

# 2024 Program Pilot Project Report

Washtenaw Community College Entrepreneurship Center

## WCC Entrepreneurship Center Program

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[Video Overview](#)



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<b>Table of Contents</b>	<b>Page</b>
<b>Executive Summary</b>	<b>3</b>
<b>Metrics at a Glance</b>	<b>5</b>
<b>Program Description</b>	<b>6-7</b>
<b>Funders and Sponsors</b>	<b>7</b>
<b>Program Leadership</b>	<b>8</b>
<b>The Tech Entrepreneurs</b>	<b>9-11</b>
<b>Programming Description &amp; Instructors</b>	<b>12-13</b>
<b>Pitch Showcase &amp; Holiday Party</b>	<b>13</b>
<b>Program Baseline &amp; Progress Snapshot &amp; Grant Expenditures</b>	<b>14</b>
<b>Program Analysis</b>	<b>15-17</b>
<b>Areas of Improvement</b>	<b>18</b>
<b>Appendix A: Entrepreneurs Profiles &amp; Program, Instructors, Observations of Entrepreneurs</b>	<b>20</b>
<b>Appendix B: Program Schedule</b>	<b>22</b>
<b>Appendix C: Mentors</b>	<b>25</b>
<b>Appendix D: Comments by Program Coaches &amp; Workshop Educators</b>	<b>27-28</b>

## EXECUTIVE SUMMARY

### **Goals All In! Pilot Program**

#### **1. Recruit Ann Arbor & Ypsilanti SEDI individuals to create basic tech products**

12 people were accepted into the program. All were SEDI individuals.

One cohort member was unable to complete the program due to health issues but is asking to be accepted into further cohorts.

#### **2. Create a community for an entrepreneurial mindset and further business growth.**

Entrepreneurs, Mentors, Program Leaders, Trainers reacted favorably to the program.

*“This program changed everything in a positive way for me. I now feel a sense of community and connectedness.”*

- All-In! Tech Cohort 1, participant

*“Many times, individuals in the SEDI demographic have gone underserved and overlooked by many business provider organizations...Without this program, many folks will stay undeserved and overlooked, with it they have launched businesses.”*

- Cheranissa Roach  
All-In Program Business Plan Educator & Coach

*“It [All-In] holistically addresses barriers, dismantles perceived limitations, and creates pathways for success.”*

- Ylonda Portis,  
All-In Program Marketing Educator & Coach

*“When I first began working with the group of participants [All In Cohort], they seemed disconnected but warm towards each other....” “By the end, a tight-knit, supportive, quick-to-volunteer group had formed.”*

- Claire Sparklin  
All-In Program Communication Educator & Coach

*"It's an essential program that contributes to the vitality of our community and is a valuable offering for our funders."*

- Mohamad Adel  
*All-In Technology Educator & Coach*

*"This work [All-In program] is vital to ensure that our county's economic growth benefits and includes people of all backgrounds."*

- Eric Jacobson, *Program Mentor & Coach*

## EXECUTIVE SUMMARY (continued)

### 3. Position participants for continued success

Four (4) went onto further programs

- Tech Town Customer Discovery - *Overcoming Overwhelming*
- Femology – *GigL*
- Michigan State University Willard Scholarship & Michigan Women's Forward program finalist– *IntegrateEd*
- EMU Entrepreneurship Certification Program-*Faire Rideshare*

Two (2) are doing intensive customer discovery projects as part of their grant

- *Where In the World*
- *Buddy Bunkers*
- *Overcoming Overwhelming*

App Launched

- *KISS*

MVPs created

- *Integrate Ed*
- *My Chauffer*
- *StemPro*
- *GigL*

Prototype Created

- *Clipboard Scanner*

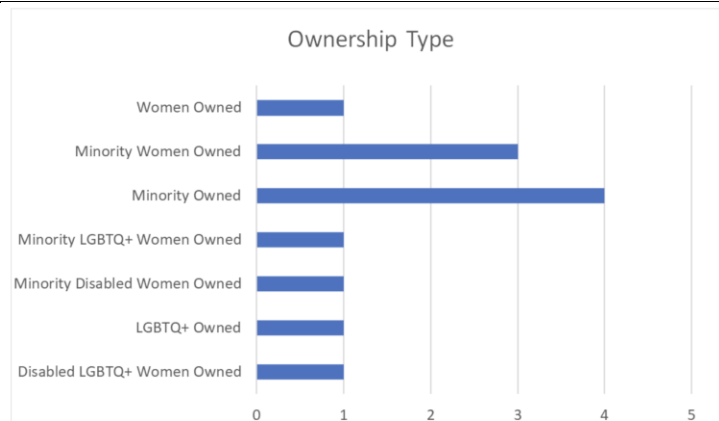
Additional Funds Secured

- *Integrate Ed*
- *KISS,*
- *Overcoming Overwhelming*

Specific continued mentoring and coaching of the participants include funding and pitching for those ready to take next steps. All participants will receive ongoing continued support from the Entrepreneurship Center at Washtenaw Community College.

