

# nfte! MIDWEST: ST. LOUIS YOUTH ENTREPRENEURSHIP CHALLENGE

## The Road to Nationals May 24, 2022

Presented by

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# Welcome

Welcome!

The Network for Teaching Entrepreneurship (NFTE)'s mission is to activate the entrepreneurial mindset and build startup skills in an entire generation of young people. Now more than ever, it is critically important for us to build the next generation of thinkers, makers, and problem solvers. This became even more evident as we battled a once in a lifetime global pandemic and worked hard to create a more racially just society. Throughout this year of historic challenges, NFTE Midwest has worked together with our educators, students, coaches, and partners, to make sure our entrepreneurial learners could continue to build their skills and become our future workforce.

This year NFTE was able to reach over 5,000 students throughout the Midwest with our innovative, virtual hands-on curriculum, equipping them with the mindset necessary to prepare for success in school, college, and the workforce. Our NFTE Midwest students have been working diligently throughout the school year to develop, refine, and perfect their business plans despite not always being in a classroom with their teachers or coaches. Throughout this year, we have had over 270 volunteer coaches providing over 1,100 hours of coaching to our students to ensure they are able to not only succeed in their NFTE classrooms but in their future careers and academic pursuits.

On May 3rd and 5th, at our quarterfinal and semi-final round of competitions, nearly 70 businesses presented to judges. Winners earned a spot to compete in tonight's Regional Finals Competition.

Today's 1st and 2nd place winners will be heading to the NFTE National Youth Entrepreneurship Challenge, held in October, where they will compete against finalists from all over the country. The winner of the national competition has the potential to win additional prize money and compete in the NFTE World Challenge.

We want to take a moment to recognize our educators for their fearless dedication to our students throughout this year. We could not accomplish all we do without you. We also want to take a moment to thank our volunteer coaches and corporate and individual partners who have continued to support NFTE's work despite the ever-changing economy. And last but definitely not least, we congratulate all of today's competitors for all the hard work and dedication it has taken to get to the NFTE Youth Entrepreneurship Challenge Regional Finals.

We are so proud of all of you!

Dr. Scott Nasatir, Executive Director, NFTE Midwest  
Lauren Patrick, Lead Program Associate, NFTE Midwest  
Tiana Schlottman, Development Manager, NFTE Midwest  
Aliyah Clark, Public Ally

# Agenda

## NFTE Midwest: St. Louis Youth Entrepreneurship Challenge Finals Tuesday, May 24, 2022

<b>Welcome</b>	Lewis Sheats, <b>Director, Chaifetz Center for Entrepreneurship</b>
<b>Emcee</b>	Nayla Nava, <b>NFTE Class of 2019</b> <i>Co-founder, Afrospanic Atmosphere</i>
<b>Judges</b>	Michael Bostic, NFTE Alumnus, <b>I Am Not A Statistic (IAS)</b> Tamia Coleman-Hawkins, NFTE Alumna, <b>Mia's Treats Delight</b> Eriko Pope, <b>Katalyst STL</b> David Sachs, <b>HH Capital, LLC</b> Gary VonderHaar, <b>Mastercard</b>
<b>Finalists</b>	<b>MODRN Media</b> - Josh Krueger – South Technical High School <b>Nature's Market</b> - Devon & Deron Titsworth – Jennings Senior High School <b>Universal Design</b> - Micah Thompson – Every Child's Hope
<b>Volunteer of the Year Awards</b> <b>Alumni Expo Fast-Pitch</b> <b>Winner Announcements &amp; Closing</b>	Scott Nasatir, <b>Executive Director, NFTE Midwest</b> Lauren Patrick, <b>Lead Program Associate, NFTE Midwest</b>





## Whose tomorrow will you change today?

We are committed to helping underserved students develop the entrepreneurial mindsets and skills needed to thrive in the working world of tomorrow.

Learn more at [ey.com/us/cr](https://ey.com/us/cr)

The better the question. The better the answer.  
The better the world works.

# Student Finalists

## MODRN Media

**Josh Krueger** – South Technical High School

MODRN Media’s mission is to create engaging, curated, and consistent content that helps elevate all action sports to the next level by increasing sales, retention, and viewership. MODRN’s goal is to be the go-to production and social media management company for the action sports world.

