

nfte!

# 2024 FOUNDERS FORUM

## PITCH COMPETITION



Wednesday  
February 28, 2024  
6:00 pm EST

Presented by

Citi Foundation



with support from





Founders display their businesses at the last two NFTE Entrepreneurial Spirit Awards Galas  
(c) MargaretFox



# Agenda

## NFTE Founders Forum Pitch Competition February 28, 2024

- Welcome** Arnie Abram, Sr. Manager, NFTE National Postsecondary & Alumni Programs  
Dr. J.D. LaRock, NFTE President & CEO
- Emcee** Vaneé Brown, NFTE and **We Do It For Us Network**  
NFTE Class of 2018
- Finalists** **Faderade**, Akin Shoyoye  
**Edily Learning**, Jonathan Ho  
**Borja+ Media**, Zachary Borja
- Judge Panel** Kenya Bryant, **Citi Foundation**  
Cody Chang, **Product Gym**, **Quadency** and  
**Valley Foundation Regenerative Agriculture**  
Kenrick Fraser, **PayPal**  
Anna Horndahl, **Ernst & Young, LLP (EY US)**  
Mary Lange, **SAP**
- Founders Fast Pitch Showcase**  
Meet the other Founders through their pitches!
- Keynote** Diana Dibble, Founder & CEO  
Tripod Coaching & Consulting, LLC  
Design To Delivery, Inc.
- Winner Announcement & Thanks**



**Vanee Brown**  
COO, We Do It For Us  
Volunteer Coordinator, NFTE  
NFTE Class of 2018

Vanee Brown is a highly motivated professional who currently works as a volunteer coordinator for NFTE in the South and Southeast region of the United States. As a NFTE alumna, her passion for ensuring that current students have impactful experiences is what drives her in her role. Additionally, Vanee is committed to making sure that volunteers at NFTE have a meaningful

experience, believing that their contributions to the community are uniquely valuable and should be recognized.

Vanee is also the Chief Operating Officer of her own entertainment company, We Do It For Us. Her experience in project management and leadership has allowed her to create unique and memorable experiences for her clients.

In 2021-2022, Vanee and her business partner participated in the second cohort of the Founders Forum program, where they pitched We Do It For Us and presented in the Founders Fast Pitch Showcase. Her participation in the program has given her a deeper understanding of the challenges that NFTE alumni face and the importance of providing them with the support they need to succeed.

Vanee is a graduate of Miami Dade College.

## Akin Shoyoye

*Faderade*

Akin, a visionary innovator, founded DriveAI, the first autonomous vehicle research organization in New Jersey, pioneering self-driving car technology. He later transitioned to AP Racing, empowering students to create autonomous vehicles, shaping the future of engineering and technology education, and to Shotput Logistics, a Y Combinator-backed startup. Now, he is focused on track & field, a childhood passion, and is building Faderade, a sports drink company specifically for track & field athletes.

<https://www.instagram.com/drinkfaderade/?hl=en> cus sitat.



## Jonathan Ho

*Edily Learning*

Edily is a mobile platform that focuses on short form educational videos that combine the entertainment magic of platforms like TikTok & YouTube and add curriculum to help Gen-Z students learn. Edily gives all students better access to enriching and authentic educational content. Edily's platform makes it easy for students to explore their passions and for teachers to personalize learning for every student.

<https://www.linkedin.com/in/hojonathan13/>



## Zachary Borja

*Borja+ Media*

Zachary Borja is a photographer and social entrepreneur based in San Leandro. He has spent his career working in education and digital marketing for social impact and small business empowerment. He has documented events for numerous organizations and created high-end media for restaurants and retailers. He is now pursuing a role in Bay Area government to encourage economic development through small business growth and entrepreneurship.

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



# Panel of Judges



## Kenya Bryant

Vice President,  
Program Officer,  
Citi Foundation

Kenya Bryant is a Vice President, Program Officer at the Citi Foundation where she manages key partnerships for the Foundation's Action for Racial Equity commitments and Community Solutions portfolio. Prior to joining the Foundation, Kenya led the development and execution of the Estée Lauder Companies Charitable Foundation's grantmaking strategy across racial equity, girls' education, and M·A·C VIVA GLAM's international grant portfolio focused on HIV/AIDS, women's health, and LGBTQIA+ rights. Kenya's professional background includes non-profit fundraising and youth development work in Washington D.C. at BUILD and the Posse Foundation, as well as ad sales marketing and communications in her past roles at SiriusXM Pandora, ESSENCE Magazine, and Paramount.

