

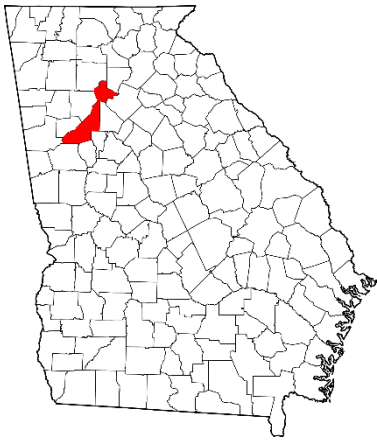
# Leadership Mentoring with Digital Undivided and the BIG incubator in Atlanta

**Location: Fulton County, GA**

**Status of County: Distressed**

**Project Timeframe: February 2018 – September 2018**

**Type of Assistance: Technical Assistance**



By David Benbennick - The maps use data from [nationalatlas.gov](http://nationalatlas.gov), specifically [countyp020.tar.gz](http://countyp020.tar.gz) on the Raw Data Download page. The maps also use state outline data from [statesp020.tar.gz](http://statesp020.tar.gz). The Florida maps use [hydrogm020.tar.gz](http://hydrogm020.tar.gz) to display Lake Okeechobee., Public Domain, <https://commons.wikimedia.org/w/index.php?curid=570237>

From February – August 2018, Brandy Nagel, a program manager and faculty researcher with Georgia Tech’s Innovation Ecosystems, worked with the leadership and management team at Digital Undivided. Digital Undivided is an incubator for Black and Hispanic women founders of high growth companies. The group has asked for mentorship and training, as well as help with assessments and research. Brandy worked with the team to determine what assessment tools and analysis was needed.

After analyzing the support needed, GT’s Innovation Ecosystem’s team delivered 8 hours of initial technical assistance to the leadership and management team at Digital Undivided. The initial 8 hours of training was followed with additional one- on- one office hour consultations with entrepreneurs, assistance with teaching and mentoring companies as they pursue their entrepreneurial ventures.

In addition to training and mentoring companies, the GT EDAUC agreed to facilitate access to the Patent Resource Center located at Georgia

Tech. Through this access, GT’s Innovation Ecosystem’s staff was able to help these underrepresented entrepreneurs determine if patent, trademarks, and copyrights would help them build a stronger and more profitable business.

