



LIFT DEMO DAY

January 30
6:00 PM – 9:00 PM

Morehouse College
Atlanta

Product Iteration and
Refinement
continuously innovate and refine our
recipes based on user feedback and
market trends.

customer adoption.

Seeking partners for
catering opportunities
with Atlanta's nightlife.

Connect with significant corporate and
event catering prospects, amplifying our
impact.

AGENDA

5:30 PM – 6:00 PM: Registration and Networking

6:00 PM – 6:10 PM: Welcome and Opening Remarks

6:15 PM – 7:40 PM: Company Pitches

Format: Each selected startup presents a **6-minute pitch**, followed by a **3-minute Q&A** session with the investor panel

Judges will have **2 minutes** to score each pitch

Presenting Startups:

Six innovative companies selected from the LIFT Incubator Program

Intermission:

A **15-minute break** after the first three pitches featuring a musical selection

7:40 PM – 7:45 PM: Transition

7:45 PM – 8:40 PM: Speed Networking and Startup Showcase

8:40 PM – 8:45 PM: Transition

8:45 PM – 9:00 PM: Closing Remarks and Next Steps

9:00 PM – 9:30 PM: Continued Networking

Atlanta!

Today marks a celebration of innovation, perseverance, and the boundless potential of Black entrepreneurship. Over the past months, the talented founders in the LIFT Incubator Program have worked tirelessly to refine their visions, scale their solutions, and prepare to share their transformative ideas with you.

The LIFT Incubator was founded with a simple yet profound mission: to provide Black-led startups in Atlanta with the resources, community, and opportunities they need to thrive. At its core, this program is about more than just business; it is about empowerment, representation, and creating a legacy of equity and excellence in entrepreneurship. By doing this work, we are making our contribution to building Atlanta into a top Tech Hub nationwide.

The journey to this moment has been extraordinary. Each founder you will meet today represents not just their own dreams but also the resilience and brilliance that define our communities. Their ventures span industries and break barriers, demonstrating the impact that intentional support and collaboration can achieve. We've seen pivots, breakthroughs, and growth in the few months since this cohort kicked off.

As you engage with our founders and their ventures, I encourage you to look beyond the pitches and numbers. See the passion, the creativity, and the potential that each of them brings to the table. Let us be reminded of the collective responsibility we share to uplift, invest in, and champion the ideas that will shape the future.

But beyond that, I hope you take action. When I was a student at Spelman, we implemented the mantra, "A choice to change the world." I have made that choice every day since, working to support, highlight, resource, invest in, and grow Black entrepreneurs. I hope you do the same by taking tangible steps to invest in, partner with, and support the entrepreneurs you meet here today. Let the last thing you say to each person you meet be, "how can I support you?" rather than "nice to meet you."

Thank you for being part of this pivotal day. Your presence here reinforces the importance of creating spaces where Black entrepreneurs can shine and thrive. We hope that you leave inspired, connected, and ready to support the incredible ventures showcased today.

With gratitude,

Khadijah A. Robinson

Program Manager, LIFT
General Partner, Fictive Ventures
Entrepreneur-in-Residence, Black Ambition

CBE OVERVIEW

The Center for Black Entrepreneurship (CBE) is a partnership between the Black Economic Alliance Foundation, Spelman College, and Morehouse College. The CBE is the first-ever academic center of its kind to produce, train, and support a new class of Black entrepreneurial talent.

The mission of the CBE is to unlock Black entrepreneurial talent and empower it to transform our communities. Its vision is for Spelman and Morehouse, and by extension the Atlanta University Center, to serve as an economic development engine for the surrounding neighborhood by connecting talent, technology, and capital. Leveraging the strong culture of entrepreneurship at Spelman and Morehouse, the CBE will bridge the gap between the business and technology industries and the upcoming generation of Black entrepreneurs.

The launch of the CBE was powered by \$10 million in anchor funding from Bank of America, to support the development of an academic curriculum, faculty recruitment, co-curricular programming, and an online certificate program. BEA Foundation, Spelman, and Morehouse are actively engaging with additional business and philanthropic partners who will support the program financially and substantively.