## Metrics at a Glance

Participants enrolled /graduated:	12/11
<b>Participant milestones achieved:</b>	
Business Plan / Executive Summary Complete	11/11
Forecast complete	10
Pitch created	10
# networking & capital events attended	10
# meetings with coach: avg per participant	20
# pitches completed	8
# Mentors engaged	15
# Capital partners engaged	2
# Networking & capital events hosted	4
Qualitative assessment of participant satisfaction & sense of community	High



*"My company is better positioned to launch after the program than before the program."*

- All-In! cohort 1 participant

## Program Description & Purpose

The WCC Entrepreneurship Center proudly announced the launch of its Tech Ecosystem Development Pilot Project aimed at fostering innovation and empowering local entrepreneurs on June 17, 2024, thanks to funding from the LDFA and support from Spark.

The pilot project is a collaborative initiative designed to empower diverse founders, build a stronger community, and provide the necessary resources, mentorship, and networking opportunities to help founders succeed. And together, work to build a thriving, inclusive tech community.

### Empowering Local Founders

The Tech Ecosystem Development Pilot Project provided essential resources, mentorship, and networking opportunities to early-stage tech founders in our community. By offering access to experienced mentors, strategic support for technical development and financial planning, and opportunities to connect with academic and business leaders, the project aims to equip entrepreneurs with the tools they need to succeed.

### Program Highlights

Participants embarked on a transformative 12-week Boot Camp that began the week of July 15, featuring a blend of evening in-person and online sessions. This immersive program not only offered \$10,000 in funding for each participating business it also facilitated invaluable insights from industry experts and the creation of a supportive entrepreneurial network.

- Access to experienced mentors and consultants dedicated to supporting disadvantaged founders.
- Opportunities to connect with local academic and business leaders.
- Strategic support for navigating technical development and financial planning.
- Enhanced preparation to leverage the offerings of the Ann Arbor entrepreneur ecosystem and community resources.
- Business, Leadership and Executive Presence training

### Building a Stronger Community

Our goal is to foster a culture of innovation and economic growth while addressing critical community challenges through technology. By empowering diverse founders and encouraging collaboration, we aim to create lasting impact and drive positive change in Washtenaw County.

### Program Logistics

- Intensive 12-week Boot Camp began the week of July 15, 2024
- Met three times a week in the evenings – mix of in-person and online

## Program Description & Purpose (continued)

### Who was the program designed for?

City of Ann Arbor and Ypsilanti based entrepreneurs with tech business ideas that demonstrated potential to improve quality of life in our community were encouraged to apply.

- Early-stage basic tech founders
- Innovators working on basic tech solutions to critical community problems
- Individuals eager to drive economic development and improve quality of life in Washtenaw County
- Businesses with an address listed on LARA (State of Michigan business registration website) as inside the city limits of either Ann Arbor or Ypsilanti

### Why were tech entrepreneurs motivated to join?

- Gain invaluable insights and guidance from established experts
- Create a robust network to support their entrepreneurial journey
- Build economic growth and job creation in their community
- Be part of a movement towards a more inclusive and equitable tech ecosystem

## Program Funders and Sponsors

This collaborative initiative, funded and supported by the Ann Arbor/Ypsilanti SmartZone Local Development Finance Authority (LDFA), SPARK, and Washtenaw Community College Entrepreneurship Center, marks a significant milestone in the commitment to building a robust, inclusive tech ecosystem in Washtenaw County.

## Program Leadership



The program was hosted by *Washtenaw Community College Division of Workforce and Community Development* at the *Entrepreneurship Center*. Co-leads of the program were the Director Michelle Julet and the Start-Up Programs Manager, MariAnn Apley.

The program leadership took a whole-person development approach which was a unique balance of personal and professional work with the entrepreneurs. The program was high touch with scheduled interactions three times a week to optimize the entrepreneur's growth pace in skill and capacity development, coupled with a sustained focus on extended access into the Washtenaw County ecosystem resource. This approach enabled them to sustain focus on the pulse of the entrepreneurs' needs and the pace of their development on the journey.

*"The program leadership placed an emphasis on the personal and professional growth of all entrepreneurs [in the program]. They actively sought feedback from program participants and us as presenters. Together, their commitment to participant development ensured that everyone felt valued and supported throughout the All-In program."*

-Claire Sparklin, Communication Coach, All-In!



## The Tech Entrepreneurs



### Founder and Business Demographics

The cohort was comprised of entrepreneurs in diverse stages of business development and experience levels. Most of the businesses in the program were minority-owned (75%), and led by women (58%); additionally, most of the business were founded by Blacks/African Americans.

It's important to note that while minority-owned businesses are growing faster than other businesses, they are still underrepresented compared to their population percentages in the United States. For example, Black/African American-owned businesses accounted for 2.7% of employer firms.

It is also important to note that while women-owned businesses represent approximately 39.1% of U.S. businesses, there are still some disparities: Women-owned businesses account for 39.1% of U.S. firms but only 9.2% of the workforce and 5.8% of revenue; 88% of women-owned businesses generate less than \$100,000 in annual revenue.

The All-In! program successfully recruited and retained minority and women led businesses and provided essential programming to help advance their growth in the local marketplace.

