

nfte! CAPITAL REGION YOUTH ENTREPRENEURSHIP CHALLENGE

The Road to Nationals **June 8, 2022**

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Welcome

Agenda

Dear NFTE Family,

Welcome to the NFTE Capital Region Finals, part of our Youth Business Competition series. We come together tonight to celebrate our young entrepreneurs who have risen to the top of their class, school, and Capital Region. They, along with our students in our business showcase and the many alumni here tonight, are powerful proof of what NFTE programs can do.

All of the students we will hear from tonight have spent the past school year learning and embodying the entrepreneurial mindset. At its core, the entrepreneurial mindset is a set of characteristics, behavior, and skills that drive action, having a future orientation and abilities to think critically, creatively, problem solve and take calculated risks. Developing an entrepreneurial mindset is the best preparation for a dynamic and ever-changing workforce.

At the end of my first full year as Executive Director here in the Capital Region, I learned that our programs are only as strong as our teachers, volunteers, and partners. Many of you here tonight have lent your time coaching a student or donated to our programs, and we thank you. Every contribution, every hour spent volunteering, helps us give our students the best program possible. To our incredibly talented and dedicated teachers, you are the heart of NFTE. We can't express enough gratitude for continuing to teach NFTE programs with such skill and grace during some of the most challenging times educators have ever faced.

It's our first time bringing this NFTE community together in over two years, and we hope tonight both inspires and motivates you all to action. More young entrepreneurs here in our region need our program. So, if you were captivated tonight by our students, take action – volunteer, donate, get your company involved, or reach out to me to schedule a time to chat. Join us in our movement to help students recognize how to use their knowledge, maximize their potential, and become creators.

Thank you for joining us and, most importantly, celebrating our young entrepreneurs here in the Capital Region.

Warm regards,

Meg Stewart
Executive Director
MegS@nfte.com

NFTE Capital Region Youth Entrepreneurship Challenge Finals Wednesday, June 8, 2022

Welcome	Dr. J.D. LaRock, NFTE President & CEO Kerry Murphy Healey, President Milken Center for Advancing the American Dream
Emcee	Jennifer Castro, NFTE Class of 2018 HR Assistant, Greenbrook TMS NeuroHealth Centers
Judges	Matt Aaron, LUX Wealth Planning Kirk Brown, Milken Center for Advancing the American Dream Jeff Hargrave, Mahogany, Inc. Andre McCain, HalfSmoke Keerthi Santosh, EY
Finalists	Hidden Stash - Keenan Fraser – Francis Scott Key Elementary Middle School Nujjet - Charles Duong – Falls Church High School Sports Shorts - Joy Moanda – Francis Scott Key Elementary Middle School
Corporate and Individual Volunteer of the Year Awards	Meg Stewart, Regional Director, NFTE Capital Luke Cooper, Latimer Ventures
Alumni Conversation	moderated by James Dawkins, NFTE Class of 2021 Mary Blackford, Founder, Market 7 Darius Davie, Co-founder, The Groom Guy
EY Scholarship	Anthony Calderazzi EY and NFTE Capital Region Advisory Board
Closing	Dr. J.D. LaRock, NFTE President & CEO



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

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

Student Finalists

Hidden Stash - Keenan Fraser – Francis Scott Key Elementary Middle School
Hidden Stash aims to provide a high quality personalized money bank that will be hidden in plain sight, to help young people save money for the future and learn about financial literacy.

Nujjet - Charles Duong – Falls Church High School
Nujjet is a headset and an accompanying app that collects brain data and sends it off to a small computing chip for processing, to train the user's mind in line with their entertainment goals.

Sports Shorts - Joy Moanda – Francis Scott Key Elementary Middle School
Sports Shorts are affordable, high-quality menstrual shorts that help females feel confident and comfortable while playing sports.

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.