## Nature’s Market

**Devon & Deron Titsworth** – Jennings Senior High School

Nature’s Market delivers an exceptional shopping experience by offering the best service, value, quality, and freshest products while being good stewards of the environment and giving back to the community.

## Universal Design

**Micah Thompson** – Every Child’s Hope

Universal Design’s slogan is, “Design how you see the world, make the world your design.” Universal Design is a digital-age, app service that helps artists to create designs via an innovative technology-based platform that provides excellent customer support.

# NFTE Midwest Advisory Board

**Venu Raghavan** (Chair), Wasson Enterprise

**Maxine Clark**, The Delmar DiviNe

**Patricia Hagen, Ph.D.**, TEC/T-Rex

**Mike Jortberg**, Slalom

**Art McCoy, Ph.D.**, SAGES LLC

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**Gary VonderHaar**, Mastercard

**Kristal Walton**, GSTV

**Gary Weintraub**, Stasher

**Brian Williams**, District 14, St.Louis

**Kevin Wilson**, SBDC University of Missouri



# Alumni Emcee

## Nayla Nava NFTE Class of 2019

*Co-founder, Afrospanic Atmosphere*

Nayla Nava was a NFTE St. Louis Metro challenge winner in 2019 with Afrospanic Atmosphere, a business she shared with Maya Montgomery. They went on to compete in the National Finals, in New York City. Afrospanic Atmosphere is an apparel and accessories line that empowers Black and Latinx communities to pursue STEAM! Nayla currently operates a shopify store for Afrospanic Atmosphere, and is a teen ambassador for the St. Louis Science Center's Youth Exploring Science Program, the same program through which she encountered NFTE! An avid singer and actor, she studies performing arts at the Grand Center Arts Academy.



# Judges

## Michael Bostic Founder

*I Am Not a Statistic (IAS)*

*NFTE Class of 2020*

Michael Bostic is an alumni of the Saint Louis Science Center's NFTE Program. Michael was the 2nd place finalist in the 2020 NFTE STL Regional Youth Entrepreneurship Challenge and the Saint Louis 2020 EY Student Entrepreneur of the Year. He is a 2022 University City High School graduate that plans to pursue a chemistry degree with a double minor in psychology and public health. He will pursue the pre-medical track and has interests in diversifying medicine. Through NFTE, Michael created his award-winning non-profit organization, I Am Not A Statistic, which seeks to increase literacy and raise self-efficacy in the minority community.



## Tamia Coleman-Hawkins Founder & CEO

*Mia's Treats Delight*

*NFTE Class of 2015*

Tamia, founder & CEO of Mia's Treats Delight, is a 15 year old baker from St. Louis, MO. She started her business in 2015 at the young age of 8 years old. She bakes gourmet cookies, brownies, and cookie cakes all from scratch. Tamia has sat on several boards, but currently sits on the Board of Directors for The Mission Attempt nonprofit located in St. Louis, MO. and was named as The ROOT Young Futurist 2020 and Living Legends Young Shero 2022. Over the years, she has won numerous awards for her philanthropic work and entrepreneurial achievements.



Tamia's mission in life is to combat homelessness, build a legacy, & inspire young girls and boys to not only dream big, but to dream BIGGER!



# Judges, *continued*

## **Eriko Pope** CEO and Founder *Katalyst STL*

Eriko Clevenger Pope is the CEO and Founder of Katalyst STL, an advisory firm specializing in strategic business problem solving, strategic planning, brand and marketing strategy for nonprofits and entrepreneurs.

She has served in Marketing Leadership roles over the past 20 years at Kraft Foods and Nestle and was most recently the Head of Global Marketing for Nestle Purina Pet Care Worldwide. She received her undergraduate degrees from Washington University and an MBA from the Wharton School in Marketing and Finance.

She currently serves as the Director of the NISA Charitable Fund, a donor advised fund for NISA Investment Advisors which has distributed over \$2.5MM in grant funding since April 2020 and supports several nonprofit boards including St. Louis Public Radio, John Burroughs School, Concordance Academy.

