Nov 18, 2026

WIIW Accelerator Sessions - Transcript

00:00:02

Kwamara Thompson: Hello. Okay, all the people. Let's see here.

Judith Odero: Yeah.

Kwamara Thompson: Make sure everyone's in the call. Okay.

Emily Bakhitah: What?

Kwamara Thompson: All right,

Judith Odero: What's the question?

Kwamara Thompson: we've got a whole bunch of people joining, so just give us a second here.

Judith Odero: Just let me

Emily Bakhitah: Come on. Oops.

Kwamara Thompson: Okay. Okay. I think that's everyone. So, good morning or good afternoon. I don't know where in the world everybody is. So, happy Wednesday. Um, so let's just give folks maybe one more minute. Um, and then we'll get started. Let's do introductions and then we'll get into the learning. I just want to make sure that good. It's recording and we're transcribing. This is my first time using Google Meet to record. Usually, I'm a Zooi girl, but uh with all my AI connections, I've decided that Google might be the way to go. So, let's see.

Emily Bakhitah: Yeah, a little bit.

00:02:07

Kwamara Thompson: We have What was that?

Contrea Faison: I'm going to transition to my laptop.

Kwamara Thompson: Okay, that's fine. Yeah, everyone like be comfortable, you know, have water, coffee, tea, lunch, whatever. Um, this is a safe space. I mean, we are recording so that the people who miss it um will will be able to view it. But that's the only other folks who will be able to view this this video. Okay, I need all this for later. Don't need that. later. Got that. All right. Sorry. I'm just trying to close a whole bunch of tabs so that um I don't have any connectivity issues here.

Shanèe Faulkner: That could be why mine's acting so glitchy. I have a billion tabs open.

Kwamara Thompson: Yeah. Closer tab. the tabs are I use my tabs as my to-do, but um when I'm trying to do a whole bunch of other things simultaneously, it becomes a little crazy. So, um anyway,

Shanèe Faulkner: Yeah.

Kwamara Thompson: I'm going to close mine, too.

00:05:03

Kwamara Thompson: Um and just hopefully remember all the things I need to do. Um okay, I think now we're in a good place. Uh, so I can close these and make sure my presentation is up and then we're good. Yep. Okay. All right. Now we're in a good place. I think I'm I think this is much better, right? You guys can hear, see me? Um, awesome. Perfect. Um, if I can just ask when you guys get on the call since we're all new and we're getting to know each other is to put your name so that we know who to call on and if we're talking if you can change I'm not sure if Google allows you to change the name that you come in with, but hopefully it does. But if not, no worries. going to go around and do um introductions. I'm not one of those people who's like you have to have your camera on except when we do our introduction if you don't mind just putting your camera on when you come say hello so that everyone can um see your face.

00:06:14

Kwamara Thompson: Um and then you feel free to to get off uh camera if you don't want to be on camera this time during this whole session. Um okay. So again, I'm so excited. This is our first official cohort. I would love any feedback that you guys have after the session. You want to talk to me. Um you want to say, "Hey, as I was thinking that maybe we should spend more time on XYZ, totally just let me know." Um I think everyone has gotten their baseline confidence survey. oftentimes when I send you guys Google Doc links, just FYI, um they're only going to be in viewing format only instead of editing because if everybody's editing the same document, you'll be re erasing each other's stuff. So in that case, uh all you need to do is just file make a copy and then you'll make an editable copy for yourself and then you can share that with the myself and the team. Um but these are your documents as you are going through this journey. Um okay.

00:07:13

Kwamara Thompson: So Kwamara Thompson obviously the founder of women invest in women. I'll tell you more about myself uh later but would love to kick it off with just introductions who you are where in the world are you and if you already know your company and company name feel free to let us know. Um but if you don't if you're just have some ideas no worries. Well, this is part of the process that we'll be going through today um as well. So who would like to start first? Okay, Michelle.

Blooming Beauties: Hi, I don't know how to change my name, but yes, you we already know each other. Thank you for having us in this space. My name is Rashelle Kar. I'm in South Florida and uh very excited to start working on this on this program as we're in the second phase of our business. Blooming Beauties is a handmade goat milk lotion u made by my daughter who just turned 12. actually started about two years ago and then we've made everything official within the last six months and now we're in the second phase of all the things and we just won a pitch competition with the city of Tamarak.

00:08:21

Blooming Beauties: We got grant money and now we're at NSU co-working space for the next six months for free. So I'm here, you know, to build these continue building the relationships and even though I'm 54, I don't know it all. So, I am here to absorb and take everything in that I possibly can. And I want to thank you so much again.

Kwamara Thompson: Oh, thank you so much, Michelle. And I love that. You know, I love how awesome that was. And so, congratulations to your daughter and happy birthday. What a great birthday present.

Blooming Beauties: Oh, thank you. It was both of our birthdays.

Kwamara Thompson: Oh, okay.

Blooming Beauties: Yeah.

Kwamara Thompson: Great. Well,

Contrea Faison: Oh, happy birthday.

Kwamara Thompson: happy birthday.

Blooming Beauties: Thank you.

Kwamara Thompson: Um, Hazel, was your hand up to go next? So, I wasn't sure if that was

Hazel M: Sorry, I was trying to look for the emoji to clap uh when she mentioned with her 12-year-old daughter. So, no, sorry.

Kwamara Thompson: Well, would you like to introduce yourself?

00:09:15

Hazel M: Yeah, sure. I'll go next. Hi everyone. I'm really excited to be part of this cohort. My name is Hazel. I work in international development, but my passion is in the art side. So, I've always thought about um and I really like ceramics. of my idea. It's currently in

the idea stage, but my business name is Mika Vza, named after two strong women, my great-grandmother and my grandmother. So, my idea is to start the ceramics business and initially go into small um charms and uh fridge magnets and the rest. But the overall idea at the end is to start to get a kiln and uh do um more like the homeware uh goods like the cutleries, the plates, the bowels and the especially mugs. Um so I'm excited to be part of you and learn learn from you and also just get that extra knowledge and confidence to be able to take this forward cuz it's been an idea for some while. I've have the designs and have everything. I just need that next stage to put this into practice and thank you Kwamara for creating this space for us women.

00:10:28

Kwamara Thompson: Uh, thank you, Hazel. And, uh, remind us where are you calling in from?

Hazel M: Oh yes, sorry. I am currently in Lincoln, which is a small town in the UK. Yeah. And it's uh 3 3 p.m. here now. Yeah.

Kwamara Thompson: Uh, Beth, did you want to go next?

BETH AWUOR: Yeah, sure. Hello. Can I be heard?

Kwamara Thompson: Yes, we can hear you.

BETH AWUOR: Yeah, thank you so much. So, my name is Beth. Um, I'm a Kenyan but currently living in Rwanda. It's 5:00 p.m. over here. So, first of all, I would love to thank Kamar and the entire team for creating a platform like this whereby we get some springboard to whatever thing that we want to do. in life. So, personally, I'm passionate about people and creating a platform whereby we're going to have be having conversations around identity, spirituality, wellness, um, and a sense of community to just bring people together and help people and enhance their knowledge and anything that will be worthwhile for them to get back to themselves and realize the power they have.

00:11:47

BETH AWUOR: the full potential and through that they may and will be able to like take charge of their lives. So currently I've started some community spaces where I am right now and I've got a lot of feedback because I've been having retreats um wellness spaces community activities and I've got some feedback on how those things gave people a sense of belonging and community and some people who had given up on their dreams they went back to ignite their lights again and follow their dreams again. And that is something that I'm very passionate about. And just being a part of this platform is going to be something that will give me a lot of knowledge and a lot of structure that will help me propel this vision and make sure that you know it becomes something big in the world. Thank you.

Kwamara Thompson: Thank you so much, Beth. Appreciate that. Love that you've already been able to create these spaces. Um,

BETH AWUOR: Perfect.

Kwamara Thompson: so that's beautiful. Uh, Chennet.

Shanèe Faulkner: Yes. Hi.

00:12:51

Shanèe Faulkner: Can you hear me? Okay.

Kwamara Thompson: Yeah.

Shanèe Faulkner: Okay. Perfect. Good morning or afternoon or evening depending on where you're at. Um my name is Shanèe Faulkner. I am located in the Dallas Fort Worth area. So over here it's about what 900 a.m. or so I think. Um so I work in the risk and governance space particularly with

BETH AWUOR: Excuse

Shanèe Faulkner: third-party technology and AI. So I started sorry Faulner consulting services um to help growing businesses make better decisions around like their vendors and their technology and other risks um without them needing a full internal risk team. Um, I've been in this space for for quite a long time,

BETH AWUOR: me.

Shanèe Faulkner: so I I see firsthand the impact that like third-party relationships can have on a business. It can completely tear your business apart um if you don't kind of have the right type of um systems and tools in place to make sure that you're managing your relationships properly. So, I um am here really because like I know the risk side of the work, but I'm still figuring out how to um package that experience into like a clear marketable consulting business.