Citi Foundation



Judges

Matt Aaron, CFP Founder

LUX Wealth Planning

Matt is a Certified Financial Planner professional and founder of LUX Wealth Planning in partnership with Northwestern Mutual Wealth Management Company. He provides comprehensive financial planning to a diverse set of clients. Matt began his financial planning business during his junior year of college and was quickly identified as a leader at Northwestern Mutual. He also serves as Growth and Development Director for the Northwestern Mutual Washington, DC office. In this capacity, his role is to identify, develop, and nurture talent, inspiring the next generation of financial planners. In addition to balancing his practice at LUX Wealth and his leadership role at Northwestern Mutual, he commits a great deal of time to delivering motivational talks to inner city youth. Hailing from a similar background in Irvington, New Jersey, Matt has a vested interest in helping children with limited resources understand how to create opportunities for themselves through entrepreneurship. Matt currently serves as a spokesperson for the CFP® Board, encouraging millennials and minorities to pursue a career in financial planning. Matt is a proud board member for Rocketship DC Charter Schools and Network For Teaching Entrepreneurship. He is married to his wife Christian B. Aaron. Matt holds a BBA from Howard University and has earned both a certificate in financial planning from Georgetown University and the prestigious CFP® designation.



Kirk Brown Head of K-12 Programming

Milken Center for Advancing the American Dream

Before becoming Head of K-12 programming at the Milken Center for Advancing the American Dream in Washington D.C., Kirk was the Division Director of STEM Programs for the San Joaquin County Office of Education, which is the largest STEM program at a county office in California, including a 7000 square foot FabLab that serves area schools and districts. Before coming to the San Joaquin County Office of Education, Kirk taught International Baccalaureate Biology and Biotechnology for 25 years. Kirk is the author of a Biotechnology textbook that is used worldwide, is Nationally Board Certified in Adolescent and Young Adult Science, and has won numerous local, state, and national teaching awards, including the Milken Educator Award. Throughout his career Kirk has provided professional development to local, state, national and international audiences.



Jeff Hargrave Founder and President

Mahogany, Inc.

Jeff L. Hargrave is the Founder and President of Mahogany, Inc., a commercial construction firm specializing in General Contracting, Architectural Millwork, and Commissioning since 1991. Jeff is a native of Baltimore City, who graduated from Mergenthaler Vocational Technical High School, and later studied business management at Catonsville Community College and the University of Phoenix. His career track moved forward steadily from carpenter to foreman, superintendent, to proud owner and president of Mahogany, Inc.



Mahogany Inc. has been named one of the largest and fastest growing minority contractors in Maryland by the Baltimore Business Journal. The size and scope of contracts awarded to the company are indicative of the growth and capabilities of Mahogany, Inc. Former clients display a broad range of public and private facilities, including hospitals, universities, government buildings and historic restoration projects.

He recently won the Ernst & Young Entrepreneurs of the Year award, in the service category, for mid-Atlantic region 2018, and later was announced as a National Finalist in his category. Jeff is also a Goldman Sachs 10k Small Businesses alumnus.

Jeff is a philanthropist who is currently a member of numerous boards that support the community. He is the Chair of Presidents Round Table (PRT) and Vice Chair of Baltimore Development Corporation (BDC). He is a board member for Humanim, Job Opportunities Task Force (JOTF), and Living Classrooms. He previously served as the Baltimore region Chapter Chair for the Associated Builders and Contractor's.

Jeff Hargrave is a trailblazer and a leader who inspires his team to reach higher, dream bigger, and achieve greater. Mahogany Inc. has established a standard of excellence, specializing in quality construction that is well known in the industry. Mahogany's philosophy is, "teamwork is the key to winning."

Judges, continued

Andre McCain Founder & CEO *HalfSmoke*

Andre McCain is the founder of HalfSmoke Restaurant and was recently named as a 2021 **40 under 40** recipient by the *Washington Business Journal*.

