who were willing to help entrepreneurs like me meant so much.”

Adriel Rodriguez  
AmRide

Ellen Andrews  
Connecticut Health Policy Project

Keshia Ashe  
Many Mentors
reSET’s operations are made possible by generous contributions from a handful of community partners and individual 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 issues.

To make a donation, visit:
www.reSETco.org/Donate

You can also connect with us online at:
www.resetco.org
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