



Good Ventures - A Nonprofit Micro-Incubator

Good Ventures is a project of the Gwendolyn Strong Foundation, a 501(c)(3) nonprofit organization. Our mission is to locate, foster, support, and pair socially minded Web entrepreneurs with nonprofit funding sources that, together, can effect change in the world through the Web. Run as a nonprofit micro-incubator, Good Ventures was created to ensure that the countless **Kivas**, **CaringBridges**, and **Wikipedias** waiting in obscurity can find the resources, guidance, and support needed to take that first, challenging step towards turning their good idea into a game changing nonprofit reality.

Changing The World Via The Web

In 2005, many told Matt and Jessica Flannery that their idea -- a website where people could make microloans to individual borrowers in the developing world -- wouldn't work. Fighting an uphill battle, they ignored common perceptions and started **Kiva.org**. Kiva has since funded over \$100,000,000 in microloans to over 136,000 low-income entrepreneurs around the globe.

Similar stories exist for many other successful socially conscious ventures. For every successful social innovator, there are scores more who lack the tools, knowledge, and confidence needed to turn their nonprofit idea into a sustainable reality.

What We Provide

During our 2010 Inaugural Program, Good Ventures will be hands-on in helping five selected nonprofit Web startups build their concept into a working prototype, executive summary, and fundraising presentation during an intense four month collaborative period. During this time, each startup will have access to Good Ventures' resources, including executive level product, technology, strategy, finance, and business development, as well as technology development, graphic design, and nonprofit fund development resources. Each founding team will also receive a small financial grant to help cover living expenses.

Good Ventures will conduct regular informational webinars led by industry experts on pertinent topics ranging from nonprofit formation, fundraising, and legal issues to donor and nonprofit management, marketing, and social media.

The collaborative period will culminate with the Good Ventures event and fundraising gala where each of our nonprofit Web startups will present their project to potential funding sources with the intention of receiving the financial and strategic support necessary to turn their nonprofit concept into that next sustainable game changing offering.

The 2010 Inaugural Program

Web-based applications for entrepreneurs for our 2010 Inaugural Program will open in March 2010 with the collaborative program running through August 2010. The event and fundraising gala will be held in Santa Barbara, California in September 2010.

Good Ventures is seeking to raise \$700,000 in tax deductible donations from sponsors and individual donors to fund its 2010 Inaugural Program. Funding will cover all nonprofit startup founder grants, Good Ventures mentoring staff, marketing and public relations, costs associated with the event and gala, and general and administrative overhead. We welcome tax deductible donations from any organization or individual who recognizes that a small group of people can make a considerable impact on this world. Corporate sponsorship opportunities are also available.

For More Information

For more information on sponsorships, donations, or mentorship opportunities, please contact Bill Strong at bill@goodventures.org or Joshua Lippiner at josh@goodventures.org.