

# nfte!

Founders  
Forum  
Showcase  
2022
















**PRESENTED BY:**

Citi Foundation



# 2022 Founders & Businesses

	<i>Appreciable Art</i> Daniel McVay, Founder	
	<i>Artem Creative</i> Jason Mejia, Founder	
	<i>Comfort Curls</i> Ever Blanco-Cruz, Founder	
	<i>Credible Coverage</i> Chris Argote, Founder	
	<i>Dazzle Me Please</i> Abigail Williams, Founder	
	<i>FORUS</i> Kristen Anti, Founder	
	<i>Fu Dogz</i> Cindy Aoun & Sebastian Wasekuk, Founders	
	<i>Howell International</i> Jevon Howell, Founder	
	<i>JJ Orchids</i> Gayathri Samuel, Founder	
	<i>Level Up Consulting</i> Cory Hinds, Founder	
	<i>R.828 Marketing</i> Jordyn Jackson, Founder	
	<i>We Do It For Us Network</i> Vanee Brown & Damari McKoy, Founders	
	<i>Zia Technologies</i> Samya Zia, Founder	

# Agenda



## NFTE Founders Forum Showcase March 23, 2022

<b>Welcome</b>	Kene Turner, National Postsecondary & Alumni Programs, <b>NFTE</b>										
<b>Emcee</b>	Brian Sessions, <b>The ROC Enrichment Group</b>										
<b>Finalists</b>	<b>Appreciable Art</b> , Daniel McVay <b>ShopHowell</b> , Jevon Howell <b>FORUS</b> , Kristen Anti										
<b>Judge Panel</b>	Collins Ndipmon, <b>EY</b> Dorothy Stuehmke, <b>Citi Foundation</b> Cassidy Self, <b>MetLife</b> Luke Cooper, <b>Latimer Venture &amp; Preface Ventures</b>										
<b>Advisor Panel</b>	Chris Guillot, <b>Thinking Thumbprint LLC DBA Merchant Method</b> Judy Stewart, <b>Creative Sense, Inc.</b>										
<b>Fast Pitch</b>	<table border="0"> <tr> <td>1. <b>We Do It For Us Network</b></td> <td>6. <b>Comfort Curls</b></td> </tr> <tr> <td>2. <b>Dazzle Me Please</b></td> <td>7. <b>JJ Orchids</b></td> </tr> <tr> <td>3. <b>Artem Creative</b></td> <td>8. <b>Level Up Consulting</b></td> </tr> <tr> <td>4. <b>Fu Dogz</b></td> <td>9. <b>Credible Coverage</b></td> </tr> <tr> <td>5. <b>R.828 Marketing</b></td> <td></td> </tr> </table>	1. <b>We Do It For Us Network</b>	6. <b>Comfort Curls</b>	2. <b>Dazzle Me Please</b>	7. <b>JJ Orchids</b>	3. <b>Artem Creative</b>	8. <b>Level Up Consulting</b>	4. <b>Fu Dogz</b>	9. <b>Credible Coverage</b>	5. <b>R.828 Marketing</b>	
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<b>Thanks</b>	Dr. J. D. LaRock, President & CEO, <b>NFTE</b> Arnie Abram, National Postsecondary & Alumni Programs <b>NFTE</b>										



**Brian Sessions**  
CEO  
The ROC Enrichment Group  
NFTE Class of 2008

Brian Sessions is an Entrepreneur, Content Creator, Husband and Father who has dedicated his life to the spiritual, societal, and educational well-being of inner-city youth in Baltimore, MD and in the world.

Sessions is the CEO and Director of The ROC Enrichment Program, an experiential learning and arts integration organization that teaches education and social content to K12 students in schools, libraries, rec centers, and youth organizations currently on the East Coast. Scholars are educated using tracts such as Hip-Hop & Poetry, Culinary & Nutrition, Rhythm & Movement, Mobile Journalism, Drama, and Sports to help with comprehension and regurgitation.

Likewise, Sessions has appeared in HBO's "The Wire", BET's "Ten9Eight Shoot for the Moon," collaborated with NASA, shared platforms with names such as Maryland's State Attorney Marilyn Mosby and Congressman Elijah Cummings, and has even submitted a marketing campaign to Bad Boy Entertainment at age 17.

Brian is a member of the NFTE Class of 2008, and is a member of the first cohort of the NFTE Founders Forum.

**Daniel McVay**  
*Appreciable Art*

Appreciable Art provides disassembled collective watches and reuses the pieces to create artistic wall art framed in shadow boxes.

<https://www.linkedin.com/in/danielmcvay/>

**Appreciable Art**  
Reimagine watch ownership

**Jevon Howell**  
*ShopHowell*

ShopHowell is an e-commerce consulting company for small businesses doing business on Amazon.

<https://www.linkedin.com/company/shophowell/>

SHOPHOWELL

**Kristen Anti**  
*FORUS*

FORUS is a gender neutral baby bag that caters to the needs of stay at home fathers.