A native of Washington DC's Ward 7, at age 16 Andre founded his first company, Urbanfly.com, a fashion e-commerce website focused on linking consumers with brand-name clothing from suppliers around the world, which he ran from 2002-2006. In 2003, he was honored by The Network for Teaching Entrepreneurship (NFTE) as a National Young Entrepreneur of the Year. Andre earned a Bachelor of Arts in Economics from Morehouse College in Atlanta, Georgia, in 2008. During those years he also studied abroad at the London School of Economics and Political Science, at Peking University in Beijing, China, and with the Institute for the International Education of Students in Barcelona, Spain.



After graduation, Andre moved to New York to join UBS Investment Bank as an analyst focusing on real estate, lodging and leisure. Then in 2010, after completing the analyst program during the height of the financial crisis, he returned to Washington, DC, and was eventually tapped by SL Green Realty Corporation in New York to become an associate in real estate acquisitions and structured finance investments, a role he held until 2013, when he became vice president of real estate acquisitions and development for Princeton Holdings, LLC, in Manhattan.

After working for three of the nation's top real estate and investment firms, he was fueled by his belief that the restaurant business gives one the opportunity to make a profound impact on the lives of thousands of people daily. In 2013, he began to explore the world of successful, sustainably designed, fast casual restaurants, working to get insight into food preparation, service and customer engagement, while assisting with the opening of a new establishment. Despite the 4 a.m. wake up calls to begin prepping for the day's business in New York, as well as traveling back and forth to Washington on weekends to do restaurant work, he found the enthusiasm for launching his own restaurant in the Shaw neighborhood in Washington.

Andre's vision for HalfSmoke was to create the first restaurant of its kind, to fill the void for a premium offering of one of America's longstanding favorite foods, the sausage, which is the third-most consumed item in America. HalfSmoke is a welcoming restaurant of grand design that is typically associated with "destination" restaurants, where customers seek good food and a pleasing entertainment experience.

Andre is a proud alumnus of the NFTE class of 2003.

Keerthi Santosh US-West Corporate Responsibility Leader *EY*

Keerthi is a product and program manager for ideas that are in the early stages of the innovation life cycle. As a Design Thinking coach, she helps teams crystallize their idea's value proposition, create a Minimum Viable Product, and refine their pitches before they stand in front of investors. She supports teams in launching their product / idea with confidence.

Keerthi's background spans from coding to management consulting to starting new businesses, across the US, UK, and Asia in multiple sectors. She is also passionate about bringing in a social aspect to innovation - how can emerging technologies play a role in making the world a better place for everyone? She is currently with Ernst & Young and is based out of Maryland. In her spare time, she enjoys hiking and gardening.

Keerthi served as the Keynote Speaker for the IEEE WIE International Leadership Summit 2020. As a volunteer, she has served as a judge and Design Thinking Facilitator for NFTE competitions over the past few years, as well as a coach for BUILD's Virtual Design Challenge and a judge for PitchGeorge at George Washington University in 2020 & 2021.



Special thanks to our hosts:



MILKEN CENTER
for **ADVANCING the**
AMERICAN DREAM

Jennifer Castro
NFTE Class of 2018
HR Associate, Greenbrook TMS

We're excited to welcome back Jennifer Castro as our emcee!

Jennifer was a finalist of DC Metro's 2018 Challenge and semi-finalist of that year's National Challenge, as co-founder of Flow Comfort, a subscription box for women that delivers the preferred choice of sanitary products right to the customer's door.

Currently studying Business Administration, she works as an HR associate for Greenbrook TMS, one of the leading companies in TMS therapy. While she is no longer involved with Flow Comfort, her entrepreneurial mindset is active and going strong as she is currently in the process of obtaining her Real Estate License in the state of Maryland. With so many members of her family in the business of home remodeling, she's eager to jump in and join the Real Estate Market.



We are immensely grateful to all of our volunteers. This year, we are especially proud to celebrate our **Individual Volunteer of the Year, Daniel Heimlich**. He has been volunteering since 2015 as a coach and a judge, and always jumps at the chance to support a young entrepreneur. Daniel is ever eager to connect us with a fellow entrepreneur or connection who might be able to help our students. We thank Daniel for all he has done for NFTE and for his commitment to supporting young entrepreneurs across the Capital region.

