



THE WELL WORK PRESENTS

# BWFA SEPT. 2023 COHORT WRAPPED

IMPACT AND REFLECTIONS - NOV. 2023

Visit → [www.thewellwork.co](http://www.thewellwork.co)  
Learn more about Build Wellth Founder Academy →  
[www.thewellwork.co/buildwellth](http://www.thewellwork.co/buildwellth)

General Inquiries → [hello@thewellwork.co](mailto:hello@thewellwork.co)  
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# About The Well Work

The Well Work is a community-rooted organization, committed to advancing Black women and non-binary founders through access to funding, education, and resources.

## OUR VISION

We envision a society where Black women and non-binary founders are the cornerstone of thriving entrepreneurial ecosystems, establishing enduring legacies that transcend generations.

Through our hard work and dedication, The Well Work aims to teach one million Black women and non-binary founders how to fund their ventures.

## IN THE LAST TWO YEARS, WE'VE...

- ✓ Grown our community to 13k+ Black Founders across platforms
- ✓ > \$20k in Grant Funding Deployed
- ✓ Aggregated Millions in Grant Programs for Our Community

and...

In 2023, we elevated our mission with the launch of our pilot program the Build Wellth Founder Academy.


THE WELL WORK PRESENTS BWFA

**4 WEEKS**  
**8 WORKSHOPS**  
**12 MENTORS**  
**15 FOUNDERS**

WITH 2 PRIMARY OBJECTIVES



**Demystify the funding process for black women and non-binary entrepreneurs.**



**Create a safe and creative learning environment that fosters connection and celebrates our ingenuity.**



# About the program

Build Wellth Founder Academy (BWFA) is designed to bridge the gap between necessity and innovative entrepreneurship for Black women and Non-Binary founders.

The program brings together all the critical components of funding, guiding participants on an intimate learning journey through the intricate world of fundraising, alternative funding, and authentic leadership.

**THIS IMMERSIVE 4-WEEK PROGRAM AIMS TO FOSTER THE GROWTH OF PARTICIPANTS' VENTURES WHILE DEMYSTIFYING THE FUNDING PROCESS.**

## **EXPERT GUIDANCE**

They will have the opportunity to learn from from a diverse panel of experts including those specialized in brand strategy, venture capital, grant writing, pitching, innovation, go-to-market strategy, and alternative funding.

## **HANDS-ON WORKSHOPS**

Interactive sessions designed to provide real-time feedback and actionable insights will assist the founders in crafting compelling brand narratives, securing grant funding, and developing effective product launch strategies.

## **MENTORSHIP AND COMMUNITY**

Embarking on this journey doesn't mean going it alone. Founders join a supportive and collaborative community of like-minded individuals, each striving to make a significant impact.





**KAT GABRIELLE (SHE/HER)**  
FOUNDER, THE WELL WORK &  
LEAD FACILITATOR OF BWFA

## 8 SESSIONS LED BY 12 FUNDING, LEADERSHIP, BRAND STRATEGY, GTM, & WELLNESS EXPERT MENTORS



**MANDY BYNUM (SHE/HER)**  
INVESTOR, ADVISOR & GENERAL  
PARTNER AT BAY STREET  
CAPITAL HOLDINGS,  
PREVIOUS CEO BLACK VC