00:14:01

Shanèe Faulkner: So, I'm hoping to kind of leave here with a stronger understanding of, you know, who exactly I should be serving, what exactly they would mean for me, how to price and position my services and and how to kind of start building a stronger client pipeline. So, Kamara, thank you so much for putting this platform and this space together. I greatly appreciate you.

Kwamara Thompson: Oh, thank you so much, Shanèe. And I think there are lots of people who want to talk to you about certainly around risk and compliance is so important in this day and age. So, thank you. Uh, let's see. Who do I see on my screen? Judith. Judith, I'm not sure if you're muted. Uh, we can't hear you though if you're speaking. All right, Judith, I'll give you some time to sort of figure it out. Um, let's see. Who else do I see on my screen? Contra. I pronouncing your name correctly.

Contrea F.: Yes, you said it correctly. Good morning, good afternoon, good evening everyone.

00:15:06

Contrea F.: I am Contrea Faison. I am located in Miami, Florida. My business is um it's called Build a Bestie. It's a mobile Build-a-Bear um company. I am at the foundation part of it. I've ordered my machine that I'll carry to the parties already. It's shipped out. Um, I'll be soliciting to kids parties, um, schools, events, and I currently work for the city of Hollywood and fire prevention, so it won't class, but I'll definitely be trying to solicit to

them for their community events. I'm excited because, as you probably can see, if you're on social media, Miami is a big party place. The kids parties are literally um, tens and thousands of dollars um, is spent on parties. And I would love to get in on the on the money.

Kwamara Thompson: Contrea, uh, remind me that I introduced you to my sister. She and her husband last year bought a event party business for kids in Palm Beach County and it is doing phenomenal. They are busy all the time.

Contrea F.: Oh yes,

00:16:10

Kwamara Thompson: So, um,

Contrea F.: I will definitely be reminding you.

Kwamara Thompson: it might be interesting leadership. So, yes, just remind me.

Contrea F.: Yes,

Kwamara Thompson: Um,

Contrea F.: I will. Thank you.

Kwamara Thompson: perfect.

Contrea F.: Nice to meet you all.

Kwamara Thompson: Nice to meet you. Uh, let's see who else do I see. Jay, we are uh I don't know. You might be frozen, so I'm not sure if you can hear me. Jay, can you hear us? Okay, I'll give her some time. Uh, let's see. Who do I need? Uh, Sindelle.

Cyndyl Harrison: Hello. Um, super excited to be here. Thank you for putting this community together. Uh, my name is Tindle and I am in Cambridge, Maryland, though I will be moving to a different part of Maryland soon, which is fun. Um, and I am currently in the early stages of building a women's health app called Twinkle. Um, and the idea behind this stemmed from my own experience in pregnancy loss and how it's not a pleasant experience at all from what your body's going through, but also just the lack of resources and support um, through that experience and there's so many women I've spoken to with similar experiences.

00:17:29

Cyndyl Harrison: So the app that I'm building ideally will be a place um that has support resources um both emotionally and just information on what happening in your body when you are experiencing a loss as well as more accurate um and more empathetic um tracking so that you can track what's happening in your body without constant pregnancy notifications because you're in you know loss and all the apps right now are geared towards women who are having healthy pregnancies and so it's not trauma informed in that sense. Um yeah, that's what I'm building very early stages and so I'm excited to learn from you all and figure out how to turn this into a real app that women can access.

Kwamara Thompson: That's great and del and so needed. So, thank you so much for using your pain and turning it into something that can be helpful and useful for others and sharing that with us. Thank you. Um, let's see who else have I heard from? Uh, Emily

Emily Bakhitah: Hello everyone. My name is Emily Bakhitah. Probably you guys have received um an email from me.

00:18:43

Emily Bakhitah: I am the program manager for this program and I'm so excited to for you all of you to be here and um for us to journey together. It's a fast cohort as Kamar has said. It's a learning curve for us too. So feel free to to to to express your views, your opinions, and how you'd like us to tailor make this. But of course, we have a kind of we have a um curriculum that we'd like to to to roll out. And so we are here for you. At the same time, I'm also in the capacity of an organization called Rise to Shine Foundation. And uh uh it's women led. um here because we do financial literacy for women who otherwise I mean financially disadvantaged women back in Kenya and so I'll be sharing more about what we are doing and we hope that we will do a sewing project. I'd like to learn more about what contra will be doing as well cuz that's kind of reasons to kind of um mirrors into what we also hope to do with the women with their sewing project that

we're doing.

00:19:48

Emily Bakhitah: So, thank you so much. Beth, I I I I I had to imagine Beth was from Kenya and I know she's from my tribe. So, Beth, is she there? Oh, okay. Sorry.

Kwamara Thompson: She is here,

Emily Bakhitah: Yeah.

Kwamara Thompson: but I'm not sure if uh she is able to unmute herself,

Emily Bakhitah: Oh, yes, she is. Oh, okay.

Kwamara Thompson: but she's from your tribe.

Emily Bakhitah: Well,

Kwamara Thompson: Yes,

Emily Bakhitah: yeah, she is from my tribe.

Kwamara Thompson: I know you're

Emily Bakhitah: I think I wor anyway. Okay. So, thank you so much. Okay. Thank you. And everybody feel welcome.

Kwamara Thompson: not this one. I gracias. Um, and then let's see. Uh, Judith, can you uh are you able to speak now?

Emily Bakhitah: Kamara, she had mentioned earlier on to me that she's having trouble with Wi-Fi. So, I think that's what's going on. That's all.

Kwamara Thompson: Okay,

Emily Bakhitah: Yes.

Kwamara Thompson: this is what happens when I mean what's great that we can go global but obviously people sometimes have tech issues so no

00:20:51

Emily Bakhitah: He does.

Kwamara Thompson: worries. Um and then Arian are you on? Arion.

OUEDRAOGO N ARIANE FABIOLA: Yes. Hello Kamara. Hi. Hi everyone. Um my name is Arian. Um I'm originally from Bkinaas in West Africa but right now I'm living in Dallas um Texas and um I'm very happy to be here to be part of this program. Thank you Kamar for everything you're doing for us. So I have a computer science background, technical background. So my business idea is to um create a platform or create AI solution for small businesses and nonprofits. I'm also leading two nonprofits and I know how hard it is to digitalize

BETH AWUOR: f******

OUEDRAOGO N ARIANE FABIOLA: things and the use of AI. So my solution going to try to um unify those two things AI, nonprofit, small businesses, help people while making money. Yeah. Thank you.

00:22:02

Kwamara Thompson: That's great. Listen, we all love to help people, but we also got to eat. So, it totally makes sense.

OUEDRAOGO N ARIANE FABIOLA: Yes.

Kwamara Thompson: Um, and you got to connect with Chenet since you guys are both in the Dallas uh Fort Worth area.

OUEDRAOGO N ARIANE FABIOLA: Yeah. I will be happy.

Shanèe Faulkner: Yes,

Kwamara Thompson: Perfect.

Shanèe Faulkner: we do.

OUEDRAOGO N ARIANE FABIOLA: Thank you.

Kwamara Thompson: Um, and then I think Jay said she's back. So, Jay, can you introduce yourself? Uh, where you're calling from, what your business is, and just a little bit about who you are.

J Lofton: Sure. First of all, I just wanted to thank you Kamar. Like this is so wonderful to be in this cohort of women. Um so thank you for investing in us. Um so my name is Jay Loft and as just mentioned um I'm a litigator attorney by trade. I manage an office in the Caribbean. Um but I live between the Caribbean and Miami, Florida.

00:22:55

J Lofton: Um, I travel a lot and what I've realized are a few things. Um, to be a woman in the legal space, you have to be, you know, fairly um, what's the words? Insightful. But, um, at the end of the day, you can be as brutal as as you'd like, but you know, no one is ever going to mistake you for not being a woman, right? So, I um have used that strategy as it relates to dating. And um I basically created a dating app and I also have uh one-on-one coaching and I've I've tackled the worst of them, the the consmate bachelor to the most fly by night woman. Um I've matched 37 marriages at this point. Um I just did another one. um the what I expect to get out of this program cuz I know um I met Kwamara because she's uh really amazing at connecting people with resources and uh supporting them while they make those connections. Um but I wanted to be part of this is because I I really need help with the formalities of execution.

00:24:11

J Lofton: I've been fortunate because this is my second career.

BETH AWUOR: What?

J Lofton: Um I worked on Wall Street first. So,

BETH AWUOR: Uhhuh.

J Lofton: um, because of that, I really do understand finance on a deeper deeper level, but, um, the way Wall Street works is that you have classes and to be black and on Wall Street is a very small class. So, I still have contacts with those folks and when they find

out I'm doing something, they want to offer the money, but I don't have the structure. So for me, I don't want to lose my own reputation um by not doing a good job or being a good um being a good steward of whatever I'm given. So um uh the even though I say dating app, the ultimate goal for this business is to be um like data. Um it's a data house. Um it would be like advertising, excuse me, advertising um wheelhouse. So it's going to be a lot of data collection and that sort of thing on the app side. But I do have a true passion for people finding their mate.