And congratulations to our **Corporate Volunteer of the Year, Whiteford Taylor Preston LLP (WTP)**. Our work with WTP is spearheaded by our dedicated advisory board member David Cahn, who is constantly seeking ways to get his colleagues involved as volunteers. WTP has partnered with NFTE for over five years, during which they have provided countless volunteers and mentors to work with our students in Baltimore city public schools. They are a long-time sponsor of this challenge event, and are always eager to support our regional finalists as they prep for the national competition in the fall. Thank you, David, and everyone at Whiteford Taylor Preston!



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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.

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

Alumni Guests in Conversation

Mary Blackford

Founder

Market 7

Mary Blackford is the Founder of Market 7, Washington, DC's first Black-owned food hall that features Black-owned food and lifestyle businesses for the purpose of alleviating food and retail deserts in DC.

Mary graduated from Babson College with a BS in Business Management. As a student she also taught entrepreneurship courses to high school students in Ghana and South Africa. She began her career in the socially responsible finance industry as an Analyst. In 2013, Mary became one of the founding chapter leaders of the DC Chapter of Women Investing for a Sustainable Economy (WISE), a women-led professional group committed to providing resources to women working within the impact investing industry. In the summer of 2017 she launched her most recent venture Market 7. Market 7 has worked with 60 Black-owned businesses in the DC area to create alternative community pop-up markets that include fresh food, lifestyle products, and home essentials in Ward 7 (DC). Market 7 is currently building a new 7,000 sq ft food hall slated to open this year. Market 7 has been highlighted by the DC Mayor Muriel Browser, *The Washington Post*, *Forbes*, *CNBC*, *Black Enterprise*, *The Washingtonian*, *Essence Magazine*, *NBC*, *FOX*, and *WUSA*.

In 2019, Mary created a partnership with Whole Foods Market (Mid-Atlantic) to bring more Black-owned brands to their stores. Mary has also developed training partnerships with Google and the Greater Washington Urban League to provide entrepreneurial training in underserved communities in 2020-2021.

Mary is a proud NFTE alumna from the class of 2006.



Darius Davie

Co-founder

The Groom Guy

Darius Davie is an American entrepreneur, writer, content strategist and barber-stylist based in the Washington Metropolitan Area.

Darius began his career in 2017 as a menswear writer, contributing for various publications using his Groom Guy blog as the prime outlet for editorial stories. In 2019, Darius took his blog into a new direction. While training and under the tutelage of A-list hairdressers like Vaughn Acord, he secured his first hotel partnership during the pandemic of 2020 installing a boutique barber-studio & art gallery inside.

Darius extensive knowledge in hair and branding has landed his business in the national press like *ABC News*, *Politico*, *GQ*, *Forbes*, and *The New York Times*, and connecting directly with brands like Gillette and T-Mobile.

He is a licensed men's hairdresser both in New York City and Washington DC, currently operating his business within the nation's capital. He currently lives in Silver Spring, Maryland with his wife and their dog Smokey.

Darius is a proud NFTE alumnus from the class of 2007.

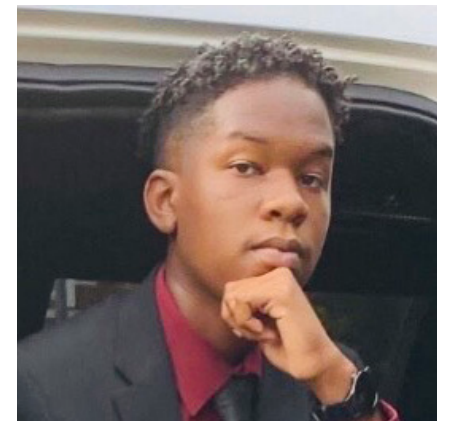


James Dawkins, Jr.