The CBE builds on the long history of innovative programming at Spelman and Morehouse, two of the highest ranking historically Black colleges and universities (HBCUs) in the United States. In addition to the students of Spelman and Morehouse, CBE curriculum will be available to students from Clark Atlanta University and Morehouse School of Medicine; and online portable certificate programs will be available to students from any school and adult learners. The CBE will be located on the campuses of Spelman College and Morehouse College in Southwest Atlanta.

PROGRAMS

- Launch Incubator For Traction (LIFT)
- CBE Entrepreneur Scholars Program
- CBE Research Program
- University Innovation Fellows
- Mentor in Residence Program
- Entrepreneurship Minor
- Entrepreneurship Certificate Program
- Spelpreneur
- Launchpad Fellows Program

APPLICATION FOR COHORT 2

Bit.ly/cbeapplicationforcohort2

**KHADIJAH A. ROBINSON**

Khadijah A. Robinson was raised in Savannah, GA, and has led an impressive career as a lawyer, entrepreneur, and innovator in her years working in the legal and tech industries. After graduating from Spelman College, Khadijah received a MSc from the University College London and a J.D. from Harvard Law School. Prior to her entrepreneurship journey, Khadijah worked as an associate at renowned law firm Covington & Burling LLP, based in Washington, DC. In 2019, Khadijah started The Nile List, an online discovery platform for Black-owned ecommerce brands. In 2021, The Nile List was acquired by Combs Enterprises and Empower Global, led by Sean Combs, and Khadijah served as CEO of Empower Global for 2 years, leading all fundraising, operations, and development. As an entrepreneur, Khadijah has raised several million dollars in venture and crowdfunding, scaled teams by 20x, and built products with hundreds of thousands of users, in addition to steering her own acquisition. After leaving Empower Global, Khadijah has consulted with a wide range of entrepreneurs, coached early-stage founders, and served as the Chief Operating Officer for The Majira Project, a business accelerator for underrepresented founders, backed by Boston Consulting Group.

**DR. LAQUITA C. BLOCKSON**

Dr. Laquita C. Blockson is the Associate Director of the Center for Black Entrepreneurship in Atlanta, GA, and a scholar specializing in organizational effectiveness, entrepreneurial ethics, and urban economic development. She has received prestigious grants from the National Science Foundation and the Kauffman Foundation, among others. With a Ph.D. from the University of Pittsburgh, Dr. Blockson has held academic positions at several universities and worked with major corporations, including Taco Bell and AT&T. She has also served on the Board of Examiners for the Malcolm Baldrige National Quality Award program.

**TIERA M. HOLMES**

Tiera M. Holmes, a proud New Orleans native, is a passionate mental health advocate with a deep commitment to empowering her community. She holds dual degrees in Psychology and Speech-Language Pathology from Southern University and A&M College and is currently pursuing further studies at Jackson State University. Tiera has spent several years serving as a liaison in her local community, offering critical mental health resources and support, particularly to underserved populations. Focused on bridging the gap between education, empowerment, and perseverance, she actively engages in initiatives that promote mental wellness and awareness within the African American community. Tiera is driven by her goal to create lasting change and hopes to one day expand her efforts to reach even more communities in need.

**GRANT M. WARNER, PH.D.**

Dr. Warner is the Bank of America Endowed Professor of Entrepreneurship and Director of the Center for Black Entrepreneurship (CBE), a partnership between the Black Economic Alliance Foundation, Spelman College, and Morehouse College. The CBE is focused on expanding the pipeline of Black entrepreneurs and connecting them to investment opportunities, with the goal of closing the investment gap for Black-founded businesses. Before joining CBE, Dr. Warner served as Director of Innovation at Howard University's College of Engineering and Architecture and led key initiatives like the NSF I-Corps Hub for the Mid-Atlantic region. He has extensive experience in Lab-to-Market commercialization, supporting innovation programs across federal agencies such as the National Science Foundation, NIH, and the Department of Energy. His expertise also extends internationally, having contributed to programs like Korea's KIC-Start, Innovate Egypt, and GIST. Dr. Warner holds a B.S. from Cornell University, an M.S. from Penn State University, and a Ph.D. from Columbia University, all in Mechanical Engineering.

**DR. ANGELINO VICEISZA**

Dr. Angelino Viceisza is a Full Professor of Economics at Spelman College, a Research Associate at the National Bureau of Economic Research, and Co-Director of the NBER Retirement and Disability Research Center. An expert in behavioral and experimental economics, his work focuses on agriculture, household finance, and entrepreneurship. Dr. Viceisza has published in top-tier journals and his research is supported by organizations like the National Science Foundation and USAID. He holds a Ph.D. in Economics from Georgia State University and multiple advanced degrees in economics and international business.

