



GRAYMATTER

THE GRAY MATTER EXPERIENCE PRESENTS:

UNTAPPED

POWERING THE POSSIBILITIES FOR A NEW GENERATION OF BLACK ENTREPRENEURS

AWARD CEREMONY & DONOR RECEPTION

THURSDAY, NOVEMBER 11, 2021

6:00PM - 8:30PM



PROGRAM SCHEDULE

NETWORKING

6:00 - 7:00 PM

MIX & MINGLE

CELLIST PERFORMANCE | YANNACELLO

AWARDS CEREMONY

7:00 - 8:30 PM

SPECIAL ANNOUNCEMENT | DANIEL ASH, THE CHICAGO COMMUNITY TRUST

CORPORATE LEADERSHIP AWARD | FERRARA

LEGACY AWARD | THE HUGHES FOUNDATION

SPOKEN WORD PERFORMANCE | JORDAN HOLMES

ALUM SPOTLIGHT | MCKAYLA CARRUTHERS

COMMUNITY COMMITMENT AWARD | IMC FOUNDATION

TAPPED IN AWARD | STEVEN E. SHAW

ALUM SPOTLIGHT | JULIEN SIMS

UNTAPPED AWARD | JOVONEY MORTON

CLOSING REMARKS | BRITNEY ROBBINS, CEO OF THE GRAY MATTER EXPERIENCE

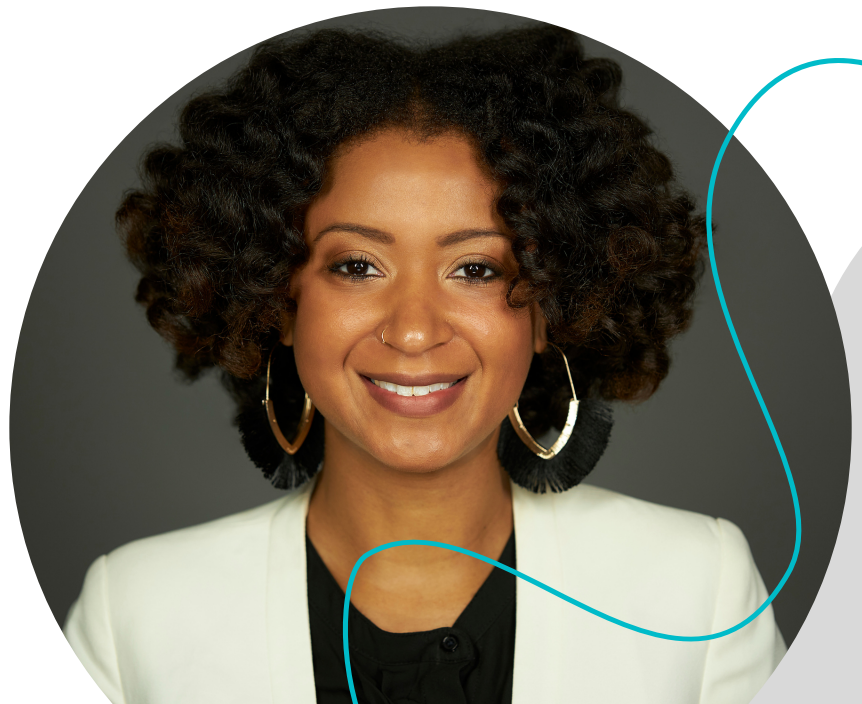
A LETTER FROM OUR FOUNDER

The past two years have been two of the most challenging we've seen in our lifetimes. From the senseless killings of Black bodies, the loss of both freedom and loved ones due to COVID-19, the economic collapse that has impacted so many households, especially those within Black and Brown communities -- it's been difficult to find the joy and motivation to keep fighting. However, while some of these factors are new for us, at The Gray Matter Experience, we are all too familiar with the socioeconomic disparities and injustices we face as a community. It is our mission to provide resources, access and pathways for Black youth to unlock their self-determining power and strengthen their community ties. The past two years have shown us, more than ever, how vital and valuable our work is -- therefore we have no choice but to continue to show up and cement ourselves as the resource that our communities both need and deserve. This time forced us to be creative, to innovate. Forced us to look beyond our individual challenges and think about the collective.

