

nfte!

Founders
Forum
Showcase
2021



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nfte! FOUNDERS FORUM SHOWCASE

March 18, 2021

Welcome	Dr. J.D. LaRock, President & CEO, NFTE Stephanie Alvarado, Sr. Manager, Alumni & International Services, NFTE
Founders	Nutra-Charged , Shelton Alexis Crowned Waffles , Dayana Gelin Gen Z Academy , Brandon L. Griffin Ghostro Delivery , Vincent Quigg Ray Grand, Inc. , Ray Grandoit Product Gym , Cody Chang The ROC Enrichment Program , Brian Sessions LOTTA Worldwide , Mathew Galvez Nails by Anisa , Anisa Anorve Tasium , Jose Rodriguez, Jr. Elite Basketball Academy , Andres Cardona The Millennial Foundation , Christopher Jones
Closing	Kene Turner, Director, National Postsecondary and Alumni Programs, NFTE

Following the program, Founders will meet one-on-one in sessions with their advisors, and the audience is invited to visit the Expo booths and take advantage of the Networking feature.

Meet the Founders



Shelton Alexis
Founder, Nutra-Charged
NFTE Class of 1995

Originally from Trinidad and Tobago, Shelton Alexis began as a camera operator for a famed casting director of Paramount Pictures, in New York. Utilizing entrepreneurship training he received at NFTE, he applied his ingenuity to many other ventures, including public speaking, and media & marketing consulting. He served as television producer, camera operator, and business development officer for Tempo Networks, the largest Caribbean Cable network, and was a founding producer for their Anti-Violence, Pro-Social campaign, “Badness Outta Style,” empowering youth to take a stand against violence. He has received many awards, including the Citizen’s Committee of NY Young Entrepreneur of the Years 1998, 1999 and 2000, and NFTE Entrepreneur of the Year 2000. More recently, he harnessed his personal cooking and nutrition hobby into a private catering business, “The Celebrity Orgasmic Chef,” conjuring exquisite cuisine enjoyed at some of the top restaurants and small luxury boutique hotels in NYC. Now, with COVID-19 crippling the hospitality industry and his loved ones’ health suffering, Shelton saw a need and created Nutra-Charged, a frozen prepared food and beverage company offering holistically created, nutrient-enriched, and color-coded meals for those stricken or recovering from cancer, diabetes, or heart and kidney diseases.



Anisa Anorve
Founder, Nails by Anisa
NFTE Class of 2018

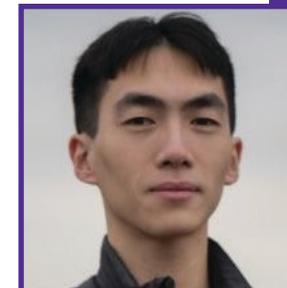
Anisa is the first-born of two Mexican-American immigrants and has always seen her parents’ hard-working, creative efforts in her bloodstream from a young age. From starting her own eco-friendly nail polish business as a Junior in High School, to winning a business plan competition as a Sophomore in college and becoming the President of Delta Sigma Pi, an international co-ed business fraternity, nothing stands in the way of her achieving what others thought to be impossible. She is a futuristic archetype with an analytical mindset, and you can find her traveling all around the world

learning about consumer behavior and international marketing trends. Anisa Anorve is the CEO and Founder of Nails by Anisa, high-quality nail press ons that are made using 10-free nail polish. Anisa’s passion for educating the public on the harmful effects of nail polish and certain beauty products was inspired by her NFTE high school days at ECHS. She hopes to one day grow Nails by Anisa into one of the leading clean beauty brands worldwide. Fulltime, she is helping to bring affordable access to healthcare through her role as a Growth Marketing Associate at GoodRx. In her free time, she enjoys trying new foods and drinks around the Los Angeles area, giving back to her community, learning new dances, and brushing up on her Korean speaking skills.



Andres Cardona
Founder, Elite Basketball
Academy
NFTE Class of 2010

Andres Cardona was 16 when he got the idea for his business, Elite Basketball Academy. His mother had lost her job, and he felt compelled to help support his family. At the time, he was captain of his high school’s basketball team. “After days of thinking about other businesses and really critiquing their chance of success, I came to the conclusion that I should only launch a business where I knew I was going to love what I was doing, regardless of its profitability or demanding work hours.” Named “2017 Young Entrepreneur of Florida” by then-Governor of Florida, Rick Scott, Andres Cardona’s passion is helping others! He has owned multiple businesses in the retail, marketing, and service industries. Andres is also a NFTE alumnus, having gone through the program at John A. Ferguson Senior High in 2010, with Elite Basketball Academy as his business idea! He was honored as NFTE South Florida’s Global Entrepreneur of the Year in 2012, and won EO-South Florida’s Global Student Entrepreneur Award in 2015.