00:25:08

J Lofton: I do have a true fa passion for connecting people to people that they need to connect to. So, um, that's where I'm all over the place. It's a passion project for me. I have done it for free. People literally ask me to take money because they want me to take them on,

BETH AWUOR: Almost.

J Lofton: but um, until I have structure, I just don't feel comfortable um, doing that. So, I I'm looking forward to meeting each person. It's so amazing that people are from all around the world. Um, so I'm excited to kind of share and learn and um, I'm so excited that we're part of this inaugural class. So that's that's all I have to say. Nice food everyone.

Kwamara Thompson: Thank you so much, Jay, and congratulations on the latest marriage that you have put together. Beautiful uh beautiful wins there. Um all right, so let's go ahead and get into it. You guys all have each other's contact information, email, so please uh don't just wait to connect with each other when we're on these calls.

00:26:11

Kwamara Thompson: Feel free to um interact with each other on the app. We'll talk about that. But also feel free to just um email each other directly,

BETH AWUOR: Come on.

Kwamara Thompson: exchange information um and start creating partnerships, friendships, business relationships, etc. Um so let me go ahead and share my screen and did everyone get the um this should be it. Yes. Okay. Um did everybody get the participant workbook for week one? Great. So, it should be in the in the email. If uh for some reason you didn't receive it, um Emily, if you have it, the one that I linked in the email, can you also just link it here in the chat just in case folks um don't have it? That would be helpful. Okay, so um here's the thing about the thing the So, this is I'm glad you brought that up, Relle. you're not going to have access because if everyone has access then you'll start typing. I've seen this happen too many times. People start typing in the same document.

00:27:28

Kwamara Thompson: What you should be able to do and tell and do you tell me if you don't if you can't do this but everyone should be able to view view it. Um and then you just go to file make a copy and then that will be your workbook your individualized workbook for week one. Does everyone understand that? So you're not going to get the editable versions of the documents otherwise everyone will be editing the same doc. You have to create your own document. So um you open it up and you should just be able to say file make a copy or if you don't want to do it in Google doc you can always of course download it and then work on it in Word or in PDF whatever is easiest on your uh computer. Okay. Um All right. So, let me get into present mode. Here we are. Okay. Uh so, this week, um we're doing foundation. Sorry, can I'm on my actual slideshow, but can everybody see the slideshow?

00:28:40

Kwamara Thompson: You could just give me a thumbs up or yes or Okay, perfect. Thank you. Um, okay. Is this the right one? Hopefully. All right. So, week one, this is our

um foundation. So, we're going to be talking about who you are, what you're building. Um, as we said, it's two hours. So, today we build the foundation. Um, and of course, we don't need perfection to begin. We'll have six weeks um in a community of support. So, how we'll connect, we have these virtual sessions across the program, we have asynchronous recordings, so people who can't make it to any of our live virtual sessions. We'll record them and then we'll upload them to the courses section of the app. Um in the app, you should be able to look at the recording and then you'll have the opportunity to um also have discussion with other people uh amongst the cohort who are also learning with you. Um we do ask that as part of the work we do weekly her global hub posts and we'll talk a little bit more about that um as we go into the uh as we go along further today.

00:29:46

Kwamara Thompson: Um you guys are going to be assign assigned accountability partners and so um we do ask if you can I know everyone's uh schedule is busy but just do a midweek up to 15 minute partner check-in with your accountability buddy. Um and then we'll have optional office hours. As of now, I'm going to schedule those office hours Fridays, um, 11:00 a.m. to 1:00 p.m. Eastern time. Um, and I will block off my calendar, and if anyone wants to have office hours during those times, all you have to do is just let me know and we'll and we'll set it up. Um, as you all know, completion leads to an $1,000 grant or a thousand whatever the equivalent of $1,000 is in your country's currency if you're not here in the United States. Um, a ceremony. So, I don't know if you noticed. I know this I said this is six weeks, but after the six weeks, we will have a ceremony where you guys can pitch your ideas, take a minute or two to talk about where you are in your business.

00:30:42

Kwamara Thompson: And in that ceremony, I'll be inviting community members. I'll be

inviting folks who are um philanthropists and investors. And so, people who may decide that they want to connect with you, may decide that they want to um support you financially or support you in other ways. Um and then of course I will mention that you can also invite your own network, family, friends, etc. um to that ceremony and it'll be again it'll be on Wednesday. Wednesday, January 20th I believe is the date. Uh same time, same place. Um so you belong here. Everyone is always asking me what's the stage. So there's people here who are still ideulating and still trying to figure out exactly where they're going. um whether it is uh for-profit, nonprofit, everyone is welcome. We are building with honesty, care and action. So if most of you, some of you are my friends and know me, some of you have just met me recently or we just had a conversation. So I thought I would take some time, no more than 10 minutes to just talk a little bit more about who I am.

00:31:49

Kwamara Thompson: Um and then a little bit more about women invest in women as a company generally and then we'll get into uh the work for today. Um so as you all know I'm Kamara uh some people call me the millionaire educator. Why? Because I started off as a teacher in the classroom over 20 years ago making 20ome thousand dollars in the state of New Jersey. Um, and then I built a business that became a sevenf figureure business based off of transferable skills from in education. Um, and as a result of that, then we and my family started investing into scholarships and into womenowned, primarily women, black womenowned businesses in the United States. So, we are not new to this. We've been doing this work for well over uh 10 plus years. Um, one of the things that's really important and I think you know Jay mentioned it is we've done a lot of this work through referral through word of mouth because we believe in relationship building. So this is going to be really important to the work that we're doing where we've got a small cohort.

00:32:52

Kwamara Thompson: I hope you guys see each other as resources but most importantly that you build strong lasting bu business friendships. Um, and so I talk a little bit about how we've built a community that moves. What does that mean for me as it related to my original company, Thompson Education Consulting, which is where everything springboards from. We had a 100% referral rate, 90% retention rate. Uh, so I never did any marketing. Um, women invest in women is the first time I've done any sort of real marketing campaign. And really, I can only do it with my team of I've hired nine people, of which uh Emily is one. I can only do it with my team. Um and so I'm really blessed and thankful because marketing is not my forte. Social media is not my forte. Um but because I know how to activate a community in the between the years 2024 and this year 2026, we've been able to collectively across our community mobilize $10.6 million. Where has that money been deployed?

00:33:55

Kwamara Thompson: The money has been deployed and so you'll notice that I do a lot around scholarships. I am an educator, so education is so key, which is one of the reasons why we also are doing the accelerator. Um, and then the other funds have gone into blackowned businesses, primarily black womenowned businesses. Uh, why? Hello, because I'm black and I'm a woman and I think it's really important that we um give accessibility to the amazing talent that we have within our community. um two strategic partnerships that I do have. Uh so I just want to highlight those really quickly. Um so me personally, BCON week um and then we've moved into having this partnership with women invest in women as well. Uh so BCON week and Startup in our Startup Olay partnership by week is one week in Miami that happens every April. Um during that week we have a two-day conference uh and it stands for blacks innovation technology and entertainment and we bring in um all the seauite level black executives across all of the Fortune 500 tech companies to come in to speak to folks on the ground and in our community.

00:35:00

Kwamara Thompson: And so those of you guys who are here in South Florida, you'll understand when I say we do a lot of work in Overtown, we do a lot of work in North Miami. Uh we do a lot of work in Miami Gardens. Why? because those are areas that are historically black and oftentimes uh overlooked, especially as we're talking about this sort of Miami bloom, all the money that's coming into Miami, but the people who are here are being pushed out. And so, we want to make sure that we bring the technology, accessibility, and resources to our community as a result of the work that we've done at BCON week. We have supported uh A+ blackowned venues here in South Florida plus 25 plus blackowned businesses uh that are have come in as vendors. Um uh we patronized their businesses etc etc. On top of that, we also have an international partnership with Startup Olay. And you guys can look them up. But basically, we as a result of that, we do two days in Miami, two days in Marba, Spain, and two days in Salamanca.

00:35:58

Kwamara Thompson: That has given us over 3,000 plus conference attendees uh including 60 speakers and founders. By the way, if anyone in South Florida or anywhere you want to go and be a speaker at our women invest in women mini summit either in Miami or Marba, Spain, please let me know. I would love for you all. That's part of the perk of becoming a part of Women Invested Women and being an accelerator that you can speak on these global stages. So, just ping me, let me know that you would love to be a speaker and we'll figure out where to put you in. Um, but as a result of all of these sort of partnerships, we've been able to launch a officially launch our family foundation. So, think of our family foundation as it relates to the work that we're doing with women invest in women as a family office for lack of a better word. And then we've launched women invest in women. So let's talk a little bit about what Women Invest in Women is does and why it exists.

