

PROJECT

AMPLIFY

ATLANTA IMPACT 2021

# IMPACT SUMMARY: RICE

## OUR PARTNERSHIP

### Created

and launched the Russell Center's first-ever grant program in partnership with RICE leadership

### Selected and Awarded Grants

to 11 stakeholders ranging in amounts of \$4,000 to \$11,000, totaling \$60,000

### Served as Coaches

to stakeholders through bi-monthly coaching sessions for a period of three to six months

### Hosted Awards Announcement

event bringing together RICE stakeholders, RICE staff, and Jabian to celebrate the successes of these stakeholders

### Grant Scoring Rubric

was based on the following: definition of the business, customer strategy impact, community impact, company momentum, and communicated need

## SUPPORT PROVIDED

- ✓ Micro Grants
- ✓ Coaching / Mentorship
- ✓ Goal Setting & Visioning
- ✓ Strategic Planning
- ✓ Prioritization Exercises
- ✓ Customer Experience
- ✓ Change Management
- ✓ Product Strategy
- ✓ Introductions to Jabian's community network



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## BY THE NUMBERS

\$75k

in funding, with \$60,000 awarded directly to founders and \$15,000 awarded in sponsorship for the Russell Center Project Amplify program management

11

founders received Project Amplify grants and received coaching from Jabian Advisor mentors

34

Project Amplify grant applications received from Russell Center stakeholders

24

Jabian Atlanta office volunteers

390+





hours committed by Jabian Atlanta volunteers



# OUR IMPACT ON RICE ENTREPRENEURS







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Entrepreneur	Company Overview	Inspirational Song	Jabian Coaches	Grant Award	Growth since award
 <p><b>Eva Jane Bunkley</b> Eva Jane Beauty</p>	<p>“Making Beauty Easier” with a line of skincare and makeup products.</p>	<p>“Closer” by Goapele</p>	<p>Matt Syrett, Winston Powe</p>	<p><b>\$4,000</b> grant to be used to</p> <ul style="list-style-type: none"> <li>Expand marketing for the Makeup Bullet makeup applicator product</li> </ul>	<ul style="list-style-type: none"> <li>Explored new avenues for marketing the Makeup bullet in the digital world</li> <li>Refined mission and vision statements</li> <li>Established guiding principles drive decision making</li> <li>Defined goals and created prioritized roadmap for both established and newer lines of business</li> </ul>
 <p><b>Dr. Vaughn Gay</b> Holistic Atlanta</p>	<p>Healthcare entity that seeks to improve the overall physical and mental health of metro-Atlanta.</p>	<p>“Go Harder” by Future</p>	<p>Michael Lan, Jennifer Higgins</p>	<p><b>\$4,000</b> grant to be used to</p> <ul style="list-style-type: none"> <li>Refine business case for investment</li> </ul>	<ul style="list-style-type: none"> <li>Refined business case for future investors</li> <li>Focused on two areas of growth for therapy: Virtual Reality (VR) and Sound</li> <li>Implemented automatic intake form</li> <li>Initiated process to collect payments at time of intake</li> <li>Created partnership with Cobb County</li> </ul>
 <p><b>Shayla McNair</b> Shay Latte Coffee</p>	<p>Crafts delicious, low acid, vegan-friendly coffee beverages to deliver a spark of positive vibrant energy!</p>	<p>“Black Butterfly” by Deniece Williams</p>	<p>Brian Betkowski, Dan Sterling, Jennifer Higgins</p>	<p><b>\$4,000</b> grant to be used for</p> <ul style="list-style-type: none"> <li>General operating capital to help grow the business</li> </ul>	<ul style="list-style-type: none"> <li>Moving from operations focused to marketing and customer acquisition-focused</li> <li>Appreciates the value of lower cost marketing and social media</li> <li>Understands margins and which products will scale and which won't</li> <li>Identified potential lower cost suppliers for non-core product components</li> <li>Connected to Tommy Nobis Center</li> </ul>
 <p><b>Tresaca Hamilton</b> The Sid Center</p>	<p>Behavioral health company specializing in holistic mental health and wellness for Black males.</p>	<p>"Thank You For It All" by Marvin Sapp</p>	<p>Erin Smith, Jeff Hancock</p>	<p><b>\$4,000</b> grant to be used for</p> <ul style="list-style-type: none"> <li>Community marketing</li> <li>New CRM system</li> </ul>	<ul style="list-style-type: none"> <li>Launched a podcast</li> <li>Launched the Black Men Healing newsletter</li> <li>Started a Black Men Healing Circle LinkedIn group</li> <li>Continuing to increase membership via social media marketing strategies</li> <li>Preparing for Gathering of Kings Gala</li> </ul>