Profiles providing a brief description of each entrepreneur's endeavor, as well as links to websites and LinkedIn profiles, are available in Appendix A.

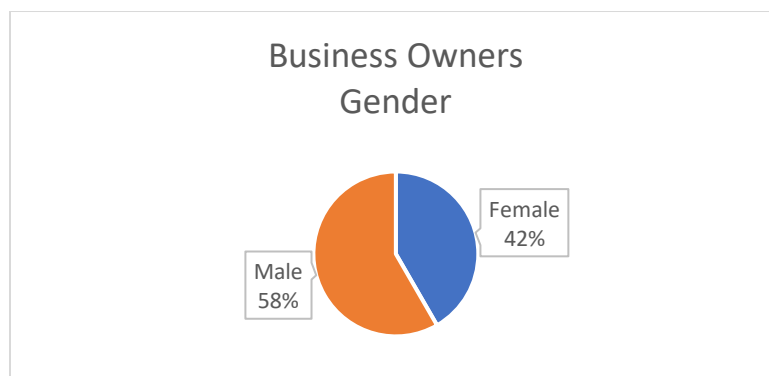
## The Tech Entrepreneurs (continued)

### Technology diversity

The three types of technology solutions under development by the entrepreneurs are applications, games, and products. The solutions meet a range of personal & lifestyle and business needs.

Apps	Game	Product
Where in the World is Maalek Junk Tracker My Chauffeur Gig-L KISS APP Overcoming Overwhelming Buddy Bunkers FAIRE Rideshare STEMPro	Integrate Ed. Palette	Clipboard Scanner

### Tech Businesses Ownership

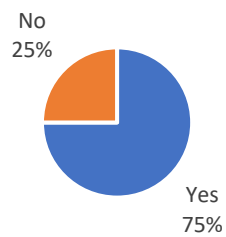


### Woman Owned Businesses

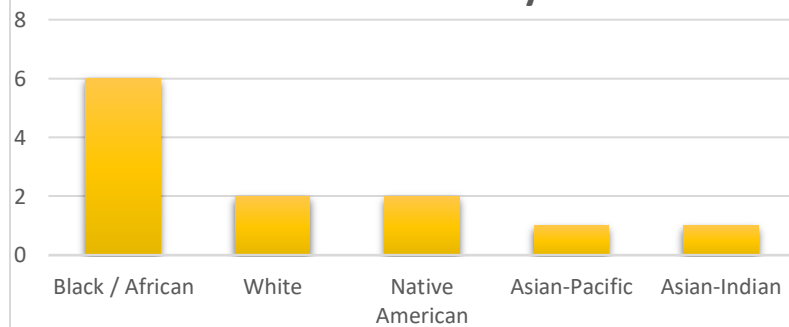


## The Tech Entrepreneurs (continued)

### Minority Owned Business



### Business Owner Racial Identity



## Programming Description

**12 Week Intensive boot camp, meeting three times per week**

June	July	August	September	October	November	December
Recruitment	Selection & Program initiation	Program execution	Program execution	Program execution	Program execution	Culminating Events

### Program composition & points of engagement

Sessions				Points of Engagement	
COACHING, 1-ON-1'S, GOAL SETTING					
EC Staff Coaching - Individual meetings		6-12	17		
Mentor Meetings		2-4			
Group Goals		3			
MENTORSHIP & NETWORKING					
Mentor Mashup		1	4		
Networking Events		3			
SERVICES COACHING & WORKSHOPS					
Ops ToolKit		4- 8	4-8		
MariAnn Apley – Marketing & Customer Discovery					
Ayden Zimmer – Website / Social Media					
Kate Van Horn – Financial / Accounting					
Ethan Lamb – Logos / Graphic Design					
Negotiations speaker		1	2		
Legal & Insurance Workshop		1			
BUSINESS INFLUENCE					
Executive Presence		3	3		
BUSINESS PLAN					
Business Plan Workshop		4	5		
Business Plan Coaching		1			
DESIGN					
Design Thinking		1	1		
MARKETING					
Marketing Audit		2	4		
Marketing War Room		1			
Messaging		1			
CUSTOMERS					
Customer Discovery		1	4		
Zingerman's Customer Service - Zingtrain Staff Workshop		1			
Customer Acquisition		2			
PRODUCTS					
Product Development		3	4		
App Building		1			

## Programming Description (continued)

### Unique Exposure for Entrepreneurs: Guest Speakers

Mori Taheripour of the Wharton School of Business at the University of Pennsylvania spoke on negotiation in July 2024. She is a featured speaker for the Goldman Sach 10,000 business program.

Jennifer Yim of ZingTrain, a leadership development program, provided a lecture on delivering outstanding customer service in August, 2024.

These topics are usually only offered by these speakers to executives at large companies.

### Pitch Showcase

The pitch showcase at Spark Central was a huge success, and every one of the entrepreneurs should be proud of their accomplishments. The panel of judges provided valuable feedback to all entrepreneurs and were incredibly supportive.



