



ALPHARETTA TECHNOLOGY
— INCUBATOR —

Where Alpharetta's Startups
Become Success Stories

Alpharetta Technology Incubator (ATI)

A Division of Brian Will Media

Where Alpharetta's Startups Become Success Stories



Letter from the Founder

At ATI, our mission is to mentor, train, and empower founders to transform ideas into scalable, profitable, and investable businesses. We guide entrepreneurs through every stage of building, growing, and exiting their companies, with hands-on mentorship, training, and investor access.

Through this program, you'll gain structured education, accountability, and community. I look forward to personally working with each founder who joins our incubator.

Sincerely,

Brian Will
Founder — Alpharetta Technology Incubator

What is ATI

The Alpharetta Technology Incubator (ATI) is a boutique startup incubator designed for early-stage technology founders. We provide hands-on mentorship, structured business education, and access to investor networks. Unlike traditional co-working spaces, ATI focuses on measurable founder success — from startup formation to exit.

Why Join ATI

- Personalized mentorship directly from Brian Will and his network of professionals
- 7-Module Startup Success Curriculum
- Access to investors, partners, and media
- Collaborative workspace in Alpharetta, GA
- Structured accountability and growth systems

The ATI Program

ATI's incubation program runs 6–12 months and combines mentorship, training, and investor exposure. Each cohort includes up to eight startups that receive intensive business support, workshops, and pitch opportunities. Quarterly investor pitch sessions allow founders to present to angels, venture firms, and ATI's internal network.

ATI may participate in selected startups through equity positions ranging from 10–25%, ensuring alignment between ATI's success and each founder's success.

Training Curriculum

1. Legal & Compliance

Founders complete entity setup, NDAs, and legal structures.

2. Accounting Systems

Develop accounting practices, cash flow tracking, and KPIs.

3. Operations Design

Create organizational structure, delegation systems, and workflow.

4. Sales & Negotiation

Learn persuasive communication and objection handling from 'NO'.

5. Marketing & Branding

Design brand identity, digital presence, and customer messaging.

6. Pitch Deck & Investor Readiness

Build and refine investor presentations and metrics.

7. Exit Strategy & Valuation

Plan for acquisition, scale, and business valuation models.

Membership Details & Pricing

ATI offers two membership levels designed for flexibility and value:

Hot Desk Membership — \$250/month

- Shared desk workspace
- Access to mentorship, workshops, and training
- One-time onboarding fee: \$500

Private Office Membership — \$500/month

- Dedicated office space
- Access to full mentorship and training benefits
- One-time onboarding fee: \$1,000

Each cohort hosts up to eight startups per cycle. Equity participation ranges from 10–25% depending on stage and involvement.

How to Apply & Contact Info

Apply today to join ATI's next cohort.

Website: AlpharettaTechnologyIncubator.com

Email: info@BrianWillMedia.com

Selections are based on vision, traction, and founder readiness.

Address: Alpharetta Technology Incubator, Alpharetta, Georgia

Confidential — Brian Will Media, LLC