00:36:50

Kwamara Thompson: So um it started off and it continues to be a global tour. So we've already finished up season two. I just came back from Spain um to finish up our second season of our global tour. Um, and so if you go to our podcast, you'll see that we elevate the voices of women investors and women entrepreneurs in different cities across the So far we've been across the United States, Canada, the US Virgin Islands, um, in Spain. Next year we are working on our tour in Africa. So I'm looking at my African women on this show to make sure that you guys will be speakers um, when we come to your country. Um, so I mentioned we're a TV show podcast. Uh, and then as a result of all the work that we've done, we've created her global hub, which is our community app. I think everyone has been able to get on there, but we'll I have a slide dedicated to that. So, we'll talk a little bit more about her global hub.

00:37:44

Kwamara Thompson: As you know, we've launched the accelerator in which we are giving a $1,000 grant that is coming from our family foundation. Um, and then once you are a part of women invest in women, I think I've mentioned to some of you guys on the call, we will be launching our fund uh next year. And then as a member, and you guys are all members of Women Invest in Women by virtue of being a part of the accelerator and being a part of her global hub, you can then request funding up to $25,000 as you are building out your business. The requirement is that you are a member of women invest in women. Why is the requirement so low? because I am tired of seeing people put together 30-page applications for $5,000 worth of money when I see counter our other counterparts literally put an idea on a napkin and get a million dollars. And so we want to be that gap. We want to make sure that people can be accessible, that we do absolutely know that there is talent in investing in women, especially in uh women that look like most of us on this phone call.

00:38:38

Kwamara Thompson: Um and so we put our money where our mouth is. And so that's why the the barrier to entry is only to become a member of women invest in women to access that money. Uh so our new receipts just for the last year year and a half the women invest in women has been deployed. We have 10,000 uh people who follow andor subscribe to us across all of our platforms. We have 3,000 participants who have been mobilized. Uh we've been in 12 global cities, two continents, but of course, as I mentioned, next year we'll be adding Africa, uh our motherland to the the list of continents that we're going to. Um this is our snapshot. Let me just give a shout out to Arian who did our data dashboard in August and we'll be continuing to do our data um as we move forward. Uh but this just gives you an idea of where we've been, our total reach in terms of impressions and views on our social media platforms, our engagement, our audience growth, um our YouTube videos, and then we have our countries.

00:39:39

Kwamara Thompson: And so we are generally across all of our platforms uh have folks who engage with us um across nine countries with our top ones being here, the United States, Spain, and Canada. Um, and this is actually one of my favorite um, uh, data points that we have been able to put together. So, I wanted to know what has been the economic impact that we've done across our 12 cities that we've done in the last uh, two seasons that we've recorded and our collective economic impact has been $900,000. That means that we have across all of those cities. So spread out over that $900,000 has infused cash back into the economy as in particular for womenowned um and led businesses. And so this has only been a year's worth of work. And so I'm so excited about what the next years will will will take us. But this is so key and so important, right? Because women are not often invested in. And so if we can have uh capacity and impact um to change communities, we know that investing in women is

not just an investment in that women themselves is an investment in the larger community that usually is a four-time um investing in them.

00:40:52

Kwamara Thompson: And also uh there's much much much data now that the thing has come out with Nvidia even more data showing that investing in women is the way to go. that when you invest in women, you get uh those companies are tend to be more stable. They last a little bit longer and investors get more return on their dollar, two times return on their daughter dollar than they do investing in men. So, we know the data, but we know why it's not happening for many patriarchal misogynistic reasons. And so, we want to be the solution uh one of the solutions to that problem. Uh so this year uh for women invest in women through our family foundation and women invest in women put together we've deployed already $20,000 uh and that's specifically been in scholarships uh for students primarily who and these are young ladies who are primarily going into the health and STEM sciences. Um, and then obviously you guys are part of the next deployment of this $15,000 of capital. Um, of which you guys will receive a collective of 12,000 if you finish.

00:41:58

Kwamara Thompson: Um, okay. I'm going to just pause there to see um if there are any questions about women invested women about me. Um, and at any point you can totally unmute yourself and just have question. Um, I like to have a a dialogue as I'm facilitating conversation.

Contrea F.: As I put in the chat, I did want to let you know that I was referred by Landa, right?

Kwamara Thompson: Ah, yes, Lwanda. Oh my god, I love that. Thank you so much,

Contrea F.: Of course.

Kwamara Thompson: Contria. I'll have to let Land Did you let Landa know or should I let Landa know?

Contrea F.: Um either or I let her know that I applied. I don't I don't think I let her know I was accepted.

Kwamara Thompson: Okay, perfect. Perfect. Yeah. Um I think I'm supposed to Landa actually, if I'm not mistaken, might be one of the mentors for our program, so it'll be really exciting.

Contrea F.: Okay.

Kwamara Thompson: Awesome. Thank you. Anybody else?

00:42:59

Kwamara Thompson: Okay, so let's just talk about our app, which is her global hub. Uh just want to confirm that everyone was able to use um the code to get in. You should not have had to pay a separate time. Uh your application fee includes your ability to be able to uh access her global hub. So just want to make sure that everybody and you can just give me a thumbs up that everybody has been able to get in. Um awesome. Great. I'm glad if you are having any issues troubleshooting, please feel free to reach out to myself or um or Emily and we can get you on uh on board. You know what? And now this reminds me, you all have my email, but uh let me just really quickly give you my phone number if you do need to um text me or you can WhatsApp me. Uh my phone number is um for those of you who are not in the United States, country code one for the US and then 9737275671. So you can uh contact me whenever I'm pretty uh accessible and responsive.

00:44:13

Cyndyl Harrison: Can you repeat your number one more time? Happy.

Kwamara Thompson: Sure. uh uh 1 1973 727-5671 and the one is only for people who

are outside of the United States. Okay. Uh where am I? Uh okay. So today's outcomes uh so by the end of today you will have clarified what it is that you're building. Name who you serve. Identify sort of any evidence gaps. Draft a six week goal. Um you're going to be matched with your accountability partner. And you've already most of you have already taken the baseline survey. If you haven't, no worries. Just feel free to try to get it to us in the next couple of days. Um Jay, I think I have to send you the link. Emily, can you put the baseline survey link in the chat?

Emily Bakhitah: Sure.

Kwamara Thompson: Okay. So uh we are going to sort of get into the work but why don't we take if everyone is fine with this just take a five minute break to stretch um and then while you're doing that you can think about your reflections.

00:45:27

Kwamara Thompson: So starting with your why um and then we'll get into those questions in a bit. So let's do five minute break time stretch uh etc. Okay. Uh, time to come back. So, I'll give folks another minute. Uh, if you're back on the call, if I I can see some of your faces, but if I can't see your face, if you could just give me a thumbs up so that I know that we can get started. Awesome. I think we're waiting just a few more folks to get back. Okay, Jay. Perfect. Awesome. Okay. So, let's get started. Let me go to my presentation. All right. So, these are reflective questions. Um, you don't have to answer out loud unless you would like to, but we're just starting with your why. What problem are you trying to solve? Who experienced it most directly? And then why now? Why are we doing it right at this moment?

00:52:20

Kwamara Thompson: And I should have also put why you um so uh I'll edit that later but why now and why you um so just like as we're going through today um we start thinking about it you can general on it as you're thinking through your your journey. Um

so just so that we are on a we have the same definition. So we're going to be talking about the word venture a lot. So what is a venture? um it's a business, it's a nonprofit or it's a social enterprise or a combination of all. Um it's a way to create value for people and it's a set of decisions that you can test and improve. So what's your R&D? What's your market? Do you have a go to market? How do you ch show improve? What surveys can you do for clients, customers, etc. So um we're going to be focusing on the word venture as we go through this journey together. Uh okay. So, oh, this will be my first time trying uh breakout rooms in Google.

00:53:23

Kwamara Thompson: Go me. So, I'm going to put you all in uh breakout sessions. Uh so, you're going to share your name and your venture and then share your why. Um and then that's it. So, you guys are going to interact with each other. I know we did a little bit of this in the introduction, but this is an opportunity for you to uh go a little bit deeper and listen to uh other people's wise Now, y'all have to bear with me because like I said, it's my first time trying out breakout rooms in Google Meet. So, let's see here. Meeting tools. Here we are. Breakout rooms. Yay. Okay. Um, and I'm just going to randomly assign people. I think this is what I do. Yeah. Okay. There we are. Assign or do I do it this way? Now, how do I get you into breakout rooms? If anyone knows how to do breakout rooms in Google, please let them know because here we go.

00:54:59

Kwamara Thompson: Uh, I have the breakout rooms.

Emily Bakhitah: Let me check it out online. I've never used it as well.

Kwamara Thompson: Yeah, I've only done it in Zoom. So, um, I'll have them set up, but I can't, for some reason, I can't put you guys in it. So, that's strange. Only if I do it this way. Okay, maybe I do it like this. Ah, okay. I think I figured it out.

Emily Bakhitah: Oh, nothing.