### Join Us in Celebrating the First All-In! Community-Based Tech Start-Up Incubator Program

**When:** Wednesday, October 9, 2024

**Where:** Spark Central, 330 East Liberty St., Ann Arbor

**Time:** 5:00 - 7:00 PM

Join us to meet these innovative entrepreneurs and discover the groundbreaking ideas shaping the future of our community and the business world. Connect with other community leaders driving societal change through technology at this exciting event!



### Networking Holiday Party

The program concluded on December 11, 2024, with a cohort goals group meeting and holiday party at the Morris Lawrence building at Washtenaw Community College. This event included community members and was in combination with another incubator program at WCC.

## Post Program Support

Entrepreneurs can meet weekly with All-In! program leadership team to continue moving their business and to help spend their grant money which must be distributed to vendors by the first quarter of 2025.

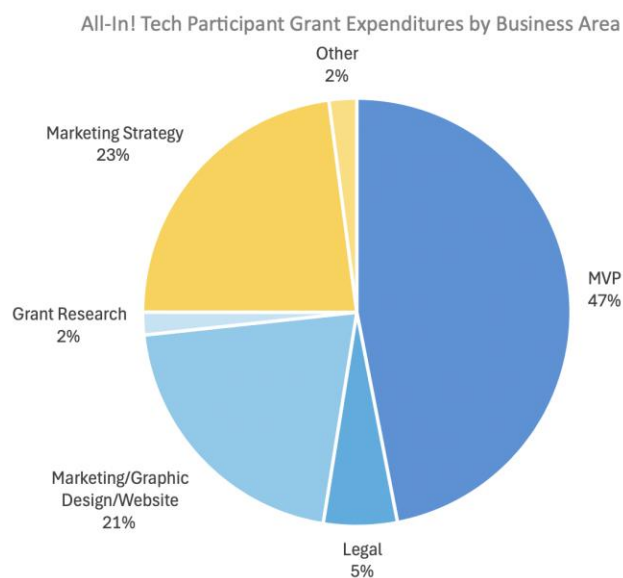
The All-In! Tech Goals Group will continue to meet once a month on Monday's 6-7:30 pm or on Thursday's 1-2:30 pm, in-person or virtually via Zoom.

## ALL-In Program Baseline & Progress Snapshot

A combination of interviews and surveys were used to gage entrepreneurs' progress from program start to program completion. The table below is a snapshot of the pre- and post-assessment. A detailed analysis follows in the next section of the report, and the verbatim responses of survey/interview participants are documented in Appendix D.

At program start		At program completion	
Staff Interviews of Participants	Survey I Participants (11)	Survey II Participants (8)	Survey II Trainers (4)

## ALL-In Program Grant Expenditures



## ALL-In Program Analysis

This analysis reports the needs, process feedback, and results expressed by participants based on where they assessed themselves to be at the start and end of the program. They were asked to indicate how confident they were with the program topics and to rate their sense of belonging in the entrepreneurship ecosystem. Their feedback was collected using surveys and interviews. Narratives and graphics of the participant's detailed responses are in Appendix D.

Responses to surveys completed by program instructors are also available in Appendix D.

This simply stated comment by one participant sums up the outcome for most participants:

*"My company is better positioned to launch after the program than before the program."*

- All-In! cohort 1 participant

1. **Business Plan Workshops:** At the program's start, participants expressed the need for help with financial projections and guidance in putting the business plan elements together. The workshops addressed these needs. Most participants found these workshops helpful, doable, and confidence-boosting. Participants liked the relatable teaching style and mentioned being more capable of drafting their business plans after participating in the workshops. Most still struggle with business financial literacy but believe the program provided a good foundation.

*"Chernaissa (Williams) was a great teacher! It was a lot of fun! She made it personal and made the business plan doable. I feel confident."*

- All-In! cohort 1 participant

2. **Executive Presence Workshops & Practice:** Several participants indicated that they had no real knowledge of or concept of Executive Presence prior to these workshops. These sessions were impactful for all, helped them to be more confident, improve their communication skills, and take their Executive Presence to the next level. Practicing pitches was one of the favorite parts of the workshops. Most believed they were well-prepared for the pitch competition and network events because of the training received during these sessions. Networking event mentors and pitch judges mentioned that the All-In entrepreneurs were comfortable meeting with them and well prepared for both environments.

*"[Executive Presence Workshop]...my favorite part of the program. It felt good to be challenged, to come out of my shell, and to authentically communicate. I feel more confident."*



- All-In! cohort 1 participant

### ALL-In Program Analysis (continued)

3. **Product Roadmap Development, Customer Discovery & Design Thinking** Most came into the program with little formal product development knowledge or experience. The Product Roadmap Development process was extremely valued. This, coupled with the additional support received by the program's leadership and mentors in this area exceed their expectations. Finding potential customers for their business's customer discovery process is a challenge for most participants. Design Thinking Workshop by Loren Towns and Customer Discovery sessions by Ylondia Portis were especially well received.
4. **Business Operations:** At the start of the program, there was a general unfamiliarity of operating a business and business terms like "CRM" were unfamiliar to a few. At the program end, participants were more confident and indicated being "on the right track" or "moving the right direction" and able to do things such as select vendors, or negotiating contracts, as well as were more confident in being able set-up and operate their business.
5. **Business Messaging:** Several participants started the program with basic knowledge and some possession of marketing tools including things like a professional product demonstration video, logo, website, pitch deck, and social media. By program end, participants were confident in their ability to market their products/services, and several participants stated that they had developed a marketing plan, understood their branding and messaging, and had developed an e-commerce website.