# OUR IMPACT ON RICE ENTREPRENEURS



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Entrepreneur	Company Overview	Inspirational Song	Jabian Coaches	Grant Award	Growth since award
 <p><b>Dedren Snead</b> SUBSUME</p>	Interactive technology such as comics, animation, videos games, and other forms of media	"Tennessee" by Arrested Development	Dove LeBaron, Steven Lubel	<p><b>\$4,000</b> grant used for</p> <ul style="list-style-type: none"> <li>• Strategic Planning</li> <li>• General business oversight</li> <li>• Marketing for product roadshows</li> </ul>	Better alignment on projects and incoming availability into a more cohesive business plan and strategy for funding.
 <p><b>Romel Williams</b> Within Reach Property Solutions</p>	Residential property development and property management company	"Ain't No Stoppin Us Now" by McFadden & Whitehead	Manish Shah Chuck Sparrow	<p><b>\$4,000</b> grant used for</p> <ul style="list-style-type: none"> <li>• Home remodeling supplies</li> <li>• Part-time contractors to finish existing projects</li> </ul>	Was able to grow remodeling pipeline from one single property originally to three including one duplex and two single family homes.
 <p><b>Marcus Wilson</b> IntelligIS</p>	IT managed services for small business	"Optimistic" by Sounds of Blackness	Brian Betkowski, Ed Haines	<p><b>\$5,000</b> grant used to</p> <ul style="list-style-type: none"> <li>• kickstart a marketing effort</li> <li>• Hire to help grow his business</li> </ul>	Refocused business on new market demands and higher positioning of services away from more commoditized offering
 <p><b>Temilola Sobomehin Marshall</b> runningnerds</p>	Produces unique running and walking events by blending them with social forums	"We Can Move" by Free Youth	Dove LeBaron, Chuck Sparrow, Ciara Weathers	<p><b>\$5,000</b> grant used for</p> <ul style="list-style-type: none"> <li>• Additional tools and/or part-time contractor to help with strategic planning and execution</li> </ul>	Created a playbook of her process for organizing run events that will help her to expand her business into new markets

# OUR IMPACT ON RICE ENTREPRENEURS



Entrepreneur	Company Overview	Inspirational Song	Jabian Coaches	Grant Award	Growth since award
 <p><b>Stef Alicia McCalmon</b> SAM</p>	<p>Creative agency that uses design thinking and storytelling to create systemic change within organizations</p>	<p>"When You Believe" by Whitney Houston &amp; Mariah Carey</p>	<p>Ed Haines, Jennifer Higgins</p>	<p><b>\$5,000</b> grant to be used to</p> <ul style="list-style-type: none"> <li>• Explore expanding into a consumer products line</li> <li>• Reintroduce successful blog series</li> </ul>	<ul style="list-style-type: none"> <li>• Resolved billing issues with largest client</li> <li>• Created value proposition for her DEI consulting business</li> <li>• Refined pricing strategies</li> <li>• Created a vetting intake form for new clients</li> </ul>
 <p><b>Yaminah Childress</b> YANY Beauty</p>	<p>Offers luxury beauty and health products that are made for people from all cultures, that are sustainable and affordable.</p>	<p>"Run the World" by Beyonce</p>	<p>Steven Lubel, Erin Smith</p>	<p><b>\$5,000</b> grant to be used to</p> <ul style="list-style-type: none"> <li>• Establish an LLC</li> <li>• Expand the business through strategic partnerships</li> </ul>	<ul style="list-style-type: none"> <li>• Launched a new product line</li> <li>• Hired an intern to manage social media</li> <li>• About to partner with Walmart Canada</li> </ul>
 <p><b>Carolyn Pitt</b> Productions.com</p>	<p>Help connect people with diverse backgrounds with production jobs in the film &amp; entertainment industries.</p>	<p>"Stand Up" by Cynthia Erivo</p>	<p>Kristy Jordan, Chris Reinking, Matt Syrett</p>	<p><b>\$15,000</b> grant to be used for</p> <ul style="list-style-type: none"> <li>• Working capital</li> <li>• Equipment</li> <li>• Supplies</li> <li>• Operations</li> </ul>	<ul style="list-style-type: none"> <li>• Think through the job prospect journey and ways in which P.com can engage candidates and grow loyalty.</li> <li>• Think through the production company journey and ways in which P.com can increase engagement and therefore create more opportunities for candidates.</li> <li>• Collaborate on overall scale and engagement challenges.</li> </ul>

# OUR IMPACT ON RICE ENTREPRENEURS



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**EVA JANE BUNKLEY**

Eva Jane Beauty



## Company Overview

“Making Beauty Easier” with a line of skincare and makeup products.

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## Jabian Coaches

Matt Syrett, Winston Powe

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## Grant Award

\$4,000 grant to be used to expand marketing for the Makeup Bullet makeup applicator product

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## Growth Since Award

- Explored new avenues for marketing the Makeup Bullet in the digital world
- Refined mission and vision statements
- Established guiding principles drive decision making
- Defined goals and created prioritized roadmap for both established and newer lines of business

# OUR IMPACT ON RICE ENTREPRENEURS



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**Dr. Vaughn Gay**  
Holistic Atlanta



## Company Overview

Healthcare entity that seeks to improve the overall physical and mental health of metro-Atlanta.

