



Creating Conscious Collisions

EVENT REPORT





With Gratitude...



See how we thank our sponsor.

THANK YOU TO OUR NATIONAL SPONSOR





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About

Creating Conscious Collisions 2024

Creating Conscious Collisions events are invitation-only convenings that bring investors, executives, allies, and policymakers together to leverage our collective energy and resources to open more doors for more women entrepreneurs. These are not demo days or pitch competitions. The events are designed for our Featured Entrepreneurs to connect with others who value inclusion.

Creating Conscious Collisions visited fifteen cities (15) in 2024 to provide a platform to highlight amazing women founders.

The audience included:

- Angel and venture capital investors
- Business executives and allies
- Advocates for women entrepreneurs
- Startup ecosystem embers

THANK YOU TO OUR NATIONAL SPONSOR



[Watch the Highlights](#)



About Attendees



Creating Conscious Collisions events are designed to create connections that lead to a mindset shift for attendees, which in turn inspires them to use their resources to open doors for entrepreneurs in the IFEL community.



**Featured
Entrepreneurs**

69



Connections Made