**JORDYN WEAVER**

Jordyn Weaver is a dynamic startup ecosystem leader and HBCU advocate with a passion for empowering founders of color. A graduate of North Carolina Central University and holder of a Master of Innovation and Entrepreneurship from UC Irvine, Jordyn has worked with organizations such as Goodie Nation and HBCU Founders Initiative. She now serves at the Center for Black Entrepreneurship, working to support the next generation of Black entrepreneurs and helping them scale their ventures.

STARTUP PROFILES

GLOBEKIN, INC.



**CARLA
JOHNSON-VINCENT**
CO-FOUNDER



JEREMY VINCENT
CO-FOUNDER

Overview

GlobeKin is an e-learning platform that provides children with a virtual playground for out-of-school learning, designed to make education engaging, accessible, and fun. We believe empowering children to connect with the world around them helps build a brighter future.

Problem Solved

Over 25 million U.S. children lack access to enriching out-of-school activities, hindering their academic and social development due to challenges like cost and availability. With children spending 80% of their time outside the classroom, demand far exceeds supply, leaving three children on waitlists for every one enrolled in after-school programs.

Solution

GlobeKin's e-learning platform delivers personalized digital content and real-world experiences, designed to enrich and educate children beyond the classroom. Our platform features an extensive on-demand content library with interactive adventures, virtual excursions, DIY demos, and day-in-the-life videos designed to spark curiosity, where children earn tokens through game-based activities redeemable for real-life rewards like camps and tutoring, while adaptive learning reports provide parents and educators with personalized insights and strategies for each child's development.

Market Opportunity

The U.S. e-learning market, valued at \$122.4 billion in 2023, is projected to grow to \$278.3 billion by 2032, and GlobeKin is positioned to serve families who spend over \$5,000 annually per child on enrichment activities despite many programs facing closures and staffing shortages. Our surveys reveal that 62% of families cite cost as a barrier, 62% turn to digital platforms for supplemental learning and 44% struggle to find quality content. With 59% planning to use GlobeKin weekly and 35% daily, there is clear demand for curated, purposeful content that supports holistic child development and maximizes screen time.

Current Traction

To date, we have conducted over 100 interviews to gain a deep understanding of user needs, shaping our approach and refining our vision. We've developed a functional prototype in Figma, showcasing core features and user experience, and presented it at an EdTech conference, where it generated significant interest. Additionally, we have secured over 80 sign-ups for our beta waitlist, indicating strong early demand. To further inform our MVP development, we held focus group sessions with target customers, gathering valuable insights to align our product closely with user expectations.

Funding Status

Raising \$750k in pre-seed funding

Contact Information

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ROSELLE AI



VIVEK TANGUDU
CO-FOUNDER



OBIE NNAMA
CO-FOUNDER

Overview

Roselle AI is a SaaS platform that revolutionizes the landscaping industry by providing AI-powered tools to streamline the design process, enhance client satisfaction, and optimize plant procurement workflows. By replacing traditional, manual workflows with sketch-to-render capabilities and intelligent recommendations, Roselle increases landscaper productivity by 10x from start to finish.

Market Opportunity

The global landscaping design software market, valued at \$10 billion in 2024, is expected to grow at a 12.4% CAGR, reflecting increasing demand for digital solutions in the industry. Despite this growth, the industry faces significant inefficiencies, including a shortage of skilled labor. Roselle AI leverages domain-adapted AI to streamline workflows, making it uniquely suited to capture a significant share of this \$35 billion market opportunity.

Problem Solved

Roselle AI addresses the inefficiencies in the landscaping industry, where design processes are overly manual, plant procurement lacks structure, and accommodating client requests significantly delays project timelines. Current solutions are either time-consuming DIY tools or expensive, inaccessible design firms, leaving landscapers without reliable, efficient options.

Solution

Roselle AI offers a suite of AI-driven tools that streamline the landscaping process, enabling landscapers to quickly generate stunning designs, intelligently source plants, and provide predictive maintenance plans. By replacing manual workflows with sketch-to-render capabilities and structured procurement solutions, Roselle delivers a 10x productivity boost while enhancing client satisfaction.