In her spare time, she enjoys teaching as an adjunct faculty member at Washington University and spending time at the soccer fields with her four children and husband.



## **David Sachs** Founder *HH Capital, LLC*

David Sachs founded HH Capital, a small private equity firm based in Clayton, MO. HH Capital invests and acquires family-owned companies looking to reorganize and transition to larger markets. David invests for long-term, durable growth and partners with like-minded investors that share these ownership goals. HH Capital has completed two acquisitions since its founding in 2019.

Prior to HH Capital, David worked at Trillium Trading in New York City for 10 years, where he developed investment strategies, becoming a top trader. Later, David served as the founding manager of the company's Chicago office, which he opened in 2016 and grew a trading team.

David graduated from Babson College with a concentration in Entrepreneurship and Finance. David grew up in Vermont where his father owned a small organic fertilizer manufacturing company. In David's off time, he enjoys skiing, traveling, watching hockey and being outdoors with his three rambunctious boys and loving wife, Christine.



## Judges, *continued*

### Gary J. VonderHaar

**Executive Vice President, Operations & Technology and General Manager, Payment Processing, North American Markets**  
*Mastercard*



Gary VonderHaar leads the strategic transition of the Processing business in North America to a successor platform. In this role, he provides end-to-end oversight and governance of the Processing business including the execution of the product and engineering roadmaps, the management of the teams that operate and support the business, working with customer delivery teams. This year marks the beginning of a multi-year process to successfully migrate customers and decommission legacy platform components.

Prior to this role, Gary served as executive vice president of Consumer Solutions Engineering in Mastercard Product and Engineering. He also has served as Chief Technology Officer, Enterprise Architecture, driving the MasterCard technology roadmap which linked business strategy and technology strategy. Before joining Mastercard, he worked with Accenture and McDonnell Douglas. Gary graduated from the Missouri University of Science and Technology (formerly University of Missouri-Rolla).

Gary is a member of the NFTE Midwest Advisory Board and serves as a frequent volunteer and regular judge for our competitions.

## Volunteers of the Year

We are immensely grateful to all of our volunteers. This year, we are especially proud to celebrate our **Individual Volunteer of the Year, Maxine Clark**. Since NFTE's beginnings here in St. Louis, Maxine has been a stalwart supporter of our program. She serves on the Midwest Advisory Board and is committed to making important connections between NFTE and the community at large. Maxine has been a guest speaker and business coach for many of our students, and we are enormously grateful for her support and championship in St. Louis and beyond.

And congratulations to our **Corporate Volunteer of the Year, CIBC Bank USA**. CIBC has been incredibly successful at recruiting volunteer business coaches from their St. Louis area staff. These professionals bring their passion, expertise and enthusiasm to every session with our students. They have served as business mentors for multiple schools throughout the region, helping to guide students from business idea to competition prep. Special thanks to Kevin Brooks for accepting the award on behalf of CIBC!



## Get Involved

### Learn more about NFTE

Network for Teaching Entrepreneurship (NFTE)'s mission is to activate the entrepreneurial mindset and build start-up skills in youth from under-resourced communities to ensure their success and to create a more vibrant society. As a global nonprofit organization, NFTE provides high-quality entrepreneurship education to middle and high school students from under-resourced communities, as well as programs for college students and adults. NFTE reaches 50,000+ students annually in 25 states across the U.S. and offers programs in 20 additional countries. We have educated more than a million students through in-school, out-of-school, college, and summer camp programs, offered in person and online. To learn more about how we are promoting inclusive capitalism and building the next generation of diverse entrepreneurs, visit [www.nfte.com](http://www.nfte.com).

**[JOIN OUR VOLUNTEER COMMUNITY! CLICK HERE TO REGISTER](#)**





We are proud to support the next generation of innovators in their pursuits to achieving their entrepreneurial dreams!

MARY KAY **nfte!**  
Network for Teaching Entrepreneurship

## Proud to do our part to help bright minds achieve bright futures.

NFTE is dedicated to empowering students and giving them a chance at a brighter future.

An idea we can all get behind.

At Citi, we commend NFTE on their efforts and are pleased to support their invaluable work.

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Together, we're sparking  
the entrepreneurial spirit

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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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