Cody Chang
Co-founder, Project Gym
NFTE Class of 2006

Cody Chang is a serial entrepreneur based in New York City. He started a WordPress web development agency at 14 years of age in his NYC Chinatown apartment and scaled the business to four teams in India, multiple recurring contracts, and landed a Fortune 500 client. After obtaining an Economics degree from

Meet the Founders

Cody Chang (cont'd.)

Claremont McKenna College, he was part of the founding team of an Asia-based pharmaceutical logistics company and was directly responsible for all facets of the business operation, including direct negotiation with the Chinese Government and fundraising over \$30 mil. He later relocated to Singapore as the COO of an Investment Bank. After an exit from financial services, Cody returned to NYC as a Senior Product Manager at Northwestern Mutual and co-founded Product Gym, a software product management community dedicated to helping working professionals transition into the product management industry. Currently, he is a Senior Product Manager at Vimeo. In addition to overseeing business operations at Product Gym, he recently started a Land Conservation Easements consultancy, whose mission is to responsibly direct financial resources for better land use in the US. Product Gym is an exclusive membership association dedicated to the advancement of product managers, providing an exclusive community for networking, skills building, and career acceleration.



Mathew Galvez
Founder, LOTTA Worldwide
NFTE Class of 2018

Mathew Galvez is the owner and mastermind behind LOTTAWORLDWIDE, a unique urban streetwear brand. Founded in 2016, LOTTA's purpose is the development, design, marketing, and selling of apparel and accessories representative of its Bay Area community of entrepreneurs, hip-hop heads, skaters, artists, punks and misfits. LOTTA shows and shares culture through designs with meaningful and positive messages. While most of their business is online, they also sell through local retail boutiques. LOTTA products are inspired by ethnic countries, social justice movements, and the positivity that still lives in the world, and has created a movement through social media and a buzz in the greater Bay Area. While an entrepreneur at heart, Mathew also has a deep interest and understanding of the technology industry, entering the tech sector at the age of 16 with internships at companies such as Salesforce, StitchFix, DocuSign, and now works with Moveworks as a data analyst. He attends San Francisco State University, and is pursuing a degree in Information Systems.



Dayana Gelin
Founder, Crowned Waffles
NFTE Class of 2018

Dayana Gelin is the owner and founder of Crowned Waffles LLC, a mobile food business that sells Belgium liege waffle pops at local South Florida events and festivals. Crowned Waffles believes in providing a unique, quality customer experience as well as unique quality products, integrating the diverse cultural flavors of Miami in a waffle. Dayana launched Crowned Waffles in December of 2018 after participating in NFTE's Startup Summer program. Dayana's dedication and hard work play an essential role in the success of Crowned Waffles. Born in Port au Prince, Haiti, she currently attends Mercer County Community College pursuing an Associate of Science in Biology and Chemistry. Aside from running Crowned Waffles and attending college, she enjoys volunteering, whether tutoring middle school students or being a listener at an online support site for survivors of child abuse.



Ray Grandoit
Founder, Ray Grand, Inc.
NFTE Class of 2001

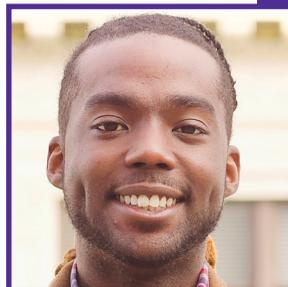
For over 15 years, Ray Grand has been a noteworthy leader in the personal development space. You may know him from work as the CEO & Founder at RayGrand.com. Ray and his business help persons with disabilities gain clarity, understanding, and execution. His target market is focus on individuals with spinal cord injuries. Ray Grand builds up leaders and teaches them to confidently find their speaking voice through clarity, understanding, and execution. Additionally, Ray has worked in mentorship, disability advocacy, and is an author, including the book My Legs May be Paralyzed, but My Mind Isn't. Ray Grand has been honored with the Boston Celtics' Hero Among Us and the NFTE Daniel Treanor Award for his contributions to the disability community. He holds a bachelor's degree in Entrepreneurship from Oklahoma State University and currently resides in Atlanta, GA. In his spare time, Ray enjoys walking with his wife, learning French, and chess.