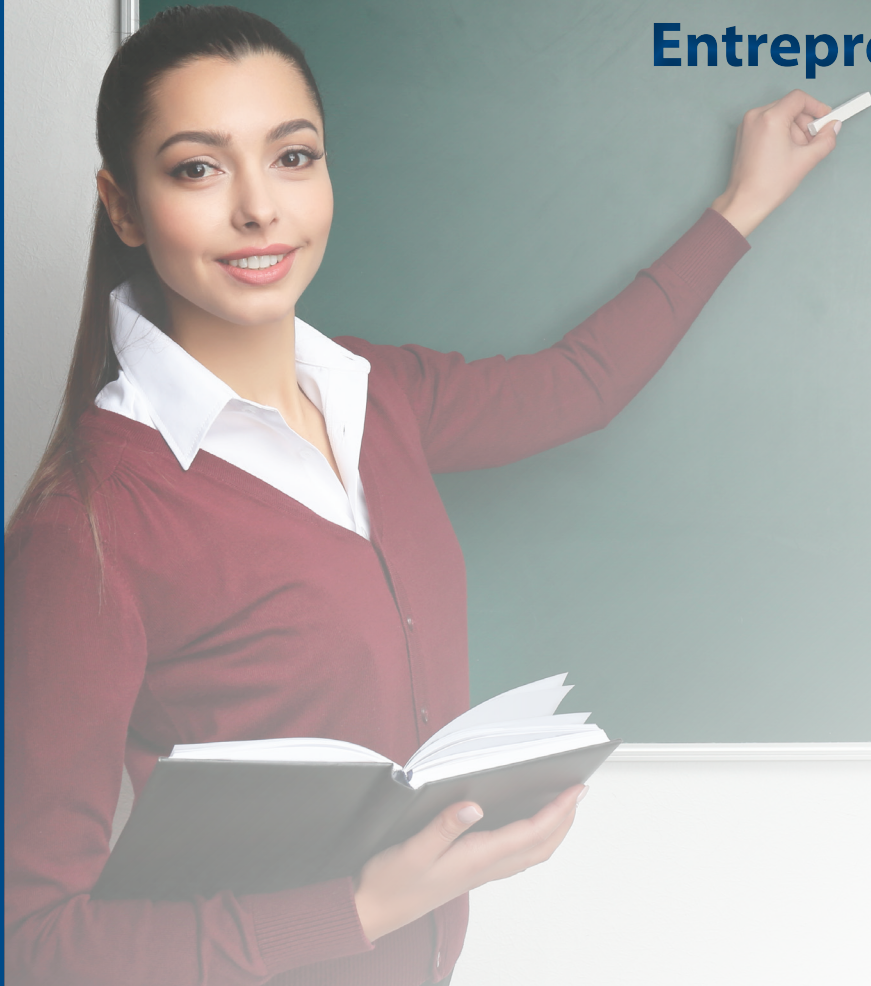
Founder, Hawkeye

NFTE Class of 2021

During the pandemic, James witnessed his parents' stress at managing their work and his 8-year old brother's distance learning at the same time. His brother was struggling, having to constantly pay attention to a screen. What if there was a way to remotely track his and other students' attention? Using Aduino software and python code, James created HawkEye, a camera that tracks the eyes of a child engaged in remote or distance learning. HawkEye cameras can be used to assist low-income families, allowing their children to participate in remote learning unsupervised while they go to work. James, an honor roll student and member of the Science Nationals Honors Society, currently attends University of Maryland, College Park, majoring in Mechanical Engineering.



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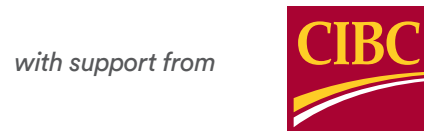
We are proud to support the next generation of innovators in their pursuits to achieving their entrepreneurial dreams!

MARY KAY

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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.

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