

SEPT 2021

START.COOP



Building an economy that shares
prosperity among the many,
not just the few.

AN INITIATIVE OF COOPERATIVES FOR A BETTER WORLD,
501(c)3

Less than 1% of new businesses are co-operatively owned. Why?



1. MISPERCEPTION

Most people have heard the word cooperative, but only 11% can accurately define a "cooperative". Most entrepreneurs aren't familiar with co-operatives and don't know that they are a viable business model.



2. ENTREPRENEUR SUPPORT

Entrepreneurs report that the existing start-up ecosystem fails to address the unique needs of co-op entrepreneurs. A lack of formalized supports -- including knowledge, skills, tools, and mentorship -- impedes their ability to thrive in the start-up phase and go on to build scalable co-op businesses.



3. LACK OF FINANCING

Entrepreneurs who are considering launching shared ownership businesses say access to financing is the primary obstacle holding them back. The resulting undercapitalization impedes business development.

Start.coop is an accelerator to scale our most promising cooperatives

Start.coop provides entrepreneurs — and especially women and BIPOC — with the support they need to build thriving cooperatively-owned businesses, from their very first idea through their 1000th client (and beyond).



Incubating new/pre-revenue co-ops



Accelerating scalable, post-revenue co-ops in the highly successful Start.coop accelerator program



Providing a range of co-op design and coaching services



We arm entrepreneurs for success

Building the next generation of cooperative businesses at scale:

1. MBA level curriculum
2. World class coaching & mentorship
3. Vetted service providers
4. Access to critical financing



We choose start-ups with the potential for transformative impact at scale



A Black-led agtech company wholly owned by and operated for socially disadvantaged ranchers, urban growers, and farmers.



A musician-owned platform that allows fans to directly support their favorite musicians in exchange for exclusive content and experiences.



NYC based rideshare platform where the drivers are the owners. Drivers Cooperative has already raised 1.2 million in crowdfunded investment. Round.



A worker-owned financial planning service focused on democratizing financial planning and building long-term financial health for everyone.



A cooperative conglomerate corporation that acquires and holds profitable businesses and real estate on behalf of its worker-owners.



A tech-based health care research platform that empowers patients to use their experiences to improve health innovations



A worker-owned consumer foods cooperative that is the first commercial tempeh producer to ferment without plastic bags, to package with plant-based and recyclable materials, and to expand through a regional cooperative/franchise model.



A cooperative staffing agency that creates value for progressive Bay Area businesses by sourcing, placing, and supporting the best, most diverse talent, underpinned by an unwavering focus on diversity, equity, and inclusion.

AND MANY MORE...



How do we better connect co-ops with the capital they need?

One of the biggest challenges facing co-ops is the lack of aligned investment capital. We develop, test, and scale new financing vehicles that support the growth of cooperatives and the cooperative economy at large.



We manage an informal cooperative to investor matching tool, with double private opt-in deal flow.



We launched the Equitable Economy Fund, an equity fund explicitly designed to invest in the growth of cooperatives and other shared ownership businesses.

Equitable Economy Fund

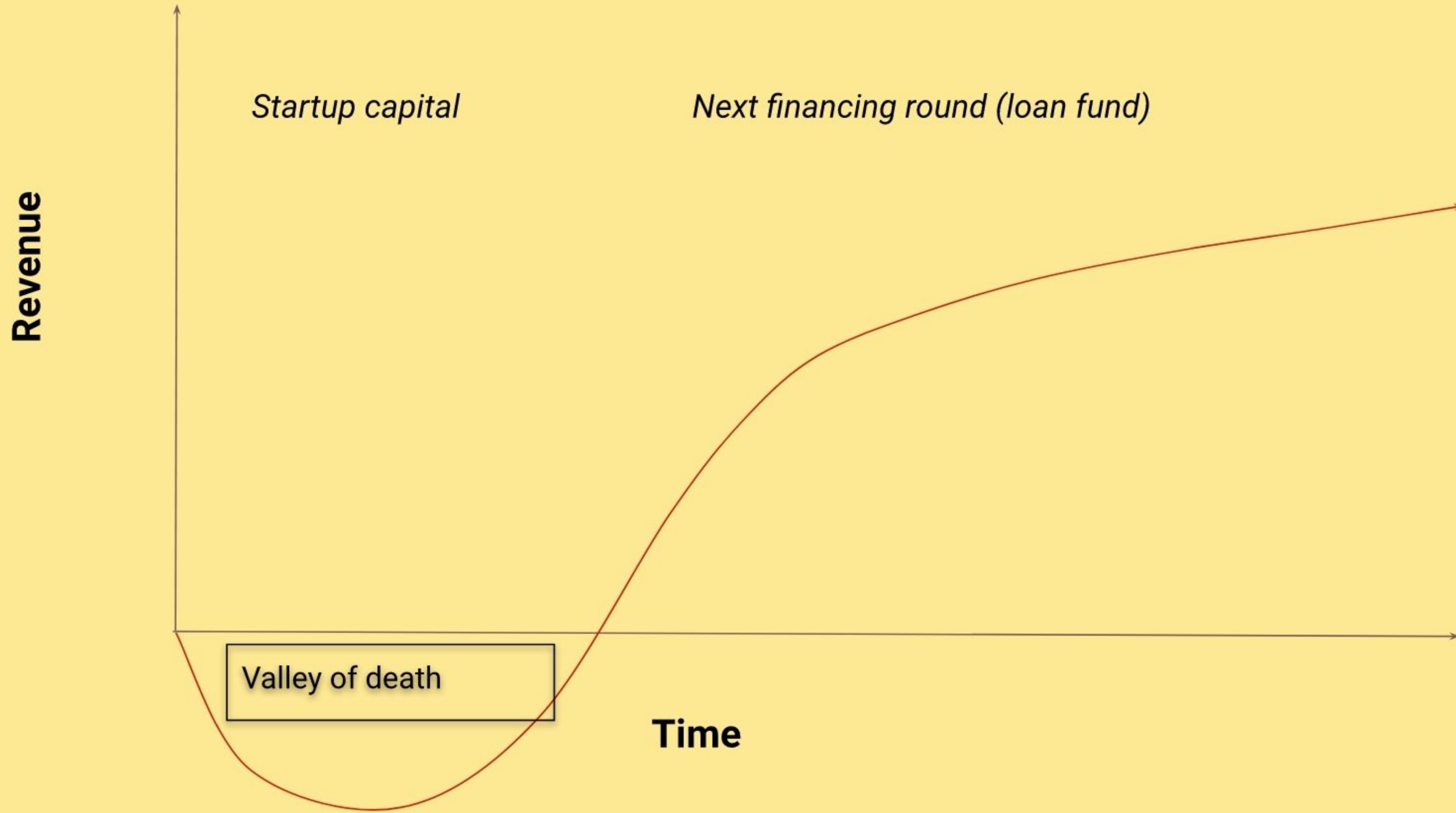


\$2 million dollar pilot fund launched this year to fund early stage cooperative growth. Democratically governed angel fund investing solely in democratic ownership.



- 29 committed angel investors
- 750k in committed capital in less than 6 months

Startup valley of death



Observation

- Cooperatives can only access internal capital or external debt, while competitors can access vast amounts of external equity.
- Most cooperatively owned businesses are underfunded compared to their competition.



Vision



- How might we come together to make cooperative ownership as easy a path as a Delaware LLC?
- How might we make sure that more financing is available for our best entrepreneurs?
- How might we activate the millions of people who would like to lend or invest in cooperatives?

Contact

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