

RESET

2025 IMPACT REPORT



Empowering CT Entrepreneurs
to **do good business** since 2007.



OUR MISSION AND PURPOSE

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ONE SHARED PURPOSE

We believe incredible ideas already exist in every community. The problem isn't a lack of talent or ambition. It's that too many entrepreneurs have been locked out of the rooms, resources, and relationships that help businesses grow.

That's why we work to build an ecosystem that feels more connected, more accessible, and more human. One that supports entrepreneurs who have historically been overlooked, underestimated, or excluded from traditional systems of business support and investment.

Because innovation doesn't belong to a select few. And opportunity shouldn't either.

RESET'S MISSION

...To advance the social enterprise sector. We believe business can be one of the most powerful tools for solving real-world challenges.

At Reset, we support entrepreneurs who are building more than companies: they're building solutions. From climate and food systems to education, community health, workforce development, and economic opportunity, we work with founders who are rethinking what business can look like when impact is part of the model from the start.

We're interested in businesses that are rooted in purpose, accountable to community, and willing to think beyond short-term wins.

Because social impact isn't a trend to us. It's about creating businesses that contribute something meaningful, to people, to communities, and to the systems we all rely on.



BUILDING BUSINESSES THAT DRIVE IMPACT



Dear Friends and Supporters,

The past few years have been transformative for Reset and for Connecticut's entrepreneurial community. Our integration with Collab New Haven in 2025 marked a major milestone, bringing together two leading organizations under one mission. Together, we are deepening our commitment to building a more inclusive and equitable economy through social entrepreneurship.

Our success is rooted in a trusted community of collaborators including entrepreneurs, support organizations, funders, and a highly engaged volunteer network. Over the past year, we partnered with Liberty Bank and the CT Small Business Development Council to deliver a growth-oriented Food Accelerator program. In 2026, we have refined and expanded our food programming in partnership with CitySeed, to reach a statewide community of food businesses from ideation to scale.

In 2026, our focus on community and connectivity continues, as we host networking meetups for our network of nearly 700 alumni businesses, launch workshops, and host our Beyond Business As Usual summit for entrepreneurs, policymakers, and supporters to engage in meaningful dialogue around scaling resilient entrepreneurship.

Lastly, it is with great pride and full confidence that I hand the reins to incoming Executive Director Sarah Blecher, who will lead Reset into its next chapter of growth and impact upon my stepping down on July 1, 2026.

Thank you for your continued support, partnership, and belief in our work, and the entrepreneurs we serve—as we build a more inclusive future, together.

With gratitude,

Sarah Bodley
Executive Director, reSET

"Whether you're launching, pivoting, or scaling, Reset's support, resources, and real-time feedback will help you gain confidence and clarity. You don't have to have it all figured out—the program helps you build while learning."

**--Candace Donaldson,
Posh Paint LLC, Retail Incubator 2025**

DRIVING IMPACT ACROSS CT IN 2025

Programs & Reach



- Groundwork
- Food Business Fundamentals



- Food Incubator
- Retail Incubator



- Food Accelerator (Reset)
- Food Business Accelerator (Collab)



Cooperate CT

Incubated the launch of Cooperate CT, a statewide network catalyzing shared ownership and power.



Workshops & Events

14 Pitch nights, networking events, and workshops on finance, legal, marketing, and more.

Community-Powered Support in 2025

228

Entrepreneurs Supported in cohort-based programming and coaching

2548+

Hours of Technical Assistance provided via programming and coaching

70

Volunteers engaged in 2025, delivering 220 hours of support

\$24k+

in Grants & Awards Distributed

134 FOUNDERS SUPPORTED THROUGH 2025 PROGRAMMING



Food Programs

Supported 95 entrepreneurs through four programs: Food Biz Fundamentals, Food Incubator, and two Food Accelerators. Continued Hartford Culinary Collaborative and expanded our partnership in New Haven with CitySeed.



Groundwork

Supported 29 entrepreneur-curious people test their business idea and learn what you need to launch.



Retail Incubator

Helped 10 founders launch and grow their retail businesses.



The Food Business Incubator helped me to see my business from a different aspect and to create a pitch, not only to share with potential investors, but to tell our brief story and explain why we do what we do.