Current Traction

Roselle AI has achieved key milestones, including building a team of six part-time employees and conducting MVP beta testing with users. Established partnerships with experienced landscaper architects to train AI models.

Funding Status

Roselle AI is currently raising \$200K in seed funding, with plans to allocate 60% to product development, 20% to operations, and 20% to marketing. This funding will support the company's goal of acquiring 100+ landscaping companies and reaching 2,000+ homeowners within the next 12-16 months.

Contact Information

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EV PRISTINE



BROWN NAZIRE

FOUNDER

Overview

EV Pristine is a company dedicated to providing innovative EV charging solutions and energy management software that integrates and optimizes charging infrastructure, making it more accessible and secure. Focused on underserved, rural, and BIPOC communities, EV Pristine offers affordable charging solutions and cutting-edge software to bridge critical gaps in the electric vehicle ecosystem.

Problem Solved

EV Pristine is addressing the critical cybersecurity challenges in the EV charging market, where many existing solutions lack robust security measures, leaving systems vulnerable to data breaches and cyber threats. By developing a secure, AI-powered software solution with end-to-end encryption, threat detection, and blockchain integration, EV Pristine ensures that EV charging infrastructure is protected and reliable for users and businesses.

Solution

EV Pristine offers a cutting edge EV charging management software that integrates AI-driven predictive maintenance, universal compatibility, and real-time grid balancing to optimize charging infrastructure. The platform prioritizes cybersecurity with end-to-end encryption, AI-powered threat detection, and blockchain integration, ensuring secure and efficient charging experiences for users and businesses.

Market Opportunity

The global electric vehicle market is rapidly growing, with projections showing it will reach over \$800 billion by 2030, driven by increasing demand for sustainable transportation and government incentives. EV Pristine is well-positioned to succeed by addressing key gaps in underserved, rural, and BIPOC communities, where access to reliable and affordable charging infrastructure is limited. With its innovative software

solutions, strong cybersecurity focus, and commitment to community empowerment, EV Pristine is poised to play a vital role in the future of clean energy and EV charging.

Current Traction

EV Pristine is in the early stages of growth, with a developing customer base focused on underserved and rural communities. The company is actively working on the MVP (Minimum Viable Product) of its innovative EV charging management software, with key milestones including AI-driven predictive maintenance and enhanced cybersecurity features like blockchain integration. EV Pristine is currently forming partnerships with community organizations and non-profit groups to help bridge the gap within these communities. We are actively seeking investors and stakeholders to secure funding for scaling operations and bringing our products to market.

Funding Status

EV Pristine is currently in the pre-funding stage and is actively seeking seed funding to support the development of our MVP, expand our operations, and scale our offerings. Our goal is to raise \$1.3 M in seed funding to accelerate growth, enhance product development, and bring our innovative EV charging solutions to market.

Contact Information

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CAS BUSINESS SOLUTION (CHUCKS AUTO SALE)



CHARLES HUGHES JR.

FOUNDER

Overview

CAS business Solutions provides cutting edge reliable transportation solution for local and OTR truck drivers. Our advance technology ensures timely, secure, and cost efficient deliveries.

Problem Solved

Problem truck drivers face are traffic and congestion, Low Bridges and weight restrictions, Timely deliveries and security, efficient route planning, real time traffic updates and access to truck stops, rest stops and mechanics along the way.

Solution

CAS Business Solutions offers a specialized app tailored for truckers in the USA, optimizing routes and enhancing efficiency. Our mission is empowering truck drivers with cutting edge tools for safer, more efficient navigation.

Market Opportunity

The global mobile navigation market is projected to grow significantly, driven by the increasing use of smartphones and demand for real-time navigation. Estimates indicate a market size exceeding \$30 billion by 2026, with a compound annual growth rate (CAGR) of around 10%. Truckers: TAM of 3.5 Billion, SAM of 3.5 million, SOM of .01% or 35,000

Current Traction

MVP complete in two weeks Feb 2025

Milestones

- 1 Milestone, 6 months R&D of Advance Navigational
- 2 Milestone, 1yr, Implementing Data Analytics and Machine Learning
- 3 Milestone, 1.5 years, User Experience Enhancement and Beta Testing

Funding Status

Raising \$1M in seed funding

Contact Information

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AIXORA.AI



LARRY DAVIS

FOUNDER

Overview

Aixora is an early-stage tech startup that helps its customers know if they can trust their AI systems. We focus on integration within AI Governance solutions for public sector organizations.