It forced us to find more effective and transformative ways to serve our communities. What resulted was a better understanding of the needs of the people we serve and a stronger commitment to do everything we can to continue creating pathways for them to succeed. We are more committed than ever to drive equity and access to our communities. We have a long road ahead, but we're encouraged by the success and impact we've had thus far and those of you that have committed to joining us along the journey. Despite its challenges, this year proved to be one of the most successful in our organization's history, and it wouldn't have happened without the support and advocacy of each of you. We thank you and look forward to working to build a more just society along with you in the new year and beyond.

Sincerely,

BRITNEY ROBBINS
Founder & CEO



AWARD CEREMONY

HONOREES

CORPORATE LEADERSHIP AWARD



FERRARA

www.ferrarausa.com

Ferrara, a company related to The Ferrero Group, is an emerging powerhouse in the North American confections and sweet snacking categories. A passionate team of nearly 6,000 employees work together to share delight in every bite through leading brands that have shaped the industry for more than 100 years. Their diverse portfolio of nearly 35 brands includes SweeTARTS®, Trolli®, Brach's®, Black Forest® and NERDS®, along with iconic favorites like Lemonhead®, Red Hots® and Now and Later®. Ferrara also manages the Keebler® and Famous Amos® businesses for The Ferrero Group. Headquartered in Chicago, Ferrara has an operational network of 20 locations in North America that includes manufacturing, distribution and R&D facilities. Learn more at www.ferrarausa.com.

LEGACY AWARD



THE HUGHES FOUNDATION

www.hughesmemorialfoundation.org

Jon Hennessy is an independent investor and philanthropist from Chicago. He has a track record of investing in both the public and private markets including many Chicago based start-ups.

As the Executive Director of The Hughes Foundation, he has been committed to fostering social impact in the Chicago area as well as nationally. The foundation has long focused on entrepreneurship education, workforce development, financial literacy, cancer support, as well as many other areas supporting disadvantaged communities.

AWARD CEREMONY

HONOREES

COMMUNITY COMMITMENT AWARD



IMC FOUNDATION

www.imc.com

IMC is a technology-driven trading firm with offices in Amsterdam, Chicago, and Sydney. They develop innovative technology and algorithms to trade in all major asset classes on more than 80 trading venues globally. Founded in 1989 in Amsterdam, IMC is an ambitious, innovative company built on an open, collaborative culture where great ideas thrive. Today, IMC employs more than 900 traders, technologists, and support staff.

At IMC, they believe that businesses and those who work for them should contribute towards a better society. Therefore, they give their time, talent, and money to enrich the lives of people in the communities where they live and work. In the US, their giving aims to provide opportunities for young people in Chicago to develop to their fullest potential. They focus on three areas:

- Improving the school experience for students
- Using sports and experiential learning to help students
- Strengthening early childhood development

The IMC Foundation is proud to partner with The Gray Matter Experience in helping young people develop to their fullest potential.

TAPPED IN AWARD



STEVEN E. SHAW

www.verizon.com

Steven Shaw has over 20 years of experience spanning the private, government and nonprofit sectors, particularly providing administration and advisory services. Steven is currently the Community Engagement Director for the Chicago and Milwaukee markets within the Public Policy & Government Affairs practice at Verizon. This Community Engagement role encompasses three primary areas: Education & Advocacy, Partnership (grantmaking), and Thought Leadership. Prior to Verizon, Steven was the Interim Executive Director of the KLEO Center, a Southside community-based nonprofit organization.

Steven earned his Bachelor of Arts degree in Economics from Morehouse College, and a Master in Public Administration degree with a focus on nonprofit organizations and social enterprise from the Harvard Kennedy School.

UNTAPPED AWARD



JOVONEY MORTON

www.linkedin.com/in/jovoney-morton/

Being a former student in the Gray Matter program (Cohort 2), Jovoney has since matriculated through the Howard University School of Business, taken on creative freelancing, and is now preparing for her life post graduation. Her aspiration is to help minority entrepreneurs understand and utilize their data to make impactful marketing decisions.

