

Eve Picker

Founder, Small Change

50 words

Lover of cities. Architect. Urban Designer. Real estate developer. FinTech pioneer. Urban change agent. Recognized globally for her expertise. Founder of [Small Change](#), opening the door for socially responsible real estate funded by everyday people.

Full bio

Eve Picker is the founder and CEO of Small Change, a real estate equity crowdfunding platform. We raise funds for meaningful real estate projects building better cities everywhere. Through Small Change, Eve has created a fluid and compliant platform that brings impact investment opportunities to everyone who cares about cities and wants to make change.

Eve's past led her directly to Small Change. Her background as an architect, city planner, urban designer, real estate developer, community development strategist, publisher, and all-around instigator gives her a rich understanding of how cities work, how urban neighborhoods can be revitalized, what policies are needed to do it, and the unique marketing that creates the buzz needed for regeneration.

Amongst her many urban (ad)ventures, she's developed a dozen buildings in blighted neighborhoods, founded a non-profit, [cityLAB](#), built Pittsburgh's first [tiny house](#) and first downtown lofts, organized a [speaker series](#), launched a Pittsburgh e-zine called *Pop City*, and established downtown Pittsburgh's first [co-working space](#). I also co-founded Pittsburgh's wildly successful Open Streets program and now host a weekly podcast series called [RethinkRealEstateforGood](#).

Some honors I'm proud of include Small Change ranking as one of 7 top Real Estate Crowdfunding Platforms of 2020 by US News, nabbing Top Innovator in the "Capital" category by HIVE, my tenure as a Fellow at the Rockefeller Foundation's [Bellagio Center Residency Program](#) and our recent participation in [Village Capital's FinHealth US 2021](#), an accelerator program for early-stage startups. Most recently Connect CRE made me one of their [National 2022 Women in Real Estate Awards](#) winners.

All of these experiences have led me to become one of the foremost thinkers on urban change.