

Project Name	Direct Impact	Indirect Impact	Reach	Income	Profit	Planet Impact	Projections (By 2027)
RenewTowns	73 People	13,224 People	15,933 People	\$1,187,563	\$338,400	10,886 kg Waste Minimized	4 New Communities 9 Storefronts 2.2 Million Impact IMPLAN
RenewTowns - Guatemala	21 Women	56 Family Members	45,175 People	\$9,440	\$6,650		6 Women \$14,000 USD Sales
Total	94 People	13,280 People	61,108 People	\$1,197,003	\$345,050	10,886 kg Waste Minimized	

	RenewTowns	RenewTowns - Guatemala
Tools & Methods	Attendance forms at workshops and gathered numbers through meetings with the businesses. Used IMPLAN, an economic input-output software, and Marblism.	Virtual meetings and interviews with ProChapina and Yangward Foundation.
Time Period & Sample	From city launch through March 20, 2026, with data starting in May 2025 for businesses launched prior.	ProChapina's and the six women's (five businesses) sales from May 2025 to March 20, 2026.
Estimates & Assumptions	Household size, customers served, community profile/location, and IMPLAN economic multiplier	Currency exchange rates and family size

What the UN SDGs Measure	RenewTowns	RenewTowns - Guatemala
1 NO POVERTY A reduction in poverty through increased income and economic opportunity (Target 1.2)	\$1,560,000 IMPLAN economic impact	Each business generated over \$1,300 USD in sales to support their families who depend on their income.
5 GENDER EQUALITY An increase in women's participation in economic life (Target 5.5)		Provided startup loans to 6 single women entrepreneurs.
8 DECENT WORK AND ECONOMIC GROWTH The support of small business growth and entrepreneurship (Target 8.3)	9 businesses created, 14 local jobs created	Handicraft production and sales as income source
11 SUSTAINABLE CITIES AND COMMUNITIES The promotion of inclusive and productive local economic activity (Target 11.3)	7 vacant storefronts revitalized	



607 municipality members







In Partnership With

PRESENTED BY

University of Wisconsin-Whitewater

ANNUAL REPORT

2025-2026



\$510,074

DIRECT IMPACT

\$1,560,000

IMPLAN ECONOMIC IMPACT

8

COMMUNITIES

94

PEOPLE DIRECTLY IMPACTED

RENEWTOWNS

Entrepreneurial Ecosystem Engine

enactus

University of Wisconsin-Whitewater

RENEWTOWNS



Small Business Reality

41%

of small businesses reported a decrease in revenue

52.9%

of each purchase at local businesses is recirculated locally

VS

13.6%

of each purchase at a chain store is recirculated locally

82%

of small businesses fail due to cash flow problems



RenewTowns is an **Entrepreneurial Ecosystem Engine** that opens doors for individuals, communities, and entire regions. We activate local economies by supporting entrepreneurs, connecting stakeholders, and strengthening access to funding, training, and local networks.



1 Outreach

Partnered with communities and local leaders to secure their commitment.

2 Workshops

Led a **workshop series** on Ideation, Marketing, Finance, Law, AI, and Pitch Development.

3 Voting

Community members watched pitch videos, ranked submissions, and directly shaped the future of their Main Street.

4 Judging

Local judges interviewed the top submissions selected by the community, and the winner received a life-changing prize: **one full year of storefront rent.**

5 Sustainability

Provided communities with blueprints, funding, tools, and networks to **run their competitions independently.**

Communities



PEOPLE

14 New Businesses Started
20 Local Jobs Created



PLANET

10,886 kg Waste Minimized



PROFIT

\$345,050 Profit Generated

RENEWTOWNS

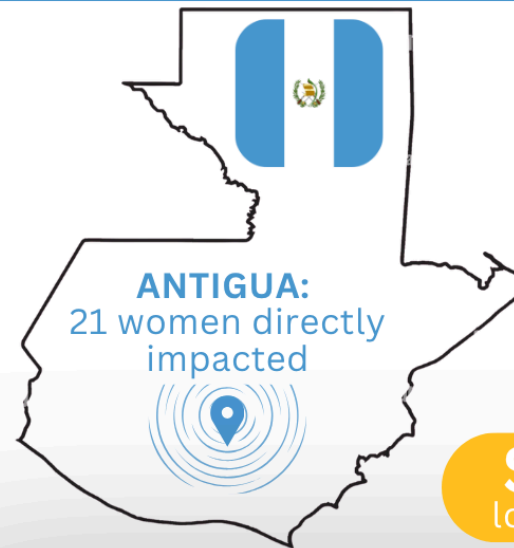


HIGHLIGHTS

1. The Fort Atkinson Chamber of Commerce launched a business incubator to fill vacant storefronts.
2. Introduced small business owners to Marblism, an AI-powered tool for business operations.
3. Cambridge received a \$182,000 grant to launch a RenewTowns-inspired entrepreneurial competition.

RenewTowns Guatemala

Scaling the Renewtowns Model Globally



Partnering with ProChapina and the Yangward Foundation, RenewTowns supports single mothers in Antigua, Guatemala, through:

- ✓ RenewTowns inspired business training
- ✓ E3 sparked development of micro-loan programs
- ✓ Ongoing Mentorship

Rapid **6-month** repayment of 2-year loans, highlighting the powerful economic potential created when women are empowered and gain access to opportunity, mentorship, and capital.

\$5,000
loans invested

6 Women
Empowered

\$1,300
in total sales each