*"I feel confident. Ylonda Portis was helpful and got me through the mental experiences in terms of what we need to deliver. Working with her was helpful"*

- All-In! cohort 1 participant

6. **Networking:** Participants enjoyed and valued the networking experiences and learned how networking is essential to startup success. Praise participants gave for networking events included "making amazing contacts during and after events" and "getting valuable feedback on their elevator pitch." The inclusive and supportive environment fostered a sense of belonging among participants, with diversity and collaboration highlighted as strengths of these activities.
7. **Financial Roadmap Development:** Most participants were more confident by the end of the program but still struggled with finding options to fund their startup until they are able offer a minimum viable product (MVP). While the LDFA grants are extremely helpful, securing additional financial resources remains a challenge. Some note that obstacles are that investors typically want an MVP and initial revenue before investing, grants are limited, and loans often require personal guarantees. Some



participants see that bootstrapping may be their only option, but this creates a paradox since they need to balance growing the business with working another job.

### ALL-In Program Analysis (continued)

8. **Technology Development:** At the program's start, participants highlighted the need for funding and support in technology development, with some joining due to limited financial resources and a lack of design skills. Others noted gaps in knowledge and tools. Participants valued mentorship from diverse tech backgrounds, the product development roadmap, and access to supportive experts. Suggestions for improvement included offering technology-focused workshops earlier and adding more sessions on tech development. While participants made significant progress, some acknowledged the need for continued learning and growth. Programming adjustments were made to shore this up in the first cohort. Programming changes as well as selection changes being made for Cohort 2 with earlier tech projects directed to early-stage programs to get ready All In.

*"I think having the workshop with Mohamed earlier on and possibly a second or third one dedicated to tech and development would be beneficial for future programming."*

- All-In! cohort 1 participant

9. **Belonging in Washtenaw Community College's entrepreneurship & tech ecosystem**  
Participants felt welcomed into the WCC star -up ecosystem, noting that the staff understood the challenges entrepreneurs face, fostering a strong sense of community. The program's focus on entrepreneurship and technology boosted participants' confidence and sense of belonging. They valued the opportunity to connect with peers from diverse backgrounds, gaining new perspectives that influenced their product development. Participants praised the supportive and proactive staff, highlighting their helpfulness in providing training, connections, research, and actionable tasks. Overall, participants felt comfortable and well-integrated into the ecosystem.

*"I strongly believe! Ramon was able to help me with the use of Ai. Max helped me to understand raising funding by joining other programs. Everyone provided helpful tips! EC staff were very helpful. I was able to understand different perspectives from others of different backgrounds and business experience, they were able to shape my product."*

- All-In! cohort 1 participant

10. **Readiness for Pitch Competition:** Most cohort members had little experience with pitch competitions prior to the All-In! program. Pitch competitions are a potential source of funding for most early-stage start-ups. Even though many had never presented in front of a large audience, participants believed they were ready yet saw room for improvement. It was suggested that a field trip to a pitch competition might help with pitch preparation.

**11. Program Impact:** Participants reported significant personal and professional growth, expressing gratitude for the program's support and dedication of its leadership. The focus on community-building, along with the valuable resources provided, helped meet or exceed participants' expectations, boosting their confidence to pursue their business goals.

## ALL-In! Program Areas of Improvement

Areas of improvement follows the national data on SEDI entrepreneurs of color – more info and sources of funding, different opportunities than pitching due to trauma-informed backgrounds, more pitching support, and more information on tech development due to lack of resources.

Changes for Cohort 2 (January 2025) will include:

- i. Include workshops focused on investor pitching, raising capital, and pricing strategies.
- ii. Provide additional opportunities to observe pitches by professional entrepreneurs for practical insights.
- iii. Near Peer Pitch and Networking Events
- iv. More Comprehensive Tech Workshops early in the program followed by coaching sessions
- v. Executive Functioning Dashboards
- vi. Executive Performance Personal Coaching



## Special Thanks to Our Program Participants:



**Jennifer German**  
Integrate Ed., Inc



**Maalek Getchell**  
Where in the World is Maalek



**Jeremy Hamilton\***  
Junk Tacklers



**Tracie Johnson**  
My Chauffeur



**Sierra Lambert**  
Gig-L



**Erich Lightheart**  
STEMPro



**Max Morefield\***  
KISS APP



**Eugene Stephens**  
Clipboard Scanner



**Danielle Statom**  
Overcoming Overwhelming



**Mohan Vallabhaneni**  
Buddy Bunkers



**Lizz Wilkinson\***  
Palette







**Ramon Williams**  
FAIRE Rideshare

\*Not Participating in the Pitch Showcase

## **Appendix A: Entrepreneur Profiles**



Pilot Cohort (July 2024 - December 2024)