Kwamara Thompson: And I'm just randomly assigning people. This is no, it doesn't mean anything right now. when I actually assign your accountability partners, um you'll be in those rooms with your accountability people. But right now, it's just kind of whoever I see I'm putting in rooms together. Okay, great. And let's see. Oh, I can set a timer. That's great. Uh, so let's see. It looks like it's going to be about three to four of you in each room. Um, and so if we're just doing this whip fast, um, let's say you have 10 minutes in the breakout session.

00:56:56

Kwamara Thompson: Okay? And open rooms. There we are. Jay, do you know how to get to your breakout session? And I saw that you were on the phone, so I don't know if that works. Z, are you back? I don't need Oops.

Kwamara Thompson: Okay. So, sorry. I realized that some people were still talking. So, um next time I won't necessarily time breakout session. So, my apologies there. Um but hopefully you guys all got a chance to connect to learn a little bit more about each other. Um etc. Let me sorry I have to go back to sharing the presentation. Yeah, it looks like okay. Um, share and then let me get to my presentation. Okay. Um, so we are going to go to our venture clarity canvas. Hold on one second. Just make sure. Okay. Sorry. I sometimes I forget where where I've gone. Um so if you go into your facilitator participant guide book, I have linked a whole bunch of documents that we'll be using throughout today.

01:08:25

Kwamara Thompson: Um actually, let me pull it up so you guys know what I'm talking about. Uh Okay, this should be your participant workbook. Okay, so this is your participant workbook. You all have this in view mode. And so what you'll have to do is do file, make a copy, and then this will become your um guide book. And for each

week, we will have a a separate guide book with more resources and templates. Um, you can fill this out at your leisure. Uh, so if I go to the bottom of this, here we are. Okay. So, here are your templates. Um, your venture clarity canvas, your six week goal planner, your founder capacity inventory, your accountability partner agreement. So, as I mentioned, you'll be u with an accountability partner. I think we have one group of three, but everybody else is just pairs up to you. Um and then the baseline confidence survey you have all already done this um or have already received it. So you know just uh go ahead and complete it within the next couple days.

01:09:51

Kwamara Thompson: So right now you can click on these and then you should be able to make a copy for yourself. Um, so why don't we take a few minutes just to have that um so that you guys have everything that we'll be going through today. Don't worry about the baseline confidence survey. Uh we did that as pre-work already to this week.

Cyndyl Harrison: Uh I I don't have access so I don't know how to make a copy of it.

Kwamara Thompson: Okay. Um, when you're talking about the tell me which one you're talking about the part work.

Cyndyl Harrison: The venture clarity canvas

Kwamara Thompson: Okay, great. So, the venture clarity it could be and this is totally possible that I have forgotten to make sure that everything has the correct uh

Shanèe Faulkner: It looks like they all require um an access request even for viewer access.

Kwamara Thompson: Really?

Shanèe Faulkner: Yeah.

Kwamara Thompson: Oh, well that's annoying. Okay, let me do something else here. I'm going to update these links. Give me a second and see if it's easier this way.

01:11:25

Kwamara Thompson: Um, copy link link copy. Okay, let me I'm going to put in the I'm going to put the updated link in the chat and let me know if this one works better. And if so, then I'll update the the links.

Shanèe Faulkner: Yeah, that one looks good.

Kwamara Thompson: Okay. Um I realized that I uploaded them into goo my Google, but I did not actually create them as Google Docs. So, um, let me, um, take some time to do that if you guys don't mind just giving me a couple of minutes. So, I need to edit this link. Okay. apply. All righty. Now, let me go to my six week goal planner. Sorry about this everyone. This is my participant guide. No, this is okay. this link. Um, I'll also pop them in their chat just so that you have them there as well. Is this the same thing? No. Okay. Um, okay. Now we're doing the founder capacity inventory which is here.

01:14:19

Kwamara Thompson: Copy link. All right. is that one and um accountability partner agreement. Here you are. Okay. VR and I put it in here. Okay. All right. All the documents are should be linked. The updated Google doc should be linked in the chat and then I have also updated all the links except for the baseline confidence survey since um you all have been were able to manage it. So that's great. Um, all right. So once you have opened up your venture clarity canvas, six week goal planner, founder capacity inventory, your accountability partner agreement, um and then you made a copy of it. Uh just give me a thumbs up so I know that we are ready um to move on to the next portion of today. Michelle, you okay? I see you shaking your head.

Blooming Beauties: Um there's I have I have access to venture clarity canvas.

Kwamara Thompson: Okay.

Blooming Beauties: Uh is it because I made a copy? Maybe.

01:17:26

Blooming Beauties: And then I don't have access to the second one. I don't see where it's the second one.

Kwamara Thompson: Okay. Uh, it could be I don't know when you made the copy of your participant workbook. You could have the old link still on there. So,

Blooming Beauties: Uh

Kwamara Thompson: if you go to the chat,

Blooming Beauties: go to chat.

Kwamara Thompson: the chat should be on the bottom, I think, right?

Blooming Beauties: Okay.

Kwamara Thompson: Okay.

Blooming Beauties: Yep.

Kwamara Thompson: Uh, if you go to the link that I sent at 11:14 a.m., that should be and then do all those links afterwards, those should be everything else that you need.

Blooming Beauties: Okay, I see them.

Kwamara Thompson: You see? Okay.

Blooming Beauties: So, I need this. I need to use this one and not the other one. This link, I mean.

Kwamara Thompson: Yeah. Yeah. Yeah. Use these links. Um so, uh anyway, it was it's a formatting issue on my end. So, I just need to remember to make sure that they're actual Google Docs and not just um they're kind of like doc PDF file.

01:18:34

Kwamara Thompson: They're weird files. Um, so I forgot to actually make them Google Docs so that you guys can make a copy. So, one step for me for next week that I have to make sure of.

Blooming Beauties: Okay, no worries. It's all good. So there's a Okay, so I I have one more question.

Kwamara Thompson: Sure.

Blooming Beauties: So there's a link per link like there's a link in the chat for each link that's in our um

Kwamara Thompson: Participant guide workbook. Yeah,

Blooming Beauties: Yeah.

Kwamara Thompson: that's correct.

Blooming Beauties: Um

Kwamara Thompson: Yeah. So I So that you can actually make a copy of these and um use them. Anyone else have questions? Because I think I only saw Cyndyl's thumbs up. So just want to make sure. Okay, Contrea, I got you. Awesome. Okay, Beth Jay, great. Nikita Chenet, awesome. Hazel, great. Uh, by the way, Relle, I hear the uh in country, I hear the flooding in Broward is bad.

01:20:06

Kwamara Thompson: You guys okay?

Blooming Beauties: All the schools are closed.

Contrea F.: Yes.

Blooming Beauties: Yeah, all the schools are closed and the lake here is rising but the house is on a little

Kwamara Thompson: Oh my goodness.

Blooming Beauties: slope. But what I noticed um where the school she goes to a micro school,

Cyndyl Harrison: Question

Blooming Beauties: a learning hub and all the men, husbands all got together and went to bring sandbags in front of the school. So I know Sterling is closed, Sheridan is closed, even the turnpike cars are floating everywhere.

Kwamara Thompson: My goodness.

Blooming Beauties: Yeah.

Cyndyl Harrison: Oh no.

Contrea F.: I'm right on Sterling.

Kwamara Thompson: Wow.

Blooming Beauties: It's it's it's Yeah.

Contrea F.: I was told to stay home today.

Kwamara Thompson: We were told to stay home. Wow.

Contrea F.: Yes.

Kwamara Thompson: Okay.

Blooming Beauties: Yeah.

Kwamara Thompson: Yeah. That's insane. My friend had to work in Broward and she was like it was she was like, "I should have brought a boat." Like she could barely drive out there. I was like, "That's crazy."

01:20:52

Blooming Beauties: Yeah, the it seems like the pipes are inundated and just the water is just coming out. It's just coming out. There's no space for it. Yeah. And it's going to be like this for the next two or three days.

Kwamara Thompson: I know.

Blooming Beauties: They said I know.

Kwamara Thompson: That's what I heard. There's flooding everywhere. There was flooding. Wasn't there flooding in Texas last week?

Blooming Beauties: Texas. Uh, Vegas, Vegas. All the cars are floating as well.

Kwamara Thompson: Oh my goodness.

Blooming Beauties: Even trucks are having a hard time going through the water. Homes are inundated. Yeah, it's it's a hot mess.

Kwamara Thompson: Oh my goodness, that's crazy. Um, for those of you guys outside of Florida, we had rain starting last night and it's apparently been a disaster in a place called Broward County, which is a little further north of Miami Dade County.

Shanèe Faulkner: Well, stay safe out there, ladies.

Blooming Beauties: Well, thank you.

Contrea F.: Thank

Kwamara Thompson: Uh let's see.