**SIMONA FOLASADE SILLAH  
(SHE/HER) GLOBAL CONTENT &  
COMMUNITY MANAGER OF SOGAL  
FOUNDATION**



**TYRELL JUNIUS (HE/HIM)**  
CO-FOUNDER & COO OF TIAMI  
NETWORKS



**KALISH NESBITT (SHE/HER)**  
FOUNDER & BUSINESS  
OPERATIONS ADVISOR OF  
WELL-RUN RETAIL



**ANDREA PERDOMO (SHE/HER)**  
DIRECTOR OF PORTFOLIO  
ADVANCEMENT COMMON  
FUTURE



**BEN STOKES (HE/HIM)**  
FOUNDING PARTNER OF CHASING  
RAINBOWS VC



**STANLEY VAGANOV (HE/HIM)**  
DESIGNER FOR IMPACT &  
FOUNDER OF BECURIOUS  
STUDIOS



**SPECTRA A.I. ASALA (THEY/THEM)**  
STARTUP ADVISOR, FRACTIONAL  
CPO/COO, IMPACT INVESTOR OF  
SAIA VENTURES



**AMBER QUIÑONES (SHE/HER)**  
HEAD OF PLATFORMS OF BBG  
VENTURES



**JANEEN BROWN (SHE/HER)**  
FOUNDER & EXECUTIVE  
DIRECTOR OF EMPOWHERTO &  
PARTÉ HAUS



**LORI MARION (SHE/HER) CO-  
FOUNDER OF FADE TECHNOLOGY**

## Our impact in numbers

**100**<sup>%</sup>

of survey participants recommend BWFA to other Black Women and Non-Binary Founders

**100**<sup>%</sup>

of survey participants rated their satisfaction with the program's content a 5/5

**100**<sup>%</sup>

of survey participants rated the program's effectiveness in achieving their learning objectives a 5/5

**90**<sup>%</sup>

of participants reported an increase in their network after the program

**86**<sup>%</sup>

of participants are more confident in their business strategy after attending the program

**82**<sup>%</sup>

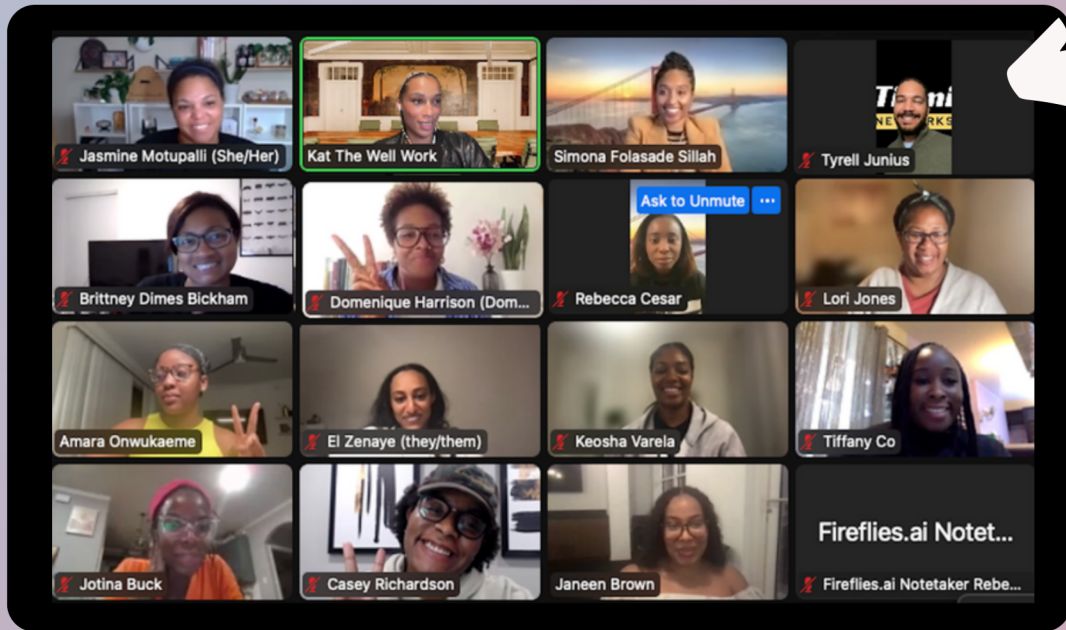
average increase in confidence in securing funding after attending the program







# And we rooted ourselves firmly in community throughout.



The Free Money Marketplace - Grant Experts Mentor Speed Dating Session - with Simona Sillah of SoGal Foundation, Janeen Brown of EmpowHERto, and Tyrell Junius of Tiami Networks

Master Selling to Customers (v.s. Pitching to Investors) - A GTM & Product-Led Sales Workshop led by Spectra A. I. Asala of SAIA Ventures.



Laying the Foundations for Entrepreneurial Wellness with Kalish Nesbitt of Well Run Retail



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**Build tables, build seats, build rooms, build floors, build buildings, build communities, build cities, build countries, build worlds where the most marginalized among us have a chance.**

**Tarana Burke**