



LACE UP Foundation Inc.

Social Impact Fellowship: Strategic Growth & Ecosystem Partnerships Intern

Location: Atlanta, GA / Hybrid

Term: Spring 2027

Supervision: Founder & Executive Director

About LACE UP Lab

LACE UP Lab is a global youth innovation platform that uses sports, athletics, creativity, technology and youth culture as the entry point to develop the next generation of athletes, creators, designers, technologists, entrepreneurs, artists, and leaders.

Rather than operating as a traditional summer clinic or sports program, LACE UP serves as a distributed innovation operating system:

A shared infrastructure that connects global brands, professional sports organizations, research universities, technology companies, and community partners to co-create the future alongside young people.

Visit our website for more information: www.laceupfoundation.org

Role Overview

LACE UP is seeking an analytical, forward-thinking Strategic Growth & Ecosystem Partnerships Intern through the Georgia Tech Social Impact program.

Working directly alongside the Founder and Executive Director, you will help package, scale, and pitch LACE UP Lab's proprietary methodology to enterprise, corporate, sports, and institutional partners. You will play a foundational role in building the B2B partner pipeline, shaping brand strategy, and progressing the framework that connects global stakeholders into LACE UP's distributed innovation network.

Key Responsibilities

1. *Enterprise & B2B Partnership Pipeline (Fundraising & Growth)*

Stakeholder Mapping: Identify, research, and map key decision-makers across target sectors, including athletic & corporate brands, corporate social responsibility (CSR) arms, sports properties, technology firms, and philanthropic foundations.

Pitch Deck & Collateral Customization: Assist in drafting and tailoring pitch assets tailored to distinct partner personas (e.g., Brand/Innovation briefs, Sports Team activations, and Academic/Research models).

Pipeline Management: Set up and manage a light CRM/database system to track partner leads, outreach touchpoints, meeting notes, and follow-up workflows for executive leadership.

2. *Ecosystem Architecture & IP Packaging (Brand & Strategy)*

Partner Playbooks: Translate LACE UP's operating system (methodology, curriculum, measurement, and research) into crisp, standardized one-pagers and partnership frameworks.

Thought Leadership & Storytelling: Draft high-impact storytelling materials, case studies, and digital collateral showcasing LACE UP's co-creation model with youth.

Competitive Intelligence: Conduct market analysis on corporate investments in youth development, movement technology, and cultural innovation to sharpen LACE UP's positioning.

3. *Georgia Tech & Academic Integration (Research Partnerships)*

Institutional Mapping: Explore and propose integration points between LACE UP and relevant Georgia Tech research labs, human-centered computing groups, or sports technology initiatives.

Impact Measurement Framework: Help refine metrics and reporting templates to communicate social impact and ecosystem value to institutional partners and investors.

Learning Framework & Immersive Experience

Direct Executive Coaching: Weekly 1-on-1 mentorship with the Founder and Executive Director on social entrepreneurship, ecosystem strategy, and non-profit/B2B deal structure.

Capstone Project:

1. Own and complete an end-to-end "LACE UP Lab Partner Playbook"—a repeatable toolkit and pipeline to onboard corporate and institutional partners.
2. Assist with the development, execution, and production of LACE UP's annual SPRING JAM event in Dalton, Georgia (April 2027).
3. Georgia Tech Showcase: 3 presentations of your strategic deliverables at campus social impact showcases or key GT offices and represent LACE UP within the university's innovation network.

Qualifications:

Currently enrolled at Georgia Tech with an interest in Social Impact, Business/Strategy, Industrial & Systems Engineering, Technology & Management, or Marketing.

Strong strategic thinking skills with the ability to translate complex conceptual frameworks into clear, structured business proposals.

Exceptional written and verbal communication skills.

Proficiency with digital workspace tools (e.g., Google Workspace, Canva, Adobe Creative Suite, Givebutter, Brevo and CRM and CMS tools).

Self-starter mindset comfortable operating in an entrepreneurial, fast-paced environment.

Additional Details:

- Term: Spring 2026 (10 weeks)
- Time Commitment: 10 hours per week (deliverable based)
- Stipend: \$1,800 (\$18 an hour) provided by ILSI

To Apply:

Interested candidates should submit their resume, cover letter and relevant portfolios and links expressing interest with **Subject Line:** Georgia Tech Social Impact Fellowship **and Email to:** Brooke Thomas at brooke@laceupfoundation.org

In your cover letter, show us why this mission resonates with you and how your expertise will help us achieve real, lasting impact. LACE UP operates at the intersection of youth sports development, creativity, technology, and the arts to drive meaningful community empowerment. We are looking for cover letters that highlight your qualifications while bringing your authentic voice, drive, and passion for change to the front. Show us what sets you apart and why you're ready to lead!

This position is a collaboration with the Institute for Leadership and Social Impact (ILSI) at Georgia Tech. The student selected for this position will receive a Social Impact Fellowship from ILSI in the amount of \$1,800 upon verification of their eligibility for a scholarship with the Financial Aid office. Students are expected to work 10 hours a week for 10 weeks. Students need to be enrolled full-time. ILSI will handle onboarding and the payment process, and Fellows are expected to complete deliverables about their experience.