Meet the Founders



Brandon L. Griffin
Founder, Gen Z Academy
NFTE Class of 2005

Brandon L. Griffin is a digital native, millennial, and success coach for students. Born in Gary, Indiana, Brandon's entrepreneurial mind was nurtured early. At the age of 12, he turned a hobby of designing websites into a business. In 2002, Brandon was introduced to the world of youth entrepreneurship. At 16, he became a motivational speaker, received a host of 'Young Entrepreneur of the Year' awards, and founded FyeBye Magazine to encourage students to consider entrepreneurship as a career pathway. In 2012, Brandon co-founded SMDG, LLC, a social media marketing firm, the first of its kind to be recognized as a Certified MBE (Minority Business Enterprise) in the State of Indiana. Currently, Brandon is a Client Success Manager on USA TODAY NETWORK's first-ever team dedicated to national brand support for print and digital advertising services. Brandon is co-chair of Next Gen Forward at USA TODAY NETWORK, an employee resource group which creates programming focused on cross-generation diversity, inclusion, and professional development for the NETWORK's Millennial and Generation Z employees. Brandon created GenZAcademy.com to serve young professionals and their employers, helping young adults navigate their entry into the workforce, and establish a career path unique to their passions, skills, and goals. Academy Members receive soft-skills training, access to professional mentors, and personalized leadership development programs.



Christopher Jones
Founder, The Millennial
Foundation (TMF)
NFTE Class of 2012

Chris is a creative problem solver with a background in leadership, strategy, development, marketing and community engagement. He currently serves as Founder and CEO of The Millennial Foundation (TMF), an early stage, social impact startup located in Washington, DC. TMF provides experiential learning and development programs to diverse students and young professionals looking to grow their skills in leadership, technology, business, data and design, using a mentorship and

pipeline model. Before founding TMF Chris interned with The White House Office of Public Engagement (OPE) during the Obama Administration. Additionally, Chris interned with the Smithsonian Institution Office of Equal Employment and Minority Affairs (OEEMA) Supplier Diversity Program (SDP). Chris worked to ensure the success of SDP in awarding 40 percent of business contracts annually (\$160M) to diverse and women owned enterprises. He represented SDP at Congresswoman Eleanor Holmes Norton Annual Small Business Fair with over 1,000 current and aspiring small businesses owners in attendance. While studying Business and Economics at Morehouse College, Chris served as a Strategy and Development Consultant with Morehouse College Entrepreneurship Center where he worked on contracts with HP, AT&T and the Department of Defense. Chris's work contributed to Morehouse College's ranking as one of Forbes 2015 Most Entrepreneurial Colleges.



Vincent Quigg
Founder, Ghostro Delivery
NFTE Class of 2012

Vincent started off as a Postmates driver, which is how he discovered Ghost Kitchens in Los Angeles, CA. These are warehouse locations that house over 30 kitchens and 100+ food brands utilizing the delivery platforms to make their sales. He realized the opportunity and opened his own kitchen! While running his kitchen he understood what it took on the branding end to make the business successful, and thought, how could he take what he learned and help restaurant owners all over? That's how Ghostro came to life! Ghostro provides training, education and creation of restaurant brands in the digital age. They believe by using technology, storytelling, and omni-channel marketing the creation of the most meaningful food brands of the 21st century will exist. Ghostro Delivery specializes in last mile delivery creating a convenient, fast and transparent experience receiving "your goods on your time - when you need it."



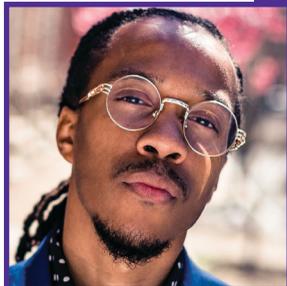
Jose Rodriguez, Jr.
Founder, Tasium
NFTE Class of 2020

Jose Rodriguez was inspired by his younger brother, who is autistic, to create a solution for people with autism and ADHD who need an outlet for their anxiety or hyperactivity. To avoid relying on fidget toys that are often lost or misplaced, he founded Tasium, a

Meet the Founders

Jose Rodriguez, Jr. (cont'd.)

clothing company whose clothing provides built-in and eventually customizable outlets to release distractions and energy without interrupting others. Jose started his business venture with Tasium in his junior year of high school at the age of 16. Utilizing skills he acquired from a NFTE course he took his junior year, he won the 2020 NFTE national business plan competition, becoming the first person from not only Rhode Island but the entire New England region to win this prestigious award. Being the big brother of an autistic person, and having ADHD himself, Jose has experienced first hand the difficulties that come with Autism and ADHD, but perhaps the most impactful qualification he has is being the son of a special needs educator. Jose hopes to attend Bryant University for its stellar business program and proximity to home, so he can continue to be an inspiration for his younger brother.