*Sheena Salvador
Veeg My Eats, Food
Incubator '25*

Entrepreneurs Report Reset Programs Support Them In These 5 Ways:

- 1 Pitch Coaching
- 2 Networking & Community Connections
- 3 Marketing & Branding
- 4 Confidence & Mindset
- 5 Business Model Development

TURNING IMPACT INTO ACTION

Our 2025 annual survey of entrepreneur graduates from both Reset and Collab cohort-based programs provides a snapshot into their business progress. From idea to execution, entrepreneurs responding to the survey tell Reset that their confidence, entrepreneurial mindset, community building and networking skills increased as a result of participating in our programs.

The numbers show that these entrepreneurs are launching businesses, creating jobs, and building stronger communities in Connecticut.

\$22.9M

in grants, loans and outside investment capital reported by Reset and Collab alumni since 2013.

76%

Of survey responders report that their businesses are revenue generating or in the growing and scaling stage of business growth.

\$39.3M+

Reported revenue by Reset and Collab alumni since 2013.

698

Entrepreneurs supported in cohort-based programming since 2013.

\$2M+

in revenues reported in 2025, a 23% increase over reported 2024 business revenues.

62%

Of the businesses served by Reset and Collab since 2013 identified as woman- and/or minority-owned.

55%

Of responding businesses report high confidence in their ability to grow or sustain their business, reflecting strong foundations and readiness for growth.

779+

Jobs created or supported since 2013, as reported by Reset and Collab alumni.

OUR COMMUNITY OF SUPPORT

FUNDERS AND SUPPORTERS

Bank of America
Bristle Cone Pine Foundation
City of New Haven
City of Hartford
Clif Bar Family Foundation
Cooperative Fund of the Northeast
CT Department of Economic and Community Development
Comcast
Ensworth Foundation
Farmington Bank Community Foundation
Goldfarb Family Foundation
Greater Hartford Gives Foundation
Kate Emery Family Fund
Liberty Bank Foundation
Nassau Financial Group
New Alliance Foundation
Sea Change Foundation
Travelers Foundation
The Walker Group
Webster Bank

RESET TEAM

Sarah Blecher, *Incoming Executive Director*
Sarah Bodley, *Outgoing Executive Director*
Amy Walsh, *Director of Operations & Development*
Katrice Claudio, *Food Program Manager*
Ndubisi Okeke, *Program Manager*
Cindy Rodriguez, *Program Operations Manager*
Sami Artus, *Marketing & Communications Consultant*
Mary Cockram, *Grant Writer*
Brittany Stephenson, *Virtual Assistant*
Hayley Wells, *Embrace HR Consultant*

BOARD MEMBERS

Ali Lazowski, *Co-Chair – founder and CEO, Bare Life Organics*
David Menard, *Co-Chair – Partner, BGM Law Group*
Laura Dinan Haber, *Vice Chair – Innovation Program Manager, Nassau Re*
Vijay Laknidhi, *Treasurer – P&C Insurance Executive*
Jenn T Grace, *Secretary – founder and CEO, Publish Your Purpose Press*
Dorothy D. Adams – *coach and fractional CFO*
Peter Lee – *Strategy Executive, Clarvista Advisory*
Guilaine Menefee – *Senior Director, Strategic Initiatives, Beyond Trust*
Tara Spain – *Vice President, Travelers Foundation*
Alexander Sulpasso – *EVP, Chief Operating Officer, Ascend Bank*
Dan Villecco – *Managing Director, CBIZ*

NEW HAVEN ADVISORY BOARD

Ginny Kozlowski - *Consultant*
Anika Singh Lemar - *Clinical Associate Professor, Yale Law School*
Karla Lindquist - *Deputy Director of Transportation, Traffic, & Parking, City of New Haven*



IN COMMUNITY

Throughout 2025, Reset brought entrepreneurs together across Connecticut—through events, partnerships, and community gatherings that strengthen a statewide ecosystem of support.

Beyond our programs, alumni continue to launch and grow, starting food trucks, publishing books, hosting pop-ups, and expanding their businesses. These milestones reflect the creativity, resilience, and momentum of our community.

RESET
Beyond Business as Usual

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