	Name	Jennifer German
	Business Name	Integrate Ed, Inc.
	Website	<a href="http://www.integrate-ed.org">www.integrate-ed.org</a>
	LinkedIn	<a href="https://www.linkedin.com/in/jennifer-m-german-57937559">linkedin.com/in/jennifer-m-german-57937559</a>
	Description	<i>Integrate Ed</i> is developing a unique video game designed to teach human anatomy integrated with systems physiology and some biochemistry. The game aims to provide an interactive and immersive supplement to traditional medical school education methods.
	Name	Maalek Getchell
	Business Name	Where in the World is Maalek LLC
	Website	<a href="http://Whereintheworldismaalek.com">Whereintheworldismaalek.com</a>
	LinkedIn	<a href="https://www.linkedin.com/in/maalek-getchell-a51a8ba7/">https://www.linkedin.com/in/maalek-getchell-a51a8ba7/</a>
	Description	<i>Where in the World is Maalek</i> is a travel and lifestyle app that has a passion for food, travel, and photography, and offers curated food and adventure tours primarily across Southeast Asia.
	Name	Jeremy Hamilton
	Business Name	Junk Tacklers / Good Rid
	Website	<a href="http://Junktacklers.com">Junktacklers.com</a>
	LinkedIn	<a href="https://www.linkedin.com/in/jeremy-hamilton-024b33127/">https://www.linkedin.com/in/jeremy-hamilton-024b33127/</a>
	Description	<i>Junk Tacklers</i> is an app that offers remote junk removal service, a supply service by using contractors.
	Name	Tracie Johnson
	Business Name	My Chauffeur
	Website	<a href="http://www.my-chauffeur.com">www.my-chauffeur.com</a>
	LinkedIn	<a href="https://www.linkedin.com/in/my-chauffeur/">https://www.linkedin.com/in/my-chauffeur/</a>
	Description	<i>My Chauffeur</i> is a rideshare for small or medium cities drivers pay a flat fee per month where the drivers are going to make most of the money.



Name	Sierra Lambert
Business Name	Gig-L
Website	-
LinkedIn	<a href="https://www.linkedin.com/in/sierra-lambert-366b98313/">https://www.linkedin.com/in/sierra-lambert-366b98313/</a>
Description	<i>Gig-L</i> is a local app that will be for small business and gig workers with experience at restaurants, cafes, and bars. A mix of traditional scheduling for small business that allows for "open" shifts to be picked up by gig workers with experience.



Name	Erich Lightheart
Business Name	STEMPro
Website	-
LinkedIn	<a href="https://www.linkedin.com/in/lightheart/">https://www.linkedin.com/in/lightheart/</a>
Description	<i>STEMPro</i> is a product created to help inexperienced students/graduates refine their coding skills to gain entry-level employment and build a talent management pipeline for employers with less than 100 employees, in the tech sector.



Name	Max Morefield
Business Name	KISS APP
Website	<a href="http://mykissapp.com">mykissapp.com</a>
LinkedIn	<a href="https://www.linkedin.com/in/maxmorefield/">https://www.linkedin.com/in/maxmorefield/</a>
Description	<i>K/SS</i> is a mobile app that allows you to share sexual wellness information safely, securely and anonymously with partners. Our vision is to create a world free from shame, stigma and most importantly STI's.




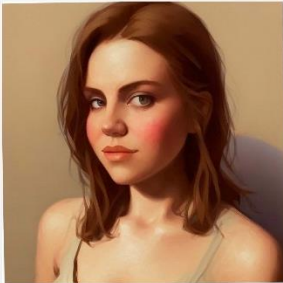
Name	Danielle Statom
Business Name	Overcoming Overwhelming
Website	-
LinkedIn	-
Description	<i>Overcoming Overwhelming</i> aims to support women experiencing postpartum depression through a mobile app that offers a specialized support group facilitated by a Psychiatrist. The app provides a safe space for women to vent, share experiences, and access coping strategies as they navigate this challenging period.




Name	Eugene Stephens
Business Name	Clipboard Scanner, Inc
Website	-
LinkedIn	-
Description	<i>Clipboard Scanner, Inc</i> is a portable book scanner on a clipboard and custom cradle to scan documents and photos with consistent quality.



	Name	Mohan Vallabhaneni
	Business Name	Buddy Bunkers
	Website	-
	LinkedIn	-
	Description	<i>Buddy Bunkers</i> is an app that connects students from all over the world with local college housing options and concierge services.

	Name	Lizz Wilkinson
	Business Name	Palette
	Website	-
	LinkedIn	<a href="https://www.linkedin.com/in/lizz-wilkinson/">https://www.linkedin.com/in/lizz-wilkinson/</a>
	Description	<i>Palette</i> finds simple puzzle games using museum collections to encourage museum involvement and museum partnerships.