With her creative eye and analytical mindset, Jovoney is able to bring a unique perspective to the table and has showcased this through her professional experience at companies and organizations including -- Estée Lauder Companies, Fiat Chrysler Automobiles, HubSpot, and now Gray Matter Experience.

AWARD CEREMONY

PERFORMANCE

SPOKEN WORD PERFORMANCE



JORDAN HOLMES

<https://www.dxtrspits.com/>

Jordan "Dxtr Spits" Holmes was raised in Prince George's County Maryland. His curious mind led him to become a jack of all trades as a scientist/engineer, musician, spoken word artist, and entrepreneur.

Holmes relocated to Chicago in 2014 after graduating from Virginia Tech where he got his degree as a Materials Science Engineer and met his mentor Dr. Nikki Giovanni.

He began the pursuit of his music career as Dxtr Spits, a witty, impactful, and energized lyricist. His motto is to "live life like an experiment, you cannot control what happens to you, but you can control the product you become". He explores experimental themes in his multi-sensory performances such as his signature black light live band performances. His acapella spoken word and keynotes have brought crowds to tears while teaching inspirational deep life lessons.

Holmes is the Founder and CEO of ONLi (ONLi Packs), a mindfulness and outdoors brand aimed at encouraging individuals to live with intention & explore their curiosity. He most recently launched a movement called "How Men Cry" which is changing the narrative around mens relationship to vulnerability and mental health.

AWARD CEREMONY

ALUMNI SPOTLIGHTS

ALUMNI SPOTLIGHT



MCKAYLA CARRUTHERS

Cohort 2 Alumni

McKayla Carruthers is a 21 year old from the South Side of Chicago. She attended Gwendolyn Brooks College Prep and is currently a senior at the University of Illinois at Urbana-Champaign working towards a B.S. in Finance. In addition to her studies she is a member of the Alpha Nu chapter of Delta Sigma Theta Sorority, Incorporated as well as the Central Black Student Union. In her spare time she loves to learn about horticulture, dance, and volunteer. McKayla is passionate about helping others further themselves economically, spiritually, and physically. McKayla is an alumni of Cohort 2.

ALUMNI SPOTLIGHT



JULIEN SIMS

Cohort 4 Alumni

Julien Sims is an 18-year-old born and raised on the South Side of Chicago, IL. Currently, he is studying accounting and business management as an undergrad student at Georgetown University McDonough School of Business. He has maintained above a 4.0 GPA throughout his high school career, all while serving as the Executive Student Body President. He also has a unique athletic background playing football, is captain of the basketball team, and is a state qualifier in Track & Field for shot put and discus. Julien is passionate about creating generational wealth, giving back to the community, teaching his community the importance of financial literacy. Julien is an alumni of Cohort 4.

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THANK YOU TO OUR SPONSORS



Joseph & Bessie
Feinberg Foundation



BRIAN & PATTY ABRAMS



HANA VISWANATHAN



BLIND BARBER

MONICA & CHRIS COWEN

OUR STAFF

BRITNEY ROBBINS

CHIEF EXECUTIVE OFFICER



Britney Robbins is the founder and CEO of The Gray Matter Experience. Britney has worked within Chicago's entrepreneurship and tech community for the past seven years working within some of Chicago's top venture capital firms and incubators including Sandbox Industries, Lightbank, and 1871. She has been recognized as one of Ariel Investment, BMO Harris, and WVON's 40 Under 40 Gamechangers, Essence Magazine's Woke 100, a finalist for Ebony Magazine's Power 100 People's Choice Award, featured on Fox32, Chicago Inno, BlackEntrepreneur.com, DNAInfo Chicago, Chicago Tribune, Forbes, and Essence Magazine for her work through Gray Matter. Britney is a proud graduate of the University of Illinois at Urbana-Champaign where she received her B.A in Rhetoric.