Problem Solved

The use of AI is widespread and used in many critical decisions. To establish trust between AI and its users, the reasons why an AI system makes its decisions must be understood.

Solution

We have created a software platform that explains the decisions made by AI systems.

Market Opportunity

The worldwide market for AI explanations is currently 7.5B USD and expected to grow to 23.4B by 2030. We will reach 55M in ARR by 2033. Compared to the incumbent solutions, our proprietary process is superior and easier to install.

Current Traction

MVP developed

Funding Status

We are seeking 1.6M in seed funding for an 18-month runway.

Contact Information

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PITCHING COMPANIES

GLYCODEPOT



**DR. MUHAMMED SHUKKOR
KONDENGADEN**
FOUNDER

Overview

Glycodepot is the premier online marketplace for glycoscience researchers. By aggregating services and reagent manufacturers, glycodepot provides a comprehensive catalog of reagents, tools, and services to accelerate discoveries in this rapidly growing field.

Problem Solved

Researchers often face challenges in sourcing high-quality and specialized glycoscience materials, leading to delays and inefficiencies in their research.

Solution

Glycodepot addresses this issue by providing a centralized and comprehensive marketplace where researchers can easily discover and purchase the resources they need.

Market Opportunity

The increasing recognition of the importance of glycosylation in biological processes and its potential implications in human health and disease is driving the demand for glycoscience research and development. The global glycoscience market, currently estimated at around USD 20

billion, is projected to grow significantly to reach approximately USD 50 billion by 2030.

Current Traction

Glycodepot's strategic move to aggregate over 20 suppliers and onboard their products, with plans to add 100 more manufacturers to its platform, is a significant step towards creating the largest collection of glycoscience-based reagents in a single marketplace. The company's focus on providing top-level scientific support and consulting services further enhances its value proposition, particularly for researchers new to glycoscience. Glycodepot's recent revenue milestone of USD 100,000 with a gross margin of USD 35,000 within the last six months is a testament to the growing demand for its services and the company's ability to capture market share.

Funding Status

Raising 500K in Seed Funding

Contact Information

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MOREMME-JAVORE



**DR JANET
AKANDE-DOKUN**
CO-FOUNDER



OREOLUWA ADEDYOYIN
CO-FOUNDER

Overview

Moremme is a female owned therapeutics company, developing hormone-free, scientifically designed and natural solutions for feminine intimate health.

Problem Solved

Moremme is addressing a chronic condition called GSM (genitourinary syndrome of menopause) and occurs in over 50% of the 1B postmenopausal women worldwide as a result of declining estrogen levels. For menopausal women experiencing GSM, vaginal dryness is the most common and its treatment the most sought after.

Solution

Moremme is developing a hormone-free, scientifically designed and natural vaginal insert to treat genitourinary syndrome of menopause (GSM), specifically, vaginal dryness.

Market Opportunity

The total addressable market currently \$200B, a SAM of 11.5B and a serviceable obtainable market of over \$8B. Moremme's projected sales forecast is estimated at about 17 mill by year 3.

With women's health gaining significant attention and equally matched by the increasing awareness around feminine health solutions by our target customers, Moremme stands to penetrate into a market currently seeking solutions. Specifically non-hormonal solutions.

Current Traction

Pre-revenue stage. Customer target is menopausal women. Currently in product development phase and in ongoing FDA-clearance phase activities of our over-the -counter product. Awarded a phase 1 grant for our product development phase.

Funding Status

Raising \$1M in seed funding

Contact Information

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janet@moremme.com

MISSION2MOTIVATE



NIGEL STEWART

FOUNDER

Overview

Mission2Motivate is a EdTech platform designed to improve the learning process for underserved and underrepresented students. We do this by offering individualized support and attention to these students by way of 21st century tech tools, culturally relevant tutoring talent, and innovative strategies in economically challenged areas.

Problem Solved

Students and their families in underserved communities face significant gaps in educational access, resources, and support, leading to lower academic performance and limited opportunities for students to the point where 40% of Georgia's entire student population performs below the proper reading and math levels. These disparities are compounded by inadequate funding, outdated curricula, and a lack of personalized learning approaches, leaving students without the tools they need to succeed academically and in life. We are creating equitable academic solutions to tackle these problems, at large scale.