	Name	Ramon Williams
	Business Name	FAIRE Rideshare
	Website	-
	LinkedIn	<a href="https://www.linkedin.com/in/ramon-williams-58b69026a/">https://www.linkedin.com/in/ramon-williams-58b69026a/</a>
	Description	<i>FAIR Rideshare</i> is an app that empowers drivers who are committed to ride-sharing opportunities. Our company would provide a platform that will change the ride-sharing landscape for both the driver and the riders, giving them more opportunities through choice.

## Appendix B: Program Schedule

# All-In! 2024 Schedule

Version: August 13, 2024

	All-In!	Date	Location	Time	
Week 1	Kick-off Event & <i>Workshop:</i> <b>Design Thinking</b>	Tues 7-16-24	SC Garrett's	5-8 pm	Headshots @ 5-6 pm 6-8 pm workshop
	<i>Workshop:</i> <b>Executive Presence 1</b>	Wed 7-17-24	SC Garrett's	6-8 pm	
	<b>EC Services Coaching</b> MariAnn Apley – Marketing Ayden Zimmer – Website / Social Media	Thurs 7-18-24	EC 120	12-3 pm	Drop-in or by appointment
Week 2	<b>EC Staff Coaching</b> Individual Meetings	Tues 7-23-24	<u>ZOOM</u>	-	Individual Appointments
	Guest Speaker – Negotiation <b>Mori Taheripour</b> <b>Wharton Business School</b>	Wed 7-24-24	ML 150	6-8 pm	
	<b>EC Services Coaching</b> Kate Van Horn – Financial / Accounting Ayden Zimmer – Website / Social Media Ethan Lamb – Logos / Graphic Design	Thurs 7-25-24	EC 120	12-3pm	Drop-in or by appointment
Week 3	GOALS GROUP	Tues 7-30-24	EC 120	6-7:30pm	
	<i>Workshop:</i> <b>Executive Presence 2</b> Myron Cunningham & Claire Sparklin	Wed 7-31-24	BE 140	6-8 pm	
	Mentor Mashup	Thurs 8-1-24	BE 140	6-8 pm	
Week 4	<b>Business Plan Workshop 1</b> - Chernaissa Williams	Tues 8-6-24	BE 182	6-8 pm	
	<i>Workshop:</i> <b>Executive Presence 3</b> -Claire & Myron	Wed 8-7-24	BE 182	6-8 pm	
	<b>Messaging Workshop</b> Laura O'Connell	Thurs 8-8-24	BE 182	6-8 pm	
	<b>App Building 101</b> Mohammed Abdel	Sat. 8-10-24	EC 120	10 AM - 12 PM	Optional



	All-In!	Date	Location	Time	
Week 5	<b>Business Plan Workshop 2</b> - Chernaissa Williams	Tues 8-13-24	<u>ZOOM</u>	6-8 pm	
	GOALS GROUP	Wed 8-14-24	EC 120	6-7:30 pm	In person
	<b>Customer Acquisition</b> Workshop Autumn Kyles	Thurs 8-15-24	<u>ZOOM</u>	6-8 pm	
Week 6	<b>Business Plan Small Group</b> Coaching Cheranissa Williams	Tues 8-20-24	<u>ZOOM</u>	5-6 pm 6-7 pm 7-8 pm	3-4 people per slot
	<b>Product Development</b>	Thurs 9-5-24	<u>ZOOM</u> or in-person	-	Time arranged by Mentor/Cohort Member
Week 7	<b>Business Plan Workshop 3</b> - Chernaissa Williams	Tues 8-27-24	<u>ZOOM</u>	6-8 pm	
	<b>Customer Discovery</b> Mohamad Adel	Wed 8-28-24	<u>ZOOM</u>	6-8pm	
	<b>Zingerman's Customer Service</b> Zingtrain Staff Workshop	Thurs 8-29-24	ML 105/121	6-8 pm	
Week 8	<b>Networking Event</b>	Wed 9-4-24	Spark East	6-8 pm	
	<b>Product Development</b> Check-In	Thurs 9-5-24	<u>ZOOM</u> or in-person	-	Time arranged by Mentor/Cohort Member
	<i>Legal &amp; Insurance Workshop</i> Joe Morrison & Hylant	Thurs 9-5-24	SC Garrett's	6-8 pm	With Cohort 2

	All-In!	Date	Location	Time	
Week 9	<b>Business Plan Workshop 4</b> - Chernaissa Williams	Tues 9-10-24	BE 182	6-8 pm	Individual appointments with Cheranissa as needed.
	<b>Prep for Tech Week</b>	Wed 9-11-24	EC 120	12-3pm	Drop-in or by appointment
	Office Hours / Ops Toolkit Drop-In	Thurs 9-12-24	EC 120	12-3pm	Drop-in or by appointment
Week 10	Small Group Coaching With Cheranissa Williams	Wed 9-18-24	Zoom	5-6 pm 6-7 pm 7-8pm	
	<b>Prep for Tech Week</b>	Thurs 9-19-24	EC 120	12-3pm	Drop-in or by appointment
Week 11	<b>TECH WEEK</b>	Tues 9-24-24			
	<b>TECH WEEK</b>	Wed 9-25-24			
	<b>Office Hours / Ops Toolkit</b> Drop-In	Thurs 9-26-24	EC 120	12-3pm	Drop-in or by appointment
Week 12	Meetings	Tues 10-1-24	ZOOM	-	Individual Appointments
	<b>Office Hours / Ops Toolkit</b> Drop-In	Wed 10-2-24	EC 120	12-3pm	Drop-in or by appointment
	<b>Office Hours / Ops Toolkit</b> Drop-In	Thurs 10-3-24	EC 120	12-3pm	Drop-in or by appointment
	<b>Pitch Competition</b>	Wed 10-9-24	Spark Central	5-7 pm	
	<b>All-In Goals Group</b>	Wed 12-11-24	EC 120	5-6pm	
	<i><b>Holiday Party</b></i>		EC 120	6-8pm	