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## Jabian Coaches

Michael Lan, Jennifer Higgins

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## Grant Award

\$4,000 grant to be used to refine business case for investment

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## Growth Since Award

- Refined business case for future investors
- Focused on two areas of growth for therapy: Virtual Reality (VR) and Sound
- Implemented automatic intake form
- Initiated process to collect payments at time of intake
- Created partnership with Cobb County

# OUR IMPACT ON RICE ENTREPRENEURS



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**Shayla McNair**  
Shay Latte Coffee



## Company Overview

Crafts delicious, low acid, vegan-friendly coffee beverages to deliver a spark of positive vibrant energy!

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## Jabian Coaches

Brian Betkowski, Dan Sterling, Jennifer Higgins

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## Grant Award

\$4,000 grant to be used for general operating capital to help grow the business

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## Growth Since Award

- Moving from operations focused to marketing and customer acquisition-focused
- Appreciates the value of lower cost marketing and social media
- Understands margins and which products will scale and which won't
- Identified potential lower cost suppliers for non-core product components
- Connected to Tommy Nobis Center



# OUR IMPACT ON RICE ENTREPRENEURS



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**Tresaca Hamilton**  
The Sid Center



## Company Overview

Behavioral health company specializing in holistic mental health and wellness for Black males.

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## Jabian Coaches

Erin Smith, Jeff Hancock

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## Grant Award

\$4,000 grant to be used for community marketing & new CRM system

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## Growth Since Award

- Launched a podcast
- Launched the Black Men Healing newsletter
- Started a Black Men Healing Circle LinkedIn group
- Continuing to increase membership via social media marketing strategies
- Preparing for Gathering of Kings Gala

# OUR IMPACT ON RICE ENTREPRENEURS



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**Dedren Snead**  
SUBSUME



## Company Overview

Interactive educational technology such as comics, animation, videos games, and other forms of media

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## Jabian Coaches

Dove LeBaron, Steven Lubel

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## Grant Award

\$4,000 grant used for strategic planning, general business oversight & marketing for product roadshows

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## Growth Since Award

Better alignment on projects and incoming availability into a more cohesive business plan and strategy for funding.

# OUR IMPACT ON RICE ENTREPRENEURS



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## Romel Williams

Within Reach  
Property Solutions



### Company Overview

Residential property development and property management company

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### Jabian Coaches

Manish Shah, Chuck Sparrow

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### Grant Award

\$4,000 grant used for home remodeling supplies & part-time contractors to finish existing projects

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### Growth Since Award

Was able to grow remodeling pipeline from one single property originally to three including one duplex and two single family homes.

# OUR IMPACT ON RICE ENTREPRENEURS



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**Marcus Wilson**

IntelligIS



## Company Overview

IT managed services for small business

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## Jabian Coaches

Brian Betkowski, Ed Haines

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## Grant Award

\$5,000 grant used to kickstart a marketing effort & hire to help grow his business

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## Growth Since Award

Refocused business on new market demands and higher positioning of services away from more commoditized offering

# OUR IMPACT ON RICE ENTREPRENEURS



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**Temilola Sobomehin  
Marshall**

runningnerds



## **Company Overview**

Produces unique running and walking events by blending them with social forums

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## **Jabian Coaches**

Dove LeBaron, Chuck Sparrow, Ciara Weathers

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## **Grant Award**

\$5,000 grant used for additional tools and/or part-time contractor to help with strategic planning and execution

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## **Growth Since Award**

Created a playbook of her process for organizing run events that will help her to expand her business into new markets

# OUR IMPACT ON RICE ENTREPRENEURS



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**Stef Alicia McCalmon**

SAM



## Company Overview

Creative agency that uses design thinking and storytelling to create systemic change within organizations

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## Jabian Coaches

Ed Haines, Jennifer Higgins

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## Grant Award

\$5,000 grant to be used to explore expanding into a consumer products line & reintroduce successful blog series

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## Growth Since Award

- Resolved billing issues with clients
- Created value proposition for her DEI consulting business
- Refined pricing strategies
- Created a vetting intake form for new clients

# OUR IMPACT ON RICE ENTREPRENEURS



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**Yaminah Childress**

YANY Beauty



## Company Overview

Offers luxury beauty and health products that are made for people from all cultures, that are sustainable and affordable.

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## Jabian Coaches

Steven Lubel, Erin Smith

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## Grant Award

\$5,000 grant to be used to establish an LLC & expand the business through strategic partnerships

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## Growth Since Award

- Launched a new product line
- Hired an intern to manage social media
- Planning partnership with Wal-mart Canada

# OUR IMPACT ON RICE ENTREPRENEURS



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**Carolyn Pitt**

Productions.com



## Company Overview

Help connect people with diverse backgrounds with production jobs in the film & entertainment industries.

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## Jabian Coaches

Kristy Jordan, Chris Reinking, Matt Syrett

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## Grant Award

\$15,000 grant to be used for working capital, equipment, supplies, operations

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## Growth Since Award

- Refined job prospect journey and ways to engage candidates and grow loyalty
- Brainstormed ways in which the company can increase engagement and therefore create more opportunities for candidates
- Collaborated on overall scale and engagement challenges