Britney is passionate about the intersection of entrepreneurship, education, and youth and believes in empowering others to use their passions and strengths to create opportunities for themselves. In 2015, she authored and published her first children's book and is working to complete the second book of the series early 2020. Britney is committed to inspiring youth to reach their full potential and aims to continue to create channels for them to do so.

OUR STAFF

JESSICA CHILDRESS-ROBINSON

CHIEF OPERATING OFFICER



As a Detroit native and a resident of Chicago's South side, Jessica is committed to bringing opportunity back to her communities, and using her knowledge to equip the next generation of changemakers. She has a passion for people and seeing them be their very best selves.

Prior to joining Gray Matter's team, Jessica spent several years working directly with some of Chicago's best entrepreneurs and entrepreneurship programs as an events and operations professional at 1871. While there, she coordinated and re-designed the Campus 1871 program, an immersive weekend of startup simulations and workshops for Illinois college students.

Jessica's natural gift of organization, attention to detail, and creative imagination have earned her a reputation for unparalleled excellence as an event & program manager. A person who prides herself on being an executor, Jessica takes pride in cultivating events, programs, and operational structure that have a larger impact on the public and clients, alike.

An artist at heart, Jessica studied Contemporary, Urban and Popular Music at Columbia College Chicago, where she also completed coursework in Entrepreneurship, Vocal Performance, and Creative Writing.

She is a proud bookworm and live music junkie.

OUR STAFF

JOVONEY MORTON DESIGN & PROJECT MANAGEMENT INTERN



As a senior at Howard University, Jovoney is expected to graduate with a B.B.A in Marketing in December 2021. She is a creative and passionate young professional seeking to make an impact in the same communities she was raised.

Being a former student in the Gray Matter program (Cohort 2), Jovoney has since taken on creative freelancing and preparing for grad school. Her aspiration is to help minority entrepreneurs understand and utilize their data to make impactful marketing decisions.

With her creative eye and analytical mindset, Jovoney is able to bring a unique perspective to the table and has showcased this through her professional experience at companies and organizations including -- Estée Lauder Companies, Fiat Chrysler Automobiles, HubSpot, and now Gray Matter Experience.

Being a true hustler, Jovoney has always been able to occupy her time with projects that expand to something bigger than herself, and plans to keep it that way.

OUR STAFF

MILES ASARE

PROGRAMS INTERN



Miles attends Middlebury College and expects to graduate with his degree in Economics by 2024. He is a young entrepreneur himself with the intention of inciting change for other young people of color looking to get their foot into the business world.

Having been a member of programs such as UChicago Collegiate Scholars, Jack and Jill of America, and the Posse foundation, Miles understands the importance of having mentors who look like you and have your best interest in mind. His burning passion for creating wealth within minority communities, learning, and entrepreneurship have led him to The Gray Matter Experience. His drive is motivated by wanting to help students believe that the sky truly is the limit and they are capable of anything.

Miles believes that there are two types of people in this world -- sayers and doers. He demonstrates what being a doer looks like by putting his all into the work in front of him. He values the big picture impacts rather than the small picture benefits and will continue to live by that ideology.

OUR BOARD

CHIKA UMEADI



Chika Umeadi is the co-founder of **tiphub**, a firm specialized in supporting African and African Diaspora focused startups at the intersection of technology and impact. Since its inception in 2014, **tiphub** has engaged over 100 companies through programs, funding, mentorship, and technology assistance yielding to top partnerships with companies like the NBA, Uber, Google, and State Farm and \$10 million USD raised by companies to date.

While he's not working with start-ups through **tiphub**, Chika is a Product Manager at Google. He also advises and supports **Cornell Pharma**, a pharmaceutical company based in New Jersey with operations in Nigeria and Kenya. **Cornell Pharma's** mission is to bring cost-effective oncology and anti-infective therapeutics to underserved markets leveraging innovative manufacturing and delivery mechanisms.

Chika received his MBA from the **Kogod School of Business** at **American University** and his Bachelor's degree from **University of Illinois Urbana-Champaign**.

