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Street Entrepreneurs Presents ‘Street Pitch’

A digital production by Hugo Creative and AXL

WASHINGTON, D.C., November 27, 2018 – *Street Pitch* by Street Entrepreneurs features a jam-packed line up of the grittiest founders in Washington D.C., Maryland, and Virginia. Hosted by Brandon Andrews from ABC’s Shark Tank, seven entrepreneurs will pitch their companies to a panel of judges, angel investors, community supporters and YOU, the audience, on November 27th, 2018, #GivingTuesday, from 7 to 9pm EST. Through a historic nationwide network of over 30 partners, *Street Pitch* will livestream to your home, allowing YOU to directly invest in your favorite entrepreneur through crowdfunding campaigns, product purchases and in-kind contributions.

The selected entrepreneurs represent the top talent from Street Entrepreneurs’ over 380 member-cohort. From AI-technologies, to catering companies, and eco-friendly products, Street Entrepreneurs believes that both small businesses and high-growth startups deserve support and amplification. *Street Pitch* transforms the traditional pitch competition by mobilizing a collective of organizations to democratize who is involved, what they win, and how they are showcased.

Ignited by the Inclusive Innovation Incubator (In3), a collaborative environment supporting under-resourced entrepreneurs with space to work and opportunities, *Street Pitch* connects innovative business owners with the social and financial capital they deserve. The premiere event will also feature American Sign Language (ASL) interpreters, courtesy of Gallaudet University, in order to further accessibility.

Street Entrepreneurs is a 501(c)(3) nonprofit organization that creates access to human, social, and economic capital through educational programming and mentorship. In 2018, SE hosted 32 pay-what-you-can interactive workshops spanning ideation, business planning, accessing capital, and more. SE takes pride in intentional inclusion of underrepresented founders. SE’s most recent cohort is comprised of founders that are 50% Black/African-American, 20% Latinx, 5% Asian/Asian-American, as well as 58% women and 13% LGBTQ.

“If American Idol and Shark Tank had a baby, it would be called ‘Street Pitch.’ We believe in collective impact. Therefore, we are bringing together 30 grassroots community partners, 150 audience members and potentially one million virtual viewers to give business owners the platform they deserve. These entrepreneurs will pitch YOU, the live and digital audience, and YOU will decide who gets your investment.” – Founder and CEO of Street Entrepreneurs, Juliana Cardona Mejia.

“*Street Pitch* is a testament to what can be accomplished when organizations come together to support underestimated entrepreneurs. When researching *Building Inclusive Ecosystems with Intentionality* for BEACON DC, I recognized the power of structuring untraditional partnerships and thinking differently

when supporting new majority entrepreneurs. This event does so by catalyzing a new platform for investment, empowering anyone, anywhere to support who and what they believe in." – Deloris Wilson, Founder/Lead Strategist of AXL and Head of Strategy and Operations at BEACON DC.

This event will be the culmination of the Global Entrepreneurship Week USA #FoundersRising Awards 2018 in the Greater Washington, D.C. Region, highlighting new, up-and-coming founders. "In our effort to highlight the New Majority entrepreneurs in the region, the #FoundersRising Awards will help put a spotlight on the diverse and amazing talent that don't often get the limelight as they should. The nominations were curated across diverse entrepreneurial support organizations to reinforce the Mayor's inclusive innovation efforts," said Steven A. Rodriguez, founder of SUEGO.

Community partners include the Inclusive Innovation Incubator (IN3); Hispanic Heritage Foundation (HHF); AXL (Deloris Wilson); 1863 Ventures (formerly Project 500 DC); Gallaudet University; Black Female Founders; InnovateCoalition; SUEGO; BloomShift; Union Kitchen; Hatch Apps; Beacon DC; DC Small Business Development Center (DCSBDC); District Bridges; Femme Fatale; DC Central Kitchen; DC Startup Week; Global Entrepreneurship Week USA; Get Found Get Funded; Black Girl Ventures; Crowdfund Mainstreet; Jenny Kassan Consulting; DC Office of the Deputy Mayor for Planning and Economic Development (DMPED); DC Department of Small and Local Business Development (DSLBD); Georgetown's Entrepreneurship Initiative; DC Office of Cable TV, Film, Music and Entertainment (OCTFME); 202 Creates; Black Upstart; Global Good Fund; 82 Tabs; Vinetta Project; Howard University; Washington DC Economic Partnership and others. Together we will stream the event via social media for a potential audience of one million viewers.

