



Young Enterprising Society

December 2019



About YES

Young Enterprising Society's mission is to be an international epicenter for financially, politically and socially progressive individuals. Serving as a hub, YES mobilizes people, information, resources and capital for the greater good of its members and society at large.

YES was started in 2012 by brothers Que and Khalif El-Amin and through the years have hosted hundreds of educational & startup events, Educated thousands on entrepreneurial principles and outreach into 6 states.

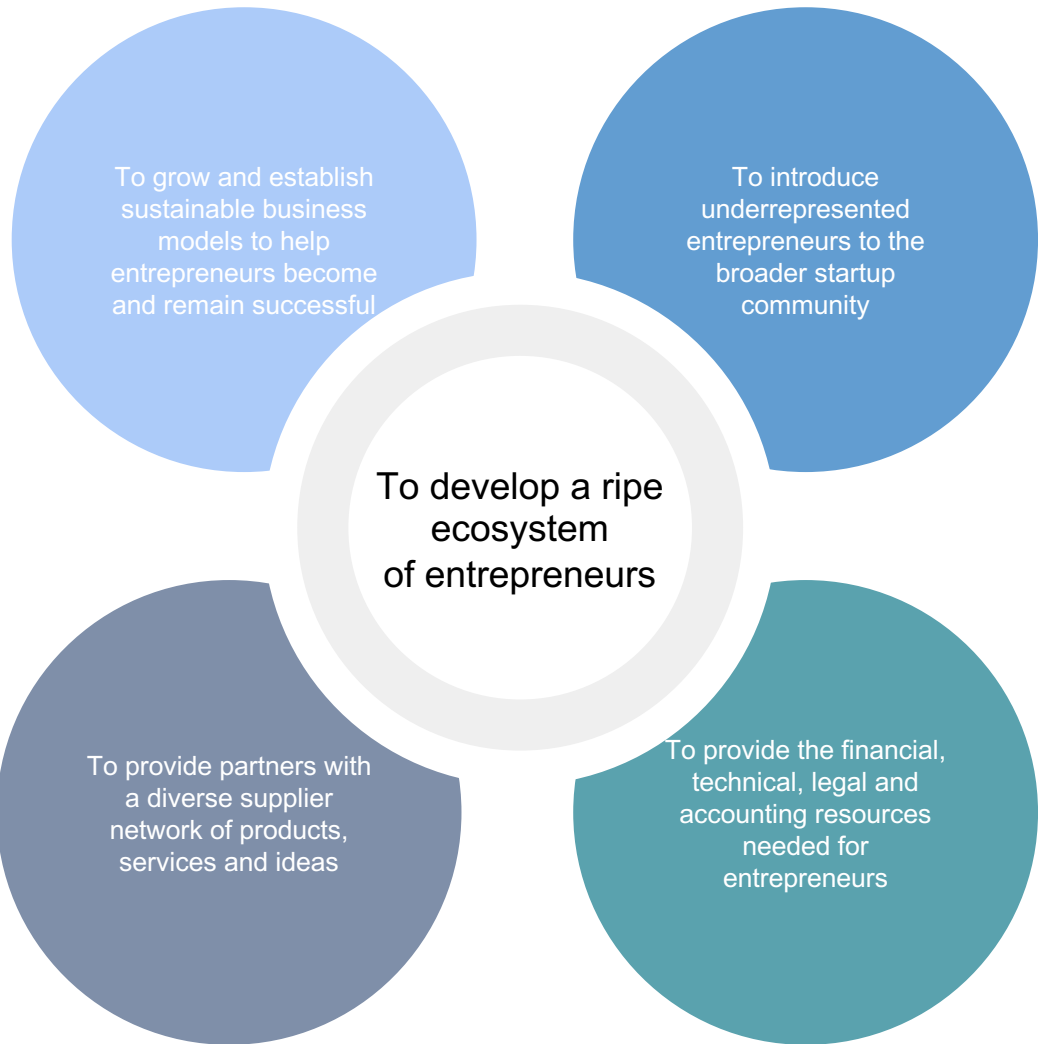




Superior

THE
BLUEPRINT

Objectives



The Blueprint - Milwaukee

The Blueprint MKE was started in 2018 when a need was identified to expose more underrepresented communities to the startup space and train them in the best practices to build scalable companies. Through initial support from Alderwoman Milele Coggs, The Blueprint was able to leverage an initial \$30,000 grant from the City of Milwaukee to over \$500,000 in funding, programming and in-kind services for Milwaukee startups.