OUR BOARD

JONATHAN MCGEE



Jonathan McGee is a social entrepreneur, civic leader, and external affairs expert with over 7 years of non-profit, public sector, and social impact experience. He currently serves as Deputy Director of Regional Economic Development for the Illinois Department of Commerce and Economic Opportunity. Prior to this role, he founded The Global Organization for Applied Political Leadership, the first of its kind global training incubator for advocacy, specifically focused on lower socioeconomic communities of color.

Jonathan is an Adjunct Professor for West Virginia University, where he teaches Event Planning in the Reed College of Media. He previously consulted for Get In Chicago and The Chicago Community Trust's Civic Engagement team where he led social capital initiatives, and facilitated programming in Chicago's neighborhoods most impacted by poverty and violence.

Jonathan holds a Bachelor's Degree in Political Science and Law Enforcement from Western Illinois University, and a Masters of Professional Studies in Political Management degree from George Washington University.

OUR BOARD

SETH GREEN



Seth Green is a university administrator and social entrepreneur with a passion for expanding educational opportunity. Currently, he serves as the Dean of the Graham School at the University of Chicago.

Prior to joining Graham, Seth was the founding director of the Baumhart Center for Social Enterprise and Responsibility at Loyola University Chicago and, before that, he served as the executive director of Youth & Opportunity United. Early in his career, Seth served as a consultant at McKinsey & Company.

Seth speaks, writes, and teaches about social innovation. His commentaries and research have appeared in the Christian Science Monitor, Fortune Magazine, the Journal of Business Research, and the Social Innovations Journal. He has been a featured guest on Slate Podcasts, C-SPAN's Washington Journal, MSNBC, and CNN, and his efforts have been covered by the New York Times, the Washington Post, and the Chronicle of Higher Education.

Seth holds a law degree from Yale University, master's degrees from Oxford University and the London School of Economics, and a bachelor's degree from Princeton University.

OUR ASSOCIATE BOARD

ADMINISTRATION

The Associate Board Administrative Team consists of the the Board President and Secretary. Their job is to oversee the operations, including presiding over meetings, keeping records, and liaising with the TGME executive board & staff to develop overall Associate Board strategy.



JONATHAN MCGEE

*Deputy Director of Regional Economic Development
Illinois Department of Commerce and Economic
Opportunity*



KIRSTIN L. JONES

*Chief of Staff
The First Women's Bank*

COMMUNICATIONS COMMITTEE

The objective of the Communications Committee is to be the communications hub through the Associate Board newsletter, social media promotion and to assist in elevating the AB board externally.



ANYEA TAYLOR

*Program Coordinator
Genesys Works*



JADE BOSIER

*Shopper Marketing Manager
Kellogg's*



SHANTENAE ROBINSON

*Chief of Staff
Cook County Government*

EVENTS & OUTREACH COMMITTEE

The objectives of the Events Committee are to support the Gray Matter Experience staff in planning events and workshops for TGME and other events throughout the year that amplify the organization's mission.



MATTHEW HARRIS

*Business Management Associate
Cleveland Avenue*



LIZ MILLER

*VP, Business Development and Client Strategy
Maru/Matchbox*



CHLOE JOHNSTON

*Inclusion & Diversity Program Manager
Twitter*



ARIELLE JOHNSON

*Deputy Director of Business Enterprise Program
Illinois Central Management Services*



CAMERON MERRITT

*Marketing Manager
Ford Motor Company*



ADRIENNE BRADFORD

*Diversity, Equity and Inclusion Consultant
A. Bradford Consulting - Ogilvy Chicago*



TOSH CHANDY

*Founder
Law Offices of Tosh Chandy*

DEVELOPMENT COMMITTEE

The objectives of the Development Committee are to secure financial and in-kind resources, raise awareness for TGME by planning and executing our annual fundraising events and lead sponsorship outreach.



JONATHAN GOODELL

*Program Associate
Chicago Urban League*



KARRIE MINER

*Director of Leadership Giving
Mikva Challenge*



JONATHAN GLOVER

*Vice President
BNY Mellon*



OLUSEUN AROWOLAJU

*Trading Associate
PEAK6*



RILEY JONES

*Law Clerk
Duane Morris LLP*

ENGAGEMENT COMMITTEE

The objectives of the Associate Board Engagement Committee are to manage the Associate Board recruitment process, onboard new members (ensuring they are up to speed and integrated into the board), and monitor the board's give/get goals.