Kenya holds an MS from Clemson University in Youth Development Leadership, and a BA from Wheaton College in Sociology, with Minors in Studio Art and Journalism where she attended as a Posse Scholar.



## Cody Chang

Co-Founder & Head of  
Business, Product Gym  
Head of Product, Quadency  
Director, Valley Foundation  
Regenerative Agriculture  
NFTE Class of 2006

Cody Chang is a serial entrepreneur based in New York City. Since his first business in his high school NFTE program, he has iterated through a web development agency, joined the founding team of an Asia-based pharmaceutical logistics company and even relocated to Singapore as the COO of an investment bank.

After exiting financial services, Cody returned to NYC as a Senior Product Manager at Learnvest by Northwestern Mutual (life insurance), and later Vimeo (video-streaming) and co-founded Product Gym, a software product management community dedicated to helping working professionals transition into the product management industry. Currently, he is the Head of Product at Quadency, a cryptocurrency trading platform. In addition to overseeing business operations at Product Gym, he recently started a Land Conservation Easements consultancy, whose mission is to responsibly direct financial resources for better land use in the U.S. His latest venture is TierOne AI Labs – a software company focused on providing 10X

value to educational institutions through enterprise AI solutions.

Cody was a member of the inaugural cohort of the NFTE Founders Forum in 2021.



## Kenrick Fraser

Global Lead for Employee  
Community Impact &  
Partnerships, PayPal

Kenrick Fraser is the Global Lead, Employee Community Impact & Partnerships at PayPal, where he oversees employee volunteering, giving, place-based and capacity-building partnerships for a global workforce of 26,000+ employees. He collaborates with multisector stakeholders to build more than 100 integrated partnerships in communities across the globe. Kenrick leverages a whole-company approach to create shared value, enhance the employee experience and expand economic opportunity in communities.

Before joining PayPal, he worked in various CSR roles to help companies inspire and enable employee community impact to advance ESG goals and business priorities. Kenrick also has experience in the public and nonprofit sectors and has built partnerships and programs to engage employees and provide economic opportunity to historically excluded communities.

Kenrick has a Master of Public Administration from New York University and a Bachelor of Science in Business Management from Rutgers Business School.



## Anna Horndahl

Partner, Assurance Services  
Ernst & Young LLP (EY US)

Anna is a partner in the EY Austin office with more than 20 years of professional experience in public accounting with a Big 4 firm, providing audit and advisory services to various multinational public and private companies, including private equity portfolio companies. Anna started her career in Houston, Texas and joined EY after completing a two-year rotation in London. She is an experienced leader with a business mindset focused on client service and quality. Anna is also very engaged in the entrepreneurial ecosystem in Austin through her role as a director of the Entrepreneur Of The Year® Gulf South Program.

Anna has served clients within technology, manufacturing and mobility, and real estate industries throughout her career. She has extensive audit and reporting experience, including involvement with mergers and acquisitions, initial public offerings, common control transactions, carve-out audits, equity and debt offerings, and private placement offerings. She also has experience executing audits using EY's data analytics tools.

Anna earned her BBA in Accounting from the Texas State University in San Marcos while being a student athlete on the University's Track & Field team. Anna is a Certified Public Accountant (Texas) and a member of American Institute of CPAs.

# Panel of Judges, continued



## Mary Lange

Global Vice President,  
SAP Academy for Customer  
Success, SAP

Mary Lange has spent most of her professional life dedicated to either delivering or helping others craft and deliver memorable customer interactions. While beginning her career implementing ERP systems, she was exposed to the art of Presales. Working for companies such as Integral, PeopleSoft, Oracle and SAP, she honed her skills in how to deliver a compelling story. Moving to Presales management several years later, she was able to explore another passion, mentoring and developing others. During her nineteen years at SAP, she has held regional Presales management positions leading the Public Sector team, the Southeast region in North America and the Latin America region as well as building and leading numerous global teams. In 2014, she was asked to help create and lead the SAP Academy, a San Ramon California-based, early talent sales and presales development program. Throughout its

10-year journey, the Academy has become a world-class, award-winning program with its 3500+ graduates driving impressive results for SAP.