01:21:51

Kwamara Thompson: I think everyone uh Michelle, you're good now. Okay, perfect. Um so I think we're good. So let me get back to the presentation. Okay. So our venture clarity canvas um has eight sections that we'll go through and even though I've given you all of this work which might you might be like we only have 30 minutes left. um whatever you can get through during this time, great. But you have, you know, the week before we start next week, so you have another week to sort of go through this. These are documents to help you through the process. Um it's not like I'm grading them. So, you know, do as much or as little as you would like, but like anything in life, the output based is based off of how much input you put into it, right? Um so there are eight sections. the the purpose of your venture, the people served, the problem, your offer, solution, um the stage that you're at, evidence, any gaps in the evidence that you have, and then of course next steps that you'll be going through.

01:23:02

Kwamara Thompson: Um so just to reduce some uncertainty here, what is evidence versus assumptions? Evidence is what you know from direct signals. Oftentimes that's data, that's experience, it could be surveys, etc. And then assumptions are what you believe to be true, but you haven't actually verified it quite yet. And so that's when you do a lot of product market fit, market testing to see what works, what doesn't work, etc. Um, so what are some uh evidence gaps? Okay, they were supposed to have a link here. Let me pull up a link into the chat really quickly. Okay. So, there's a link that I just

sent in. Um the rain might be messing with my u my connection. Okay. Um there's a link that I put in. So this is a um AI tool um that that you will use as we go along through um through the course. What this AI tool does is it shows you gaps in your business clarity, market evidence, financial res readiness, capital requests, and fun founder readiness. Don't we're not going to use it today, but um when you get to the venture clarity piece and we're going through evidence, which will be in a like two or three weeks, I think marketing um we'll go through it at that time.

01:24:47

Kwamara Thompson: This is an AI tool that my CTO put together um based off of how I evaluate um uh projects that I want to fund in. And so these are the five areas that we have. And then um it'll tell you what your strengths are, your challenges. It'll come out in a PDF and then you can use it and take it back to your team. I don't want you to use it right now because I just realized that um the way that we have it programmed is that everyone can use it one time without having to uh pay for a monthly subscription. And I don't want you all to pay. So I need to have my CTO work on the back end to make sure that you guys can work on this um for the six weeks that we're here together without any um other financial investment on your end. Um, so does that make sense? Uh, but this is a tool that we will use for you to figure out where the gaps are uh in your business and in your structure.

01:25:42

Kwamara Thompson: But like I said, we'll really get to this part a little bit later um in the six weeks. Um, and then I have to just rearrange some things uh on the tech side there. Okay. Um, let me get back to this then. Oh no, that's not where I am. Here I am. Okay. Um, so we're going to build your venture clarity canvas. Um, so you're going to take some time. You're going to work individually in your venture clarity canvas right now. Um, I'm just not going to take a lot of time because we only have about 30

minutes left. So, and I still want to make sure you get into your accountability partner um and meet them and uh start doing your partner agreements and exchange information. So, let's say that we work on your venture clarity canvas um for about seven minutes individually. You can um turn off your camera uh while we do that. Okay, so 7 minutes. Let me put the timer.

01:27:29

Kwamara Thompson: All right. One more minute. Okay, time up. And obviously you you probably did not finish that in that small um amount of time, but does anyone want to share a reflection or one what what felt strongest um andor what is an assumption you would like to test?

Cyndyl Harrison: Yeah, I can share.

Kwamara Thompson: Thank

Cyndyl Harrison: Um, yes. So, one of the things that feel the strongest to me is a feature that I want to build in my app um called Starbies or Star Babies where someone can just put like either name, date, whatever they want um for their loss to, you know, remember that child. For me, that's something that's very important.

Kwamara Thompson: you.

Cyndyl Harrison: Um especially when a lot of doctors and family tend to say you should move on and I did not want to move on. and I wanted to remember but I think the assumption is that most women feel that way and I do think there is a category of women who may not may want to actually move forward and not really think about it.

01:34:55

Cyndyl Harrison: So I think that's assumpt an assumption I need to test um in thinking through that it I think I could still build it and make it an optional feature or even a private feature.

Kwamara Thompson: Yeah.

Cyndyl Harrison: maybe they want to, you know, have it there but not public in the community within the app. Um,

Kwamara Thompson: Yeah.

Cyndyl Harrison: so thinking through some things like that.

Kwamara Thompson: I love that. That's beautiful. Thank you, Cyndyl. Anybody else?

Blooming Beauties: Can you repeat the the question?

Kwamara Thompson: Yes.

Blooming Beauties: Come on.

Kwamara Thompson: uh what felt strongest to you and what is one assumption you uh want to test?

OUEDRAOGO N ARIANE FABIOLA: Can I say something?

Kwamara Thompson: Yes, absolutely.

OUEDRAOGO N ARIANE FABIOLA: Um, something that I see like an evidence, something stronger is that I have some kind of experience um administrative challenges leading my two nonprofit. I also have uh a technical background in computer science and AI and I also know organization operates with with limited resources and administrative task require time and effort but what I don't really know well is that um if my if I can develop a solution that meets uh nonprofits and businesses specifically needs within their budget.

01:36:24

OUEDRAOGO N ARIANE FABIOLA: I don't really know that and I don't know if um other organization would pay for AI implementation or ongoing support and um also I have some assumption about AI auto if AI automation would save enough time to justify its cost and I don't know if leaders they will trust and adopt the proposed solution.

Kwamara Thompson: I think that's a great question around costbenefit analysis.

OUEDRAOGO N ARIANE FABIOLA: So yeah,

Kwamara Thompson: Um especially as you are related to nonprofits as we know they have very tight budgets. They're pretty slim. Um especially newer nonprofits,

OUEDRAOGO N ARIANE FABIOLA: there

Kwamara Thompson: organizations. Um, so I think those are really great questions and assumptions that we can start thinking about. Um, and do we conduct a survey with people that we know that have nonprofits? And I certainly know quite a few folks who have nonprofits. So um,

OUEDRAOGO N ARIANE FABIOLA: Okay.

Kwamara Thompson: when we get there,

OUEDRAOGO N ARIANE FABIOLA: Yeah.

Kwamara Thompson: if you want a survey uh that we can help distribute,

01:37:25

OUEDRAOGO N ARIANE FABIOLA: Mhm. Yep.

Kwamara Thompson: let me let me know and let's see what makes it where where are the pain points? Um, what is that how much time needs to be saved?

OUEDRAOGO N ARIANE FABIOLA: Mhm. Okay.

Kwamara Thompson: Um and I think sometimes when you implement new things there's a lot of

OUEDRAOGO N ARIANE FABIOLA: Uhhuh.

Kwamara Thompson: time heavy pieces in the beginning so people know the new tool but then afterwards what is the you know how much time is actually being saved and how much more efficient will you be once you know what that tool is and how to use it effectively. Yeah. So I think those are great questions.

OUEDRAOGO N ARIANE FABIOLA: Yeah.

Kwamara Thompson: Does anyone else have any thoughts around that? Michelle, I felt I saw you kind of relating, but maybe because I can keep seeing you, so I keep calling you out.

Blooming Beauties: That's so funny there. I'm I'm processing. Yeah. I'm I'm in the

middle of processing.

01:38:11

Kwamara Thompson: Okay.

Blooming Beauties: I'm just trying to connect the dots to be able to understand uh what to offer.

Kwamara Thompson: Okay, perfect.

Blooming Beauties: Yeah. Yeah.

Kwamara Thompson: Um, anybody else want to share a reflection? So, what feels strongest to you about your business? And then what is an assumption that you would like to test?

Contrea F.: Um I would go with my assumption assumption because I my strong is that I know that it'll be um an eye catcher to the kids and the parents as it's a you know thing that's interactive and it's a keepsake. So, you don't have to worry about maybe like placing the coloring books or getting all of that together because they'll be able to take the teddy bear home. Um, an exception that I think I should have. I've kind of moved too too fast with ordering my machine because I could have seen if it was better for me to do the DIY version as to bring in the plushies and, you know, setting it up on a table to make let the kids stuff it themselves and seeing how that worked before investing in the machine.

01:39:18

Kwamara Thompson: Yeah, that's an interesting point. So, you put money into it and now we're like, is that what really the kids want? Maybe they want to do stuff their own plushies.

Contrea F.: Yeah, because I mean it's going to be expensive. So, offering two of those I would like I'm taking a gamble on having my machine just sit and you know people um

gravitating more of the DIY because it's the same thing. I'm just not stuffing it. They're they are.

Kwamara Thompson: Right.

Contrea F.: So,

Kwamara Thompson: Right.

Contrea F.: it's an assumption that I probably should have threw out there first before investing.

Kwamara Thompson: Well, sometimes we make those mistakes in business. And we're not saying that it is a mistake. I mean,

Contrea F.: Right,

Kwamara Thompson: maybe it's gonna be beautiful,

Contrea F.: right, right, right.

Kwamara Thompson: right? But sometimes we do find that we have thrown money somewhere at a problem. We're like, "Oh my god, I can't believe I just spent this amount of money." And really,

Contrea F.: Yes.

01:40:01

Kwamara Thompson: this would have been the the more cost-effective way to go. Jay, I see your hand up.