ENTREPRENEURS

- **Ron Reaves**, Founder of Kitchen Veteran. Kitchen Veteran is a catering company that hires veterans. Reaves, previously a homeless service-member fighting PTSD, is now a first-class chef raising awareness for mental wellness through Olivia's hot sauce, his grandmother's recipe.
- **Christopher King**, Founder of We Are Marcus. We Are Marcus is a virtual character development platform for middle school and high school boys of color. It offers mentorship through nation-wide peer to peer connections.
- **Jazmine Davis**, Founder of Jazmine Kionna. Jazmine Kionna is an eco-friendly and vegan high-heel shoe line that is both stylish and comfortable. Each shoe implements shock-absorbent gel and memory foam technology. Having lost her parents at a young age, Davis puts a portion of all sales to an In-Her-Shoes Fund to help orphaned girls connect to mental health services and financial assistance.
- **Teka Thomas**, Founder of VRYPAC. Vrypac is a user-friendly backpack that holds your valuables and frees your hands. It weighs about half a pound and aligns your center of gravity.
- **Aaron Brehove**, Co-Founder of Smirkee Cares. Brehove uses the tools he learned as a body language specialist to help individuals on the autism spectrum. Smirkee Cares is a mobile-based solution that

utilizes artificial intelligence to train individuals on the spectrum to read and display the seven universally recognized emotions.

- **Donna Omoregie**, Founder of The Freestyle Hair App. The Freestyle Hair App allows users to post pictures of their new hairstyles, shout out their stylists, and connect them to potential customers, making it easier for the Black community to find stylists and barbers.
- **Angelique Michelle**, Founder of iCONiQ Style. The iCONiQ Style application allows users to upload items from their wardrobe, connect to stylists worldwide, locate complementary items, and resell their own pieces.

JUDGES

Each pitch is assessed by three judges who are familiar with the industry.

- Melissa Bradley, Managing Partner at 1863 Ventures
- Ryan Maliszewski, Executive Director of Innovation and Entrepreneurship at Gallaudet University
- Sibyl Edwards, Co-Founder and CEO of Black Female Founders (#BFF)
- Aaron Saunders, Founder and CEO at Inclusive Innovation Incubator (In3) and Clearly Innovative
- Cullen Gilchrist, Co-Founder and CEO of Union Kitchen
- Elena Rosenblum, Accelerator Director at Union Kitchen
- Amelia Friedman, Co-Founder and COO at Hatch Apps
- Deloris Wilson, Head of Strategy and Operations at BEACON D.C.
- Stacey Wood Jackson, Business Development Manager at Amazon Web Services
- Brianne Dornbush, Executive Director at District Bridges
- Felipe Peres, Senior Business Consultant at DC Small Business Development Center
- Cee Smith, Founder of Cee Smith Media Group and Angel Investor for Social Change
- Kristina Francis, Co-host of Get Found Get Funded and Angel Investor at Pipeline Angels
- Shelly Bell, Founder and CEO at Black Girl Ventures
- Karima Woods, Director of Business Development and Strategy at the Office of the Deputy Mayor for Planning and Economic Development
- Maryann Lombardi, Chief Creative Economy Officer at DC Office of Cable TV, Film, Music and Entertainment
- Kezia Williams, Founder and CEO at Black upStart
- Jeff Reid, Founder of Georgetown’s Entrepreneurship Initiative
- Danielle Tate, Founder of MissNowMrs

- Katherine Mereand, Program Manager for Innovation and Equitable Development at DC Department of Small and Local Business Development
- Boris Fokman, Founder and CEO at Make My Day CPA and iVentures Accounting Group

#StreetPitch2018 is made possible by Amazon Web Services, Make My Day CPA, Lyft, In3, Pernix-Solutions, Georgetown University McDonough School of Business Executive Education and Mindhatch.

ABOUT STREET ENTREPRENEURS

Street Entrepreneurs is a funnel for innovation and grit. There are no applications. Our only requirement is passion and drive. Street Entrepreneurs hosts 32 pay-what-you-can interactive workshops spanning design thinking, leadership, customer acquisition, business planning, access to capital, and more. Over 380 entrepreneurs completed workshops throughout this year. The most agile and determined were connected to mentors and coaches via our in-house barter system, the Talent Exchange. After a year-long program, the most promising start-ups and small business founders were selected to participate in *Street Pitch*.

Street Entrepreneurs (SE) was founded in 2015 by Juliana Cardona Mejia to provide entrepreneurial education to disadvantaged youth. Classes were originally held in shelters, prisons, and community centers. Various demographics attended, including unemployed and underemployed individuals. This observation helped Street Entrepreneurs expand its services to focus on diminishing barriers that prevent access to entrepreneurship. Today, SE has expanded to support entrepreneurs aged 17 to 70 and from various walks of life.

ABOUT HUGO CREATIVE

The meaning of the name HUGO is “bright in mind and spirit” and that’s exactly who we are. Every partnership is a collaboration. We create and live by a culture of grit, moxie, and fun. HUGO has been based in DC for over 8 years, working with national and local brands including TLC, Sony Pictures, Nat Geo, Coca-Cola, and GE.

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Archived copy from the Street Entrepreneurs records (2015 to 2025). Contact details and expired links have been removed.