Solution

Our solution is to create a platform that allows for 24 hour individualized support and attention for students who need it most. The M2M app will have file sharing and classroom integration so that students can access their work at home, at school, or on the go, AI will provide individualized data on student's performance and provide feedback in real time, a virtual tutor database will host a magnitude of virtual tutors so that students can connect with talent that fits their needs, and custom profiles will allow students to have a long term digital asset that is tailored to their success.

Market Opportunity

The \$80 billion dollar Total Addressable Market is in growing demand for innovative, scalable educational solutions that bridge the gap for underserved students, offering tailored learning experiences, improved resources, and increased academic outcomes. With education technology and support services becoming more integral to modern learning, there is a significant opportunity to disrupt traditional models and create sustainable, impactful solutions that cater to underserved populations in both urban and rural communities, with our key differentiators being the combination of AI tools, individualized support, equitable programming, cultural relevancy, and overall connectivity.

Current Traction

We completed a small pilot with a Boys in Girls club in Atlanta in the summer of 2024, with 40 students, that totaled \$10K in revenue. We are starting a larger scale pilot program in two schools over the course of the Spring 25' semester (Jan-May). We will be providing our services to 200 students from Hope Hill Elementary and the Boyce Ansley School. This pilot will total \$150K in revenue.

Funding Status

We are currently raising \$1.5 Million in a pre-seed round.

Contact Information

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DECISIONLOOP



DR. KEERA GODFREY

FOUNDER

Overview

Founded in 2024 by Dr. Keera Godfrey, DecisionLoop LLC is a SaaS company based in Atlanta, GA. DecisionLoop.AI is an AI-powered platform designed to accelerate innovation and transformation ROI through a human-centered approach.

Problem Solved

It is estimated that 70-85% of system implementations fail to meet its intended goals which equates to a loss of \$50-\$150B in the U.S. economy. Among the top 5 reasons for business transformation failure is lack of user adoption, neglecting the voice of the stakeholders.

Solution

The solution is DecisionLoop, an AI-powered SaaS platform that connects with stakeholders to turn conversations into insights, and insights into customized actions for innovation and counteracting resistance, leading to successful implementations. DecisionLoop focuses on the critical success factors of user adoption to help transformation leaders harness and leverage the full value of shared stakeholder readiness insights to keep humans at the center of change.

Market Opportunity

According to McKinsey and KPMG an estimated 90-96% of companies are currently undergoing some form of transformational change. Software publishing is a \$510 billion industry in the United States. DecisionLoop will capitalize on companies undergoing change, technology publishers, and technology implementation companies.

Current Traction

DecisionLoop has a full leadership team (CEO, CFO COO, CTO) identified. Our advisory team is forming. The MVP is in Iteration Test #2 (IT2) with User Acceptance Testing (UAT) starting January 27th. Currently conducting customer presentations. We are in the 3rd round of sales conversations with Ancestry.

Funding Status

We are in the Family and Friends funding stage.

Contact Information

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GOLDILOCKS SMART SOLUTIONS LLC.



THOMAS BITTINGS
CO-FOUNDER



NICHOLAS NGUYEN
CO-FOUNDER

Overview

Goldilocks Smart Solutions LLC develops a sustainably designed smart shower system that enhances safety, conserves water, and provides voice-controlled operation for the elderly and mobility-impaired. Combining recycled materials with innovative technology, the system integrates with a companion app to deliver personalized usage reports and eco-friendly recommendations.

Problem Solved

Goldilocks addresses the lack of affordable, easy-to-install smart bathroom solutions that improve safety and accessibility for the elderly and mobility-impaired. Existing options are often costly, wasteful, and require professional installation, leaving a significant gap in the market for sustainable, user-friendly alternatives.

Solution

Goldilocks offers a smart shower system designed for easy installation, featuring voice-controlled operation and water conservation technology to enhance safety and accessibility for elderly users and caregivers. Made from recycled materials, the system integrates with a companion app to provide personalized usage reports, cost-saving recommendations, and eco-friendly insights.