J Lofton: Well, if I hold you again, I'm off camera. I just real I was listening to the conversation you had earlier and um when I was saying like I was having like trouble and there was rain and stuff like that. I literally went to bed early, got up early to go to Brow for a meeting. So that's what I'm in Broward. So,

Kwamara Thompson: Oh my god, girl.

J Lofton: um that's that's why yeah,

Kwamara Thompson: Be safe out there.

J Lofton: that's why things are a little chaotic for me today. Um but um I might be going backwards, but one of the assumptions that I made was that nobody would want to

help me accelerate my business unless I created an app version, which I don't really it's not really who I I am. Um, you know, I was basically told like if you, you know, there's a lot of money in dating apps and I was basically told that um, you know, basically if you don't have an an app then nobody is going to want your business.

01:41:15

J Lofton: So, so for me it was very much so like um, a lot of money. I I I spent a lot of money on um building the app. I didn't I don't really have like a a CTO. Um and quite candidly, it's not really what brings me joy in this business. I've I found out like way after the fact that people will pay for one-on-one. In fact, they probably pay more for one-on-one than I would get in subscriptions. So, um, a survey probably would have been best versus just relying on, you know, what I was being advised. Um, that's my assumption. That's all I can think about is the money that I wasted. I'm not sure what the other part of the question was, but

Kwamara Thompson: No, no, no, no. I think that's I mean that's great and this goes to exactly what Contra is might be afraid of which is do you did did she spend her money the correct way and and Jay you're reflecting and realizing that you did not spend your money and your efforts and energy um in the necessarily in the right way because you're finding that having the consulting and the one-on-one with people feels a better for you and more aligned with who you are as a person and the ethos of your business.

01:42:29

Kwamara Thompson: Um, and so I think that there's also something to be said for that as well. And I love that you say that because it felt like it was going against what your intuition was telling you, but you were listening to people who are in the tech space, people who are VCs, who are investors, and you're like, "Oh, okay. They they should know." But I think there is something really important about knowing who you are and how you move in relation to business and your business in particular, right? um and

thinking about your ethos philosophy. Uh not all money and not all advice is good advice. I mean that's the reality of the of the situation. So thanks for sharing Jay and we'll continue to test whether or not that one-on-one consulting is actually reallyful and um bears fruit uh in in your uh in your business as we go forward in in the next six weeks.

Blooming Beauties: Can I share?

Kwamara Thompson: Yes.

Blooming Beauties: Yeah. Um, so I I understand the question better now. It took me a minute to process.

01:43:33

Blooming Beauties: The assumption for us right now as we're developing, I'm realizing that in order to have more growth, we need to probably go online. Right now, we're doing the popups, we're attending, we're meeting clients face to face, and that's giving me the opportunity to hear their feedback. Also though, the assumption is right now is because we got this grant money, this $2,500, and we said how we were going to delineate the money. Um, and as I do price comparing and shopping for a cosmetic chemist to be able to make it more stable because right now you have to put it in the fridge.

Kwamara Thompson: Yeah.

Blooming Beauties: So is the assumption, oh the more money I pay, the better quality or you know uh report that I get from the chemist or you know do I go offshore and hire someone who I've been interviewing for the last two weeks because I I still can't believe it's that price. It's it's so much lower than what it is here in America and what am I going to get for it, you know? So I'm at that space where oh do I pay the x amount and say that oh this these are the best because they're in Whole Foods or right or do I pay the lady in Egypt who's like well I've I've launched 39 products and you know if you want to stability test want me to test it for the next three months in cold weather or whatever kind all the things that she has to do and microb microbial testings then It's $400.

01:45:23

Blooming Beauties: So now I'm Oh, so this is what's is my assumption. Do I go with the and blow the whole budget? And I'm like, no. Or do I go with this? And how do I know that this is what I'm getting so I don't waste the money? I don't want to waste money.

Kwamara Thompson: Yeah, because you're using that grant money. So, you have a fiduciary responsibility to make sure that it's used appropriately and and are you getting the best bang for your buck, too, right? The best impact uh for it. So, that's a great question, Michelle. I mean, I um half of my team does not live in the United States. Um and the quality of their work is phenomenal. Um so,

Blooming Beauties: Come

Kwamara Thompson: I'm just going to say that. So, I think um one of the things it's so interesting because I have a couple people who work uh um and they might have reached out to some of you all who do my social media out of the Philippines, my social media and my podcast out of the Philippines.

01:46:17

Kwamara Thompson: And I met uh I was in Spain and I met the these two women who

Blooming Beauties: on.

Kwamara Thompson: run the Filipino community in Spain, which apparently is is growing. They they have Spanish citizenship because of the colonization,

Blooming Beauties: Hi.

Kwamara Thompson: blah blah blah. Anyway, um and one of the things that they said to me was like, you know, the work ethic in the Philippines is um is different than it is, you know, in Europe and the United States because they are like they take direction really well and they like follow everything that you want right to the letter and and and in fact that's exactly what I'm seeing. Um my only issue is sometimes I'm like take a little bit more initiative and so I'm getting them to do to do more of that. but they're very

great um executors. And I say that to say that it might be worthwhile to um maybe do some research on the work ethic of people out of Egypt and to see does it make sense? Um and then also ask for references.

01:47:07

Kwamara Thompson: Does she have people that you can talk to that she's worked with before um that you can have a conversation with?

Blooming Beauties: Oh, that's a that's that's pretty good. You know what's interesting? It there it's a platform and the platform actually covers the NDA for me because that's another thing. I don't want to share the formula without having an NDA.

Kwamara Thompson: Yeah. Yeah. But by the way,

Blooming Beauties: Yeah.

Kwamara Thompson: uh let me just say I was on another panel uh during AfroTech uh in Houston last week. I think it was last week. And um on our panel, we talked and Jay can maybe talk a little bit more about this too. Um that formula you should uh protect it in and of itself. So you don't even have to worry about NDAs,

Blooming Beauties: Okay.

Kwamara Thompson: right? you can um uh I don't know if it's a patent or a trademark. Jay could probably tell you more because uh this is her part of her area of expertise.

01:47:58

Kwamara Thompson: Um but uh and I go here

Blooming Beauties: All

Kwamara Thompson: because you want to own the things and you want to protect the things and then we don't have to worry about NDAs which can and cannot be enforcable. Just FYI folks.

Blooming Beauties: right.

Kwamara Thompson: Uh and think about if you are working with people in another country juris jurisdiction the likelihood that you'll be able to enforce that NDA is pretty low. So your best bet is to actually legally protect it.

Blooming Beauties: Okay.

Kwamara Thompson: J I don't know if you heard that Peter piece of the conversation. Do you have anything to add around trademark uh

J Lofton: Um like yeah I

Kwamara Thompson: uh intellectual property uh and uh patenting tax?

J Lofton: just forgive you because um sorry. So um love a good NDA. Uh just I mean just grab one, use it because um what I've learned in all the years is that um you know like they might not necessarily be enforceable but guess what like it definitely dissuades whomever you're you're talking to from you know moving forward.

01:49:20

J Lofton: I mean you you

Kwamara Thompson: Jay, I'm gonna cut in just a little bit because you are because I guess you are out in Broward in these wild wild

J Lofton: frivolously Oh,

Kwamara Thompson: streets. We cannot hear you uh all that well.

J Lofton: wow. Oh,

Kwamara Thompson: So uh maybe Michelle J you guys can uh have a separate conversation at some

J Lofton: so excit.

Kwamara Thompson: point um around that. Um, okay. We are at a we are at 11:50. Boy, time flies when you're having fun. Um, so let me kind of uh I want to put you guys in your accountability partner groups for at least like a few minutes so you can know who your accountability partners are. Um, some of your accountability partners may not be on here, so we'll figure out a way to put you all in touch. Um, let me go to my logistics document, which is where I put all of the breakout stuff. Here it is. Okay. So, let

me see who's here to make sure that we're good.

01:50:34

Kwamara Thompson: Okay, I think we have enough folks on here for this. Okay, so let me pull our breakout room sessions together. Um, let me set up the breakout rooms. Uh, Judith, is Judith on the call? Irene, are you on the call? I know Tate is not on here and I know Hazel had to leave early for school pickup. Uh so,

Emily Bakhitah: No, they're not.

Kwamara Thompson: okay, thanks. So, those of you guys who are here, let me put you in. Um Arian, um Tate is actually your person, but she's not on today, so I'll do a separate intro for you.

OUEDRAOGO N ARIANE FABIOLA: Okay.

Kwamara Thompson: Um, all right. Emily and Contraa, you guys are together, so I'll put you in a room. Uh, Contraa and Emily Aita.

Contrea F.: Okay.

Kwamara Thompson: And then let's see what else do I have. And I did these as close as possible to the idea that you have um some kind of services or business ideas that are adjacent to one another. Um so Chennet, you would be with Hazel, but Hazel had to leave early.

01:52:08

Kwamara Thompson: Um but I'll do a reconnection for the two of you all. Um Judith and Irene are not here. They're buddies. And so then next we have um Cyndyl, Beth, and Michelle. You guys are together.

