

Rally: Building A Resilient Future For Central Florida, Together

Mission & Vision

Mission: Rally convenes regional stakeholders—including social entrepreneurs from around the world—to co-create, test, and scale solutions that address Central Florida's most pressing regional issues.

Vision: A Central Florida where residents enjoy healthier, more connected lives; local businesses prosper through sustainable innovation; and visitors encounter a vibrant, thriving region—one that provides a clear, replicable model of resilient growth for communities worldwide.

Our Story

Founded in 2016, Rally began as a grassroots response to the disconnect between philanthropy and entrepreneurship. What started as hands-on mentorship and lean venture design has evolved into a full-scale Living Lab. Today, we collaborate with changemakers, institutions, and neighborhoods to source, test, refine, and scale innovations—strengthening Central Florida and informing best practices worldwide.

By the Numbers (2017–2025)

- 1,067 Applications Reviewed
- 96 Ventures Accepted (8% acceptance rate)
- \$40M+ Capital Raised by Alumni
- 650+ Jobs Created by 2030
- 11K+ Residents engaged by 2028
- 2,500+ Mentorship Hours Delivered
- 68% Founders of Color | 50%+ Women or Nonbinary
- 15 Accelerator Cohorts to Date

What We Do

- **Social Enterprise Accelerator** – For early-stage ventures refining their model and preparing to scale
- **Scale Up Coaching** – For ventures under \$1M in revenue facing growth barriers and preparing to fundraise
- **Innovation District Pilots** – Real-world testing for civic, academic, and corporate partners seeking high-impact solutions
- **Co-Creation Labs** – Facilitated sprints uniting cross-sector leaders to prototype actionable solutions

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- **Community-Led Solution Challenges** – Microgrants and support for grassroots innovations sourced directly from residents

Pilot Activation in Central Florida Snapshot

- **O-Town Compost:** A residential and commercial composting service that collects food waste and converts it into usable compost. Piloted neighborhood pickup routes in East Orlando with city support.
- **WriggleBrew:** A regenerative fertilizer and pesticide made from worm castings, designed to reduce synthetic nitrogen use and fight red tide. Piloted at Leu Gardens in collaboration with city sustainability staff.
- **Block N' Lock:** A modular concrete system for rapid construction of durable structures. Used by the City of Orlando to build a garden structure at an urban farm aligned with the city's food resilience goals.
- **Genovesi Innovations:** A recyclable, low-maintenance lighting system made from recovered aluminum, glass, and plastic that reduces energy consumption by up to 80%. Piloted in city infrastructure with potential for wider adoption.

Core Partners

Central Florida Foundation • City of Orlando • Orange County Government • Clean The World • Rollins College

Leadership

- Rob Panepinto – Co-Founder & Board Chair
- Ben Hoyer – Co-Founder & Board Member
- Kyle Steele – Interim Executive Director & Chief Operating Officer
- Erica Sanders-Ricketts – Program & Operations Manager
- Mark Brewer – Board Member
- John Caron – Board Member

Why Rally Matters

Rally's Living Lab model blends community insight, entrepreneurial energy, and public-private partnership to deliver tangible outcomes. Whether it's a founder launching their first pilot or a neighborhood co-designing its future, Rally transforms promising ideas into lasting systems change. **We don't just support ventures. We activate a region.**

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