Market Opportunity

The smart home market is projected to reach over \$200 billion by 2025, with increasing demand for solutions that improve accessibility and sustainability. The aging population and growing focus on eco-friendly innovations create a strong niche for the company's affordable, easy-to-install smart shower system. By combining sustainability, functionality, and user-centric design, the company is uniquely positioned to capture this underserved market.

Current Traction

Goldilocks has achieved significant traction, with a completed prototype demonstrating the feasibility of its innovative smart shower system. A waitlist of 100 individuals highlights strong market interest and demand. Extensive customer discovery efforts and meetings with assisted living facilities across Georgia have provided valuable insights into the needs of elderly users and caregivers. Additionally, Goldilocks has garnered interest from multiple accelerator programs, showcasing external validation of its potential for success. This traction underscores the team's commitment to addressing market needs and positions Goldilocks for growth and impact in the smart home and eldercare technology sectors.

Funding Status

Currently raising \$600,000 in pre seed funding

Contact Information

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INSIDEKONNECT



DELROY WALTERS
CO-FOUNDER



JANAI WALTERS
CO-FOUNDER

Overview

inSIDEKonnect is building the fastest-growing e-procurement ecosystem, solving the problem of diverse suppliers/businesses finding and accessing 10x contract wins with corporate and government buyers. At the intersection of technology, innovation, and inclusion, we enable diverse businesses/suppliers to socially connect, manage, transact, and access Opportunities-2-Contract (O2C)—obliterating current fragmented processes.

Solution

"The supplier diversity system needs a disruptor. The inSIDEKonnect e-procurement ecosystem provides one experience, one platform, for unlimited access to Opportunities-to-Contracts (O2C), leveraging an AI/ML-powered supplier-centric platform that streamlines, standardizes, automates, and integrates certification, business development, and procurement sourcing processes. We aim to increase 10x the number of qualified diverse suppliers and their contract wins with corporate and government buyers to achieve procurement objectives while maximizing diverse suppliers' impact and value.

Market Opportunity

inSIDEKonnect operates in the rapidly expanding eProcurement software market valued at \$7.8B today and projected to reach \$17.6B by 2032, with the company targeting a serviceable addressable market of \$3.5B and an obtainable segment of \$528M within that timeframe. The market opportunity is supercharged by over \$50B in 10-year corporate pledges aimed at diverse suppliers. Within 5 years, we aim to capture significant market share by scaling to reach 397,000 subscribers and \$32M ARR by 2028 through its innovative AI-driven ecosystem. Our founding team brings over 30 years of combined experience and a deep commitment to diverse businesses and suppliers increasing their contract win rates tenfold. The company's distinguished advisory board includes a former White House Small Business staff member and a successful entrepreneur who achieved a \$225 million exit from their previous venture, providing strategic guidance and industry expertise. This powerful combination of market opportunity, experienced leadership, and mission-driven focus allows us to capture this underserved market segment effectively.

inSIDEkonnект provides tools to:

- Connect: Social networking and AI/ML-enhanced searches/matchmaking.
- Bridge Access: Dynamic profiles, e-certifications, e-commerce, and business development.
- Expand & Scale: e-Procurement, analytics, and automated workflows."

Problem Solved

99% of diverse businesses are leaving billions in corporate/government-allocated contract spending untapped. Less than 1% of 25 million diverse businesses have access to contracts with buyers due to certification, contract readiness and fragmented buyer systems. At the same time, there is a \$50 Billion large corporate pledge for diverse businesses in the next 10 years, while market trends point to underrepresented groups and communities being left behind in the emerging wealth gap. inSIDEkonnект was founded to address the opportunity presented by a fragmented marketplace, antiquated and burdensome processes, and large audience of diverse businesses, needing a solution—the perfect scenario for a market disruption with massive positive upsides.

Current Traction

Goldilocks has achieved significant traction, with a completed prototype demonstrating the feasibility of its innovative smart shower system. A waitlist of 100 individuals highlights strong market interest and demand. Extensive customer discovery efforts and meetings with assisted living facilities across Georgia have provided valuable insights into the needs of elderly users and caregivers. Additionally, Goldilocks has garnered interest from multiple accelerator programs, showcasing external validation of its potential for success. This traction underscores the team's commitment to addressing market needs and positions Goldilocks for growth and impact in the smart home and eldercare technology sectors.