SC=Student Center    EC=Entrepreneurship Center

ML=Morris Lawrence Building    BE=Business Education

## **APPENDIX C: Mentors**

*Dave Auer*, Retired executive computer industry

Manufacturing, Business Creation, Business Development, Operations

[auer.dave@gmail.com](mailto:auer.dave@gmail.com)

*Dan Katanski*, WCC Part-time Faculty Member, Entrepreneur & Retired from Detroit Edison

Manufacturing, community, tech, education

[dkatansk@wccnet.edu](mailto:dkatansk@wccnet.edu)

*Al Newman*, Successful entrepreneur (retired) and community leader

Business Analysis - Are you creating a sound business? Pitching, Customer Discovery

[anewman@alnewman.com](mailto:anewman@alnewman.com)

*Mitch Rohde*, Retired CEO & Founder Quantum Signal AI

<https://www.linkedin.com/in/mitchell-rohde-b65331/>

Tech, Tech Networking, Business Analysis, Business Planning and Strategy

[mitch@mitchellrohde.com](mailto:mitch@mitchellrohde.com)

*Kory Scheiber*, Business Consultant, SBDC

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Business Development, Networking, Business Analysis

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*Ylondia Portis*, Founder | CEO BrandHrt Evolution

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

Community, Marketing, Business Development, Customer Discovery

[yportis@brandhrt.com](mailto:yportis@brandhrt.com)

*David Forman*, Digital Product Development

<https://www.linkedin.com/in/dforman428/>

Tech, Ed Tech, Business Analysis, Pitching, Communication

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*Eric Jacobson*, President InfoReady

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

Tech Ecosystem, Business Development, Networking

[ejacobson@inforeadycorp.com](mailto:ejacobson@inforeadycorp.com)

*Andy Vassallo*, Author and Founder / Advisor / Interim CXO, Aspen Summit Group

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

Operations, Business Analysis, Business Development

## APPENDIX D: Feedback about program from mentors & coaches

*"It was honor to be a mentor for All-In 2024. I was humbled to witness the creativity, enthusiasm and talent of the entrepreneurs in the program. Even though the program has ended, I am remaining engaged with one of the new ventures in particular.*

*It is so vital that we have programs like All-In so that diverse newcomers to the Ann Arbor / Ypsilanti entrepreneurial community can access coaching and mentorship. This work is vital to ensure that our county's economic growth benefits and includes people of all backgrounds."*

- Eric Jacobson, President InfoReady (Mentor & Coach)

*"Many small business owners without resources struggle to get their business off the ground. Many times, individuals in the SEDI demographic have gone underserved and overlooked by many business provider organizations that say they provide service to these folks. This program uses the All In tech incubator and opens the door to a world of possibilities and business success that holds the hand and pushes them forward. Without it, many folks will stay undeserved and overlooked, with it they have launched businesses. This program supports individuals and gives them a chance at a rich future."*

- Cheranissa Roach, Business Plan Educator & Coach

*"Often, founders are expected to rely on their own knowledge and lean on friends and family as an initial source of support. But what happens if you lack the necessary knowledge or don't have access to friends and family with the means to help? This is the reality for many talented and innovative individuals whose amazing ideas never take off because they don't know where to start, lack mentorship, or can't access financial support—especially here in Washtenaw County.*

*While there are wonderful programs in Washtenaw that support aspiring tech entrepreneurs, the **All-In** program stands out as the only initiative intentionally designed to meet early-stage innovators where they are. It holistically addresses barriers, dismantles perceived limitations, and creates pathways for success. The **All-In** program relies on the community to identify future innovators, expand accessibility, and ensure space for the diverse identities that make up Washtenaw County. I applaud their mission and encourage everyone to support and invest in this transformative program."*

-Ylonda Portis, CEO BrandHrt Evolution &  
Founder of ABC, Marketing Educator and Mentor

*“When I first began working with the group of participants, they seemed disconnected but warm towards each other and people were slower to volunteer themselves or information during discussions. By the end, a tight-knit, supportive, quick-to-volunteer group had formed.”*

-Claire Sparklin, WCC Communication Educator & Coach

*“The All-In program helps SEDI business owners leverage a diverse range of resources to strengthen their businesses, fostering growth and sustainability. It’s an essential program that contributes to the vitality of our community and is a valuable offering for our funders.”*

-Mohamed Adel, Program Tech Educator