- **Industries:** Tech, eCommerce, Advanced Manufacturing
- **Length of Program:** 24 Weeks, One Day per week
- **Sponsors:** Wisconsin Economic Development Corporation, City of Milwaukee, Milwaukee Institute & Northwestern Mutual
- **Cohort Size:** 10 – 12 Participants

Select Startup Participants

Select Startups from Cohort 1 – 3 received over \$100,000 in cash v

- [Good Entertainment](#) creates, develops and distributes content that gives ownership back to the independent filmmaker.
- [Kneebu](#) is an on demand gig economy application to help balance daily tasks and earn money.
- Ready, Set, Sub addresses over and understaffing issues in real time.
- Aerial Driven Vision Photography is dedicated to providing high quality drone imager.
- [MuSample](#) provides musical artist with automated rights management to ensure that they obtain a financial return on their musical investments.
- [GoodVibeZ](#) centralizes music and social interaction while crossing barriers of language and cultural expressions.
- [StyleQ](#) allows you to connect with the best beauty and wellness professionals to make booking appointments fit around your busy schedule.
- [INPOWER](#) accelerates growth for solopreneurs, startups & scaleups through custom workstations managed by specialized project managers.
- NewWay Innovation is an e-bike manufacturer that specifically designs for comfortability and reliability in transportation throughout cities.
- [PumpFive](#) delivers gas directly to our customers' vehicles at their convenience.
- [Potty Pearls](#) is a solid, portable air freshener that allows you to eliminate (#2) with no detectable odor.

Accolades

Inpower won \$4,000 as the runner-up, plus \$1,000 as the WaterStone Bank Audience Choice winner. Ensure Transit was the second runner-up and received \$2,000.



A business that helps women in the towing and construction industries

Milwaukee mom Melissa Gaglione will have her business listed in the directory. She started her own company, [Safety4Her](#), last year, when she realized there was something missing in the towing industry she had worked in for the prior six years — proper safety wear for women.



Chantel Teague – StyleQ

StyleQ is a Milwaukee based tech company using technology to transform the way style is incorporated into our everyday lives. Today, StyleQ offers one on one image consultations to customers, connecting them to Milwaukee's top-rated beauty professionals.



Melissa Gaglione shows off her clothing line for people in the towing and construction industries. (Photo: Submitted by Melissa Gaglione)

Business Participation

Leveraged Services & Resources

Lidofy

Corin's Crab

Stephaine Crosley

Wingman Rod

Delicious Bites

Fresh Smoked Café

Von Harris Productions

Dino Black Studios

ME Designs

Graphic Terrace

Godfrey & Kahn

Duquaine, Melka & Koplín

Husch Blackwell

Associated Bank

Wisconsin Bank and Trust

Padway & Padway, LTD

Open Canvas

TrustD Kicks

Manufacturer's Diversity Institute

Wholistic Solutions

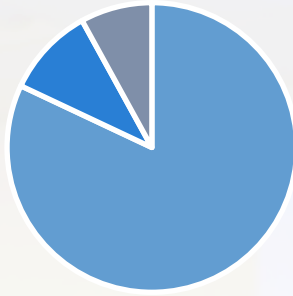
Demo Day
Guest
Speakers

Sheena Allen – Only AA woman owner of a digital bank
Sevetri Wilson – First Woman in LA with 1M+ VC Raise



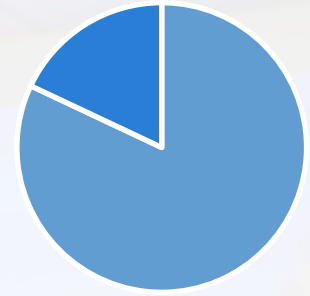
Demographics

Race



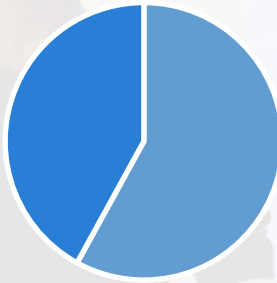
■ African American ■ Multiracial ■ Hispanic

Geography



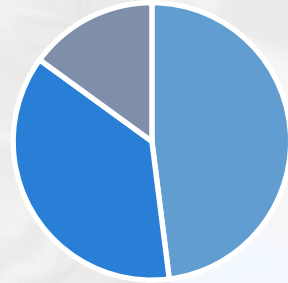
■ MKE ■ Outside of MKE

Gender



■ Female ■ Male

Stage



■ In Development ■ In Market ■ Beta

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