Funding Status

Currently raising \$600,000 in pre seed funding

Contact Information

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JUDGING PANEL



JANELL STEPHENS

CEO,
Camille Rose

The multicultural beauty business is an explosive industry that commands billions of dollars in revenue a year from a growing consumer base that are savvy and knowledgeable and knows exactly what it is they want. At the forefront of this industry are the strong, confident women who are breaking through the glass ceiling and developing companies in this coveted space that rival those of their commercial competitors in both sales and consumer awareness. A leader in this space is none other than Janell Stephens, CEO and founder of Camille Rose LLC who has been at the forefront of the radical shift in the beauty industry since its inception in 2011, and has been defining what it means to be a lover of all things beauty since it all began in her small kitchen many years ago.



JOEY WOMACK

CEO,
Goodie Nation

With a life's purpose of helping to equalize socio-economic disparities in communities all over the world, Joey Womack's goal is to positively impact 1 billion people by the year 2039. A convenor, community builder, and ecosystem developer, he is the Founder/CEO of Goodie Nation, a post-accelerator that is closing the relationship gap for tech-focused social entrepreneurs and diverse founders, the Founder/CEO of Amplify 4 Good, a mission-driven agency that uses rapid problem-solving to help large companies, nonprofits, and government agencies create social impact, and the Co-Founder of ATL BLK TCH, the convening program for Atlanta's Black tech community.



JENNIFER WHITLOW

Head of Partnerships,
Fusen

Jennifer is the Head of Partnerships at Fusen, a platform dedicated to empowering college students to launch successful startups by connecting them with essential resources and mentorship. With 14+ years in higher education, she has led strategic initiatives and built partnerships in the US and internationally that equip students with the tools and knowledge they need to thrive. She's passionate about fostering the next generation of entrepreneurs and helping them build globally impactful businesses.



CHAD HARRIS

Partner,
The Open Opportunity Fund

Chad Harris is a Partner at The Open Opportunity Fund, dedicated to backing Black and Latinx entrepreneurs in the tech and tech-enabled sectors. From the very inception of the fund, Chad has been at the forefront, spearheading early stage investments that are transforming the landscape of innovation. Chad's investment journey is a testament to his seasoned expertise, with a portfolio spanning over 40 companies in fintech, healthcare, climate tech, and a multitude of other sectors. He serves a board member for several portfolio companies including Zoe Financial and Lumu Technologies. Chad's focus on the intersection of technology and finance spans over 15 years, launching his career within Morgan



BRANDON BUTLER

CEO,
ButterATL
MC

Brandon Butler is seasoned marketing and creative leader. He is the CEO of ButterATL, Atlanta's definitive culture channel that highlights the people, places and things that make Atlanta great. Most recently Brandon brought recording legends Antwan "Big Boi" Patton and Micheal "Killer Mike" Render into the ButterATL ownership group. With Brandon at the helm, Butter has grown to hundreds of thousands of followers and readers across the region. He is also a Partner and Chief Content Officer for Majority, AdAge's 2023 Breakthrough Agency of the Year, co-founded by Shaquille O'Neal where he leverages content to increase internal and external brand awareness across digital/traditional media channels. Throughout his career Brandon has lead successful digital and creative teams at organizations such as Accenture, Edelman, NPR, and NBA Digital. Named to Adweek's Creative 100 in 2021, and Atlanta Magazine's 500 Most Powerful Leaders of 2020, 2021, 2022, and 2023 Brandon has become an in-demand speaker and panelist in the region and beyond. Brandon obtained his bachelor's degree of Information Technology from Georgia Southern University and received his MBA from The Georgia Institute of Technology.

Stanley's Equity Research division covering the Cable & Satellite and Media industries. There, Chad helped lead the team to its first ever Institutional Investor recognition. Later, he made moved to MTV Networks (Viacom), contributing to their Strategy and Corporate Development Group where he evaluated multiple IP acquisition opportunities and developed go-to-market strategies for multiple business units ranging from consumer products, resorts and recreation to linear programming. Chad later joined Truist Securities, where he orchestrated numerous debt, equity, and M&A transactions within the Tech, Media & Telecom sectors including successful public equity offerings for Cardlytics, Fitbit, Lending Tree among others. A third generation HBCU grad, Chad has a B.A. from Morehouse College and an MBA from the Fuqua School of Business at Duke University. He is an ardent believer in the servant leadership having served on multiple non-profit boards.

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