ERICA LOPER

*Associate Finance Manager
PepsiCo*

UNTAPPED

POWERING THE POSSIBILITIES FOR A NEW GENERATION OF BLACK ENTREPRENEURS

THE AFTERPARTY

LOCATION

The Blind Barber
948 W. Fulton Market
Chicago, IL 60607

WHAT TO EXPECT

- DJ
- Light Bites
- Signature Cocktails
- Networking Opportunities
- Photobooth & Raffle

THANK YOU TO OUR SPONSORS



BLIND BARBER



Ferrara.



USE CODE "UNTAPPED2021"

FOR \$15 OFF OF YOUR LYFT
RIDE

UNTAPPED

POWERING THE POSSIBILITIES FOR A NEW GENERATION OF BLACK ENTREPRENEURS

PITCH COMPETITION

DETAILS

NOVEMBER 12TH, 2021

4:00PM - 5:00PM CST

LINK TO WATCH:

<https://www.youtube.com/watch?v=T529upi5aAE>

THANK YOU TO OUR SPONSORS



THANK YOU TO OUR JUDGES



MELISSA KAUFMAN
FOUNDER | THE GARAGE



CHELSEA BIGGS
DIRECTOR OF PROGRAMS
& ENGAGEMENT | MHUB



JEFFERY BECKHAM JR.
CEO | CHICAGO SCHOLARS

UNTAPPED

POWERING THE POSSIBILITIES FOR A NEW GENERATION OF BLACK ENTREPRENEURS

PITCH COMPETITION FINALISTS



STRENGTH TOGETHER
EMMANUEL THOMPSON



KARGO KANGAROO
JANNIYA HODGE



SHATE'S CLOSET
SHANIYA WALTON



ORGANIC HARVEST DIGITAL
OLUWASEYI OLALEYE



KIDS GOING OUT
JORDAN LEWIS

THE FINALISTS

UNTAPPED PITCH COMPETITION

STRENGTH TOGETHER

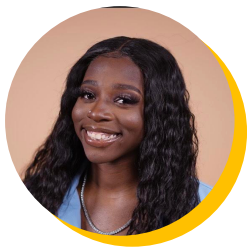
EMMANUEL THOMPSON | STRENGTH TOGETHER



Strength Together is a mental health company that uses Artificial Intelligence to enhance therapy practices in the U.S. We partner with therapy to groups and give their practitioners insider information on their patients with daily thought logs and symptomatology.

KARGO KANGAROO

JANNIYA HODGE | KARGO KANGAROO



Kargo Kangaroo is an on- demand delivery service for beauty supplies and local entrepreneurs.

THE FINALISTS

UNTAPPED PITCH COMPETITION

SHATE'S CLOSET

SHANIYA WALTON | SHATE'S CLOSET



Shate's Closet is an immersive online boutique experience specializing in retail outerwear and brand apparel. The customer experience is essentially the brand.

ORGANIC HARVEST DIGITAL

OLUWASEYI OLALEYE | ORGANIC HARVEST DIGITAL



The mission of Organic Harvest Digital (OHD) is to provide rural and urban, low-income, and food insecure communities throughout the U.S. with organic, leafy greens at an affordable price while increasing access and participation to local food systems. OHD is an agro-climate action and food data, vertical farming growth startup. OHD uses its food-water-energy indoor farming system (IFS) - a modular hardware system - to serve and feed communities.

OHD is dedicated to combating community hunger while empowering Black, Brown, Indigenous, and People of Color (PoC) communities at the intersection of race, farming, and digital technologies.

THE FINALISTS

UNTAPPED PITCH COMPETITION

KIDS GOING OUT

JORDAN LEWIS | KIDS GOING OUT



Kids Going Out is a Chicago-based company bringing community development through recreation. KGO provides safe, fun, entertaining environments for those within Gen-Z to get out of the house.



GRAY MATTER

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The Gray Matter Experience



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The Gray Matter Experience



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