Contrea F.: I have a question. I have a question.

Kwamara Thompson: Yes.

Contrea F.: Um because I'm I won't necessarily be able to go come on the Zoom like I just was lucky that it was no work today. Um but this is my normal work hours.

Kwamara Thompson: Okay. Gotcha.

Contrea F.: How would it work with me and Emily with the time difference?

Kwamara Thompson: So, um, your accountability partners you're going to introduce, but basically the idea is that you guys could do midweek check-ins just up to 15 minutes.

Contrea F.: Okay.

Kwamara Thompson: Um, if it's easier for you to do it via text message or WhatsApp or whatever, that's fine.

Contrea F.: Okay.

Kwamara Thompson: Um, so I think you'll be okay that way.

Contrea F.: Okay,

Kwamara Thompson: Yeah,

Contrea F.: that's all.

Kwamara Thompson: perfect question.

Contrea F.: Thank you.

01:53:05

Kwamara Thompson: No problem. Um, who do I say? Oh, Cindel, Beth, and Michelle. Okay. Uh, Beth and Michelle. Okay. Um, so we have technically five minutes, but if you can give me five more minutes and then I swear we'll end at 12:05. Um, so that this way when you guys go into your your groups, you get to meet each other. Um, please exchange information, email, phone number, WhatsApp, whatever. Um, and then we'll talk a little bit more about how the accountability partners will work. Um, and then, uh, some more stuff going forward and we'll close out. So, let me open up these rooms. Okay. Oh, Michelle, did I not put you in the right room? Right. Oh, Jay, I need to since you came in late, I need to find you in a partner. Hold on. Edit rooms. Uh, let me look at my logistics real quick. Okay. Actually, Chennet, Jay, and Hazel, I'm going to put you guys together.

01:54:47

Kwamara Thompson: So therefore, Jay and Chenet, I'm going to put you in the room now and okay, save. Uh, Bikita, you should be able to move to your accountability partner room. All right. So, Arian, you're the only one with me, but I will put you in touch.

OUEDRAOGO N ARIANE FABIOLA: No problem.

Kwamara Thompson: Oh, goodness.

OUEDRAOGO N ARIANE FABIOLA: So, you're going to do another session with me and her or you going to put us in contact?

Kwamara Thompson: Yes,

OUEDRAOGO N ARIANE FABIOLA: I don't know.

Kwamara Thompson: I'm just going to uh if you're okay, I can do it on WhatsApp. Both of you guys are on WhatsApp,

OUEDRAOGO N ARIANE FABIOLA: Yeah.

Kwamara Thompson: so I'll just put you in touch there.

OUEDRAOGO N ARIANE FABIOLA: Yeah. Okay.

Kwamara Thompson: Yeah,

OUEDRAOGO N ARIANE FABIOLA: No problem.

Kwamara Thompson: perfect.

OUEDRAOGO N ARIANE FABIOLA: I don't know. I have something to do right now. I don't know if I can leave or have anything

Kwamara Thompson: Um,

OUEDRAOGO N ARIANE FABIOLA: important.

01:56:04

Kwamara Thompson: do you have a meeting right at in three minutes?

OUEDRAOGO N ARIANE FABIOLA: No, I need to do something. I need to do important call. Not a meeting, but Yeah.

Kwamara Thompson: Okay. Can you give me five minutes or are you happy to get off now?

OUEDRAOGO N ARIANE FABIOLA: Okay. Oh, yeah. I can give you five minutes.

Kwamara Thompson: Okay,

OUEDRAOGO N ARIANE FABIOLA: Okay.

Kwamara Thompson: perfect. Um, I'm just letting everyone meet their accountability partner and then we'll close out together as a big

OUEDRAOGO N ARIANE FABIOLA: Okay,

Kwamara Thompson: group.

OUEDRAOGO N ARIANE FABIOLA: no problem.

Kwamara Thompson: Okay, I think everyone is back in the main call. um hopefully got a chance to say hi and exchange information with your accountability partner.

Contrea F.: Wait,

Kwamara Thompson: Um

Contrea F.: because we I'm sorry. We did not ex We went to talking.

Shanèe Faulkner: I know.

Contrea F.: We did not We did not exchange information. We were in there talking in the middle and it just cut us off.

01:59:03

Kwamara Thompson: Oh my goodness. Yeah, I know I didn't give you much time because it's actually noon and I'm I'm trying to um wrap up, but you know what? Let me um let me think about this. Uh because I don't think I I only have your emails, not your phone numbers, I don't believe.

Contrea F.: All right. Maybe do a Google forms for us to put our numbers so you can get it collective.

Kwamara Thompson: Yeah. Why don't or or why isn't everyone just reply back to the emails that I've sent out with your phone number and then

Contrea F.: Okay. Okay.

Kwamara Thompson: we'll uh I'll put I'll put us all maybe in a WhatsApp chat and then you guys can go off and uh meet your people that way. should be good.

Contrea F.: Okay. Thank you.

Kwamara Thompson: Perfect.

Emily Bakhitah: Is it?

Kwamara Thompson: Um, okay. So, let me just get through this really quickly. Um, as I mentioned, we're not building alone. You've already met your accountability partner, or if you haven't, I will put you in touch with them.

01:59:55

Kwamara Thompson: Um, you don't have to necessarily follow this format, but just so you know, you can keep it practical. 15-minute midweek check-in. What did you commit to?

Emily Bakhitah: What?

Kwamara Thompson: What did you complete? What is blocked? What will you do next? That's just a suggestion. or you guys can just keep support each other however uh that works best for you. Um so in her global hub I would love for you to share one of your answers for your venture clarity canvas. So just one answer. So whether that's the assumption that we talked about, a strength that you feel really clear about. Um and so you'll share that into her global hub as a post. Please have that done by next week. Uh and then before we meet again,

Emily Bakhitah: Sorry. Yeah.

Kwamara Thompson: finish your six week goal. Uh well, we'll probably end up talking about your sixe next week.

Emily Bakhitah: It's okay.

Kwamara Thompson: Um your capacity inventory, make sure you have figured out your partner check-in.

02:00:53

Kwamara Thompson: So, you know, we'll do that via WhatsApp and then of course post or share thoughts in the app. Um, but before you go and before I I forgot, uh, Fridays 11:00 a.m. to 1 p.m. If you want additional support, one-on-one time with me, just let me know and we can start this Friday. Um, but I have a gift for you. So, uh, a friend of mine has created a journal for women entrepreneurs called Soft Launch. U my friend Nicole Hines who also is a lawyer. Um so you can I will send this link to you but just so you know you'll go to her Etsy um you get $20 off which actually means that it's free. It's it's less than $20 where she couldn't give a free code. So you'll get $20 off which means you get this soft launch book. It's a digital ebook for free. Uh and this is only for you all who are here part of the cohort. So, as we're going through this journey, you'll have a journal to go along with you.

02:01:52

Kwamara Thompson: Um, and I will share this slide so that and the and the link so that you guys uh can access it and purchase it hopefully today or this week when you have time. And that is it. As a reminder, you are not alone. I want to thank you all so much for joining us on this journey for being here for week one. We will do these weekly. We are off uh I just realized that we are off next week since it's Thanksgiving. So actually you have more time to complete uh all of the work that we just discussed. Um uh and so then we will see you the first Wednesday in December. uh and if not like I said the recordings and the slides will be uploaded to the courses in the her global hub WhatsApp. Thank you all so much. Um and then please don't forget to respond back to any of the emails with your phone numbers and we will create a WhatsApp group for us. Alrighty. I'm glad that we're getting such great feedback. free rag. Happy Thanksgiving everyone who celebrates.

J Lofton: Happy Thanksgiving. Thank you.

Emily Bakhitah: Happy Thanksgiving everyone.

Contrea F.: Happy Thanksgiving.

Kwamara Thompson: Bye.

Contrea F.: Be safe everyone. See you guys soon.

Kwamara Thompson: Oh yes.

J Lofton: If you guys have Thanksgiving,

Kwamara Thompson: Houston.

J Lofton: I forget there's people from other countries.

Kwamara Thompson: Yes.

J Lofton: Bye.

Kwamara Thompson: Uh okay. Bye everybody.

Contrea F.: Bye bye.

Emily Bakhitah: Bye. Kwamara, would you like me to stay or it's okay?

Kwamara Thompson: Oh, no. We're done. We're good.

Emily Bakhitah: All righty.

Kwamara Thompson: Awesome.

Emily Bakhitah: Happy Thanksgiving.

Kwamara Thompson: Happy Thanksgiving.

Emily Bakhitah: Very grateful for you. Okay.

Kwamara Thompson: Yes. Grateful to you, too, my friend. Thank you.

Emily Bakhitah: of YouTube

Kwamara Thompson: Enjoy your week off next week. Bye.

Transcription ended after 02:15:02

This editable transcript was computer generated and might contain errors. People can also change the text after it was created.