Brian Sessions
Founder, The ROC Enrichment
Group
NFTE Class of 2008

Brian Sessions is an entrepreneur, artist, and family man from the inner city of Baltimore. Moved by faith and driven by love, Brian uses arts and entertainment to inspire, heal, and educate people around the world. Brian Sessions is the founder of The ROC Enrichment Program, an organization featuring an experiential learning program that teaches education and social content through arts and entertainment to K12 students in schools, rec centers and youth organizations currently on the East Coast. Scholars are educated through the use of performing arts, to help with comprehension and regurgitation. Scholars receive hands-on intermediate training in Hip-Hop, Poetry, Dance, Drama, Mobile Journalism, Culinary and Nutrition, and Sports. Brian Sessions is also an independent writer, singer, and producer who's performed across America, sharing platforms with Propaganda, Jackie Hill, The Walls Group, Deitrick Haddon, William Murphy, China Anne McClain, Bizzle, Canton Jones and more.

Meet the Advisors

Thank you to our volunteer advisors for their generosity of time and talent!

Fred Aldin, Managing Director, **Santander**

Nirav Amin, Director of Product, **Rocket Travel, Inc.**

Lauren Beitelspacher, Associate Professor, **Babson College**

Ragini Bhuyan, Product Pricing & Strategy, **Capital One**

Deirdre Boone, Founder and President, **Good Cause Consulting**

Chris Boyd, Chief Operating Officer, **Wilson Soncini Goodrich & Rosati**

Xochitl Cortez, **Mirman Bubman & Nahmias, LLP**

Brent Freeman, Founder & President, **Stealth Venture Labs**

Ash Kaluarachchi, Cofounder, **StartED**

Christian Kladzyk, Program Director, **StartED**

Jasmine Lawrence, Founder, **EDEN BodyWorks**

Stephen Lehtonen, Managing Partner, **Kasvaa**

John Martin, Market Executive, **Capital One**

Bernardo Martinez, VP Global Merchant Lending, **PayPal**

Jeffrey Meyers, Director, **Citi Impact Fund**

Adrienne Palmer, Founder & President, **Global Impact Advisory**

Rashmi Pendse, Senior Vice President, **Citi Impact Fund**

Bruce & Glen Proctor, Co-CEOs, **BruceGlen**

Jordan Runge, Data and Technology Consultant, **SOLVED Consulting**

Anastasiia Semykina, Program Manager, **StartED**

Adam Tsao, Founder, **At Philosophy**

Adit Vohra, Salesforce Practice Lead, **Slalom**

Holly Wallace, Wealth Manager, **Merrill Lynch**

NFTE National Supporters

Thanks to the commitment of NFTE's national donors, an increasing number of young people are prepared with the entrepreneurial mindset and startup skills required to succeed in today's innovation economy.

Entrepreneurial Leaders (\$5,000,000+)



Equity Investors (\$1,000,000+)

Citi Foundation



Venture Capitalists (\$500,000+)



Meet the Mentors

Thank you to our volunteer mentors, who have been working one-on-one with the Founders each week since November. This event would not be possible without your support.

Zoe Damacela, Senior Manager of Design, **Macys**

Mutaz Qubbaj, CEO, **Squirrel & Member of Citi Ventures**

Victoria Rizzo, Senior Manager, Operations, **Glossier, Inc**

Patrick Hashmall, Founder, **Crestwood Lake Capital LLC**

Preet Sabharwal, Managing Partner, **SAB Capital**

Stewart Merkin, Attorney at Law, **Law Office of Stewart Merkin**

Aditya Raikar, Vice President, **D10X, Citi Ventures**

Jean-Pierre Gautreaux, Business & Marketing Consultant, **Venty Media**

Adrianna Clark, U.S. DOT OSDBU SE Region Director, **Miami Dade College**

Jacob Witt, Corporate Strategy Analyst, **PayPal**

Lynette Pettinicchi, Principal, **Lynette Nicole PR**

Peilin Lai, Software Engineer, **PayPal**

Ankit Abhishek, Product Management, **PayPal**

Edgar Furtado, Innovation Entrepreneurship Influencer, **Startup Commons Global**

Blaise Fairfax, Senior Consultant, **EY**

Nathan Oliver, Relationship Manager, **Wells Fargo**

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