Based in Charleston, South Carolina, Mary can explore her outside work passion of competitive golf almost year-round. Her other passions include art, interior design and finding the perfect local coffee shop during her travels.

## Thanks to our Business Advisors & Speakers

### BUSINESS ADVISORS:

Chris Argote, Credible Coverage  
Jasmine Ball, Entrepreneur  
Elton Chang, Entrepreneur  
Carolyn Demisch, Mastercard  
Dave Denhart, EY  
Mary Ganzel, Slalom  
Kristopher Kizer, Entrepreneur  
Rosie Marie-Owens, CAP  
Rich Marryanek, Entrepreneur  
Gregory Mayo, NetScout  
Mahesh Ragnanathan, EY  
Senthilkumaran Ramaiyan, Moody's Analytics  
Twanna Toliver, Entrepreneur  
Christiaan van Driel, UBS  
Eileen Wolkstein, Entrepreneur

Antonio Zeppieri, KPMB

Hongji Zhang, WestED

### GUEST SPEAKERS:

Sam Bastien, EY  
Carson Bricco, EY  
Cody Chang, Product Gym & Quadiant  
Josh Fegles, LivePlan  
Ioanna Fokianou, Empire Consulting  
Delano Johnson, Entrepreneur  
Bill Johnston, Empire Consulting  
Sara Leiken, COSI  
Dominique Monae, GSDM  
William Wang, Shopify  
Dana Yobst, Zuora

# Keynote Speaker



## Diana Dibble

Founder & CEO  
Design To Delivery, Inc.  
Tripod Coaching & Consulting, LLC

Diana Dibble is an award-winning serial entrepreneur who has been recognized by industry for her business expertise. Most recently she was a top 3 finalist for the 2022 NAWBO Woman Business Owner of the Year award and for the NAWBO Greater DC Entrepreneur of the Year award. Diana works with clients in a variety of industries and consults for

businesses ranging from pre-startups to multi-million dollar/multi-national firms.

Diana opened her first business, dCUBED Incorporated, in 1996. She merged it into Design To Delivery Inc. (D2DInc) when she co-founded the firm in 2001. D2DInc, a government contracting firm based in Bethesda, MD, has received numerous awards and was on the INC 5000 list for 4 consecutive years.

In addition to D2DInc, Diana is also the CEO of Tripod Coaching & Consulting LLC, which opened in 2022. Tripod provides business coaching and business operations consulting services, and support businesses with Planning for the "What If" TM. Tripod sits between the revenue and non-revenue generating sides of a business and it was founded from her passion for building robust business infrastructure.

Diana is an engaging speaker and regularly speaks on business topics. She also gives motivational talks on resilience, hope and overcoming adversity while sharing her story as a brain tumor survivor.

# 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+)



Citi Foundation



## Equity Investors (\$500,000+)



## Venture Capitalists (\$250,000+)

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MetLife Foundation

Multinational Scholars Charitable Trust 1907  
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## Launch Partners (\$100,000+)

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Invest for Kids, Inc.

Link Logistics  
The Jim Moran Foundation  
Zuora  
Anonymous

# 2023-24 Founders

Borja+

Zachary Borja - Borja+ Media



Jonathan Ho - Edily Learning

Branine Jackson - Uncle Rickyy's



Vandi Mahoney - 4FOURS

Moisha Randolph-Johnson - Read It & Leave It

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Jorge Luis Reyes - YAQEENI

Kevin Rodriguez - Mortgage Today, LLC



Akin Shoyoye - Faderade

Farley Toussaint - Wealthy Hoarder





Network for Teaching  
Entrepreneurship

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#NFTEAlumni

#PitchCompetition

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please visit [nfte.com/events](https://nfte.com/events)

For additional alumni resources, visit  
[nfte.com/for-students-and-alumni](https://nfte.com/for-students-and-alumni)

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