<https://www.linkedin.com/in/kristen-anti2020/>

 FORUS

# Judge Panel



Serial entrepreneur, growth leader, and merger lawyer, Luke Cooper is Partner at San Francisco-based Preface Ventures, and Founder and CEO of Latimer –a \$250MM venture fund with the mission of helping underrepresented founders reach outcomes.

In 2021, Luke founded Latimer with the aim to elevate the experience of Black tech entrepreneurs, provide training curriculum and advisory services to BIPOC founders, and facilitate strategic connections between investors, Fortune 1000 acquirers, and high growth companies.

## Luke Cooper

Founder & CEO, Latimer  
Partner, Preface Ventures

following the transition. He is only the 2nd Black tech entrepreneur to see a company through to a successful exit in Baltimore.



Collins Ndipmon is a dynamic cybersecurity professional with many years of experience in fast-paced information technology centers in military and private sectors. As such, Collins is an expert in Risk Management Framework (RMF) and proficient at identity and access management. At EY he focuses on cybersecurity compliance and assessment.

Collins is an alumnus of the United States Navy who enjoys playing soccer, reading financial books, cooking, traveling and spending time with his family in Maryland.

## Collins Ndipmon

Cybersecurity Analyst  
Ernst & Young LLP



Cassidy Self is the Assistant Vice President of Customer Experience and In-force Optimization for Retirement & Income Solutions (RIS) at MetLife. She is responsible for leading programs that focus on simplification and digitization to enhance RIS's ability to deliver for customers and create efficiencies in administrative processes. Since joining MetLife in 2015, Cassidy has held various strategy and product development roles both in the US Business and Enterprise. She is also actively involved in several MetLife Diversity Equity & Inclusion networks, including serving as a program leader for the U.S. Lean In program where she supports program strategy and membership.

## Cassidy Self

AVP, Customer Experience  
and In-force Optimization  
for Retirement & Income  
Solutions, MetLife

Cassidy earned a dual Bachelor's degree in Marketing and International Management from Clemson University (SC). Outside of work she enjoys staying active through CrossFit (where she met her husband), cooking, and spoiling her two dogs.



Dorothy Stuehmke leads the Citi Foundation's global partnerships within Financial Inclusion, Youth Economic Opportunities and Community Solutions. Dorothy's oversight also includes key relationships that ladder up to the Foundation's Pathways to Progress and Action for Racial Equity commitments in the U.S. Prior to this role, Dorothy was responsible for leading a team that coordinated the Citi Foundation's grantmaking activities across 80+ countries and territories outside the U.S.

## Dorothy Stuehmke

Senior Program Officer  
Citi Foundation

Prior to joining the Citi Foundation Dorothy held positions in the public and private sectors, including with the U.S. government, United Nations and nonprofits, where she focused on foreign policy, international development, public affairs and communications in the Asia Pacific region. Dorothy was also the Senior Advisor to the 2008-09 U.S.-North Korea Food Aid Program for the U.S. Agency for International Development, where she oversaw implementation of the largest U.S. government food aid initiative in history in North Korea in coordination with a consortium of U.S. NGOs and the UN World Food Program.

Dorothy is a 2022 92Y Women in Power Fellow. Previous fellowships also include the Institute for International Education National Security Education Program and Korean Language Flagship. She holds a Master's degree in Public Administration from the Robert F. Wagner School of Public Service at New York University and a Bachelor's degree from the University of Wisconsin-Madison. She was a Council on Foreign Relations Term Member (2008-2013) and speaks Korean and German.



# 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 (\$1,000,000+)

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SAP America, Inc.  
Anonymous

# Advisor Panel

## Christine Guillot

CEO & Founder | Retail Consultant and Instructional Design  
*Thinking Thumbprint LLC, DBA Merchant Method*  
Seattle, WA



Chris wants to live in a world with thriving independently owned shops, thoughtfully designed products, and the friendly sounds of merchants chatting with customers.

## Judy Stewart

CEO  
*Creative Sense, Inc., a Management Consulting Company*  
Stamford, CT



Judy has 30+ years of experience in the fashion and consumer goods industries. She is known for creating and executing strategies to reposition companies for profitable growth.

## Our Founders Forum Business Advisors

Christine Guillot, Thinking Thumbprint LLC, DBA Merchant Method  
Emil Khodorovsky, Forbix  
Gautam Madaan, PayPal  
Barbara Occhino, Vertex Marketing  
Rosie Marie Orens, Compensation Advisory Partners  
Elliott Schwartz, EmptyLegMarket  
Marceda Shambery, EY  
Mudassir Sheikh, ADIB – Bank  
Ryan Sobeck, Goldman Sachs & Co.  
Judy Stewart, Creative Sense, Inc.  
Holly Wallace, Merrill Lynch  
Dr. Eileen Wolkstein, Career Counselor & Executive Coach



Network for Teaching  
Entrepreneurship

#FoundersForum22

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New York, NY 10005

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please visit [www.nfte.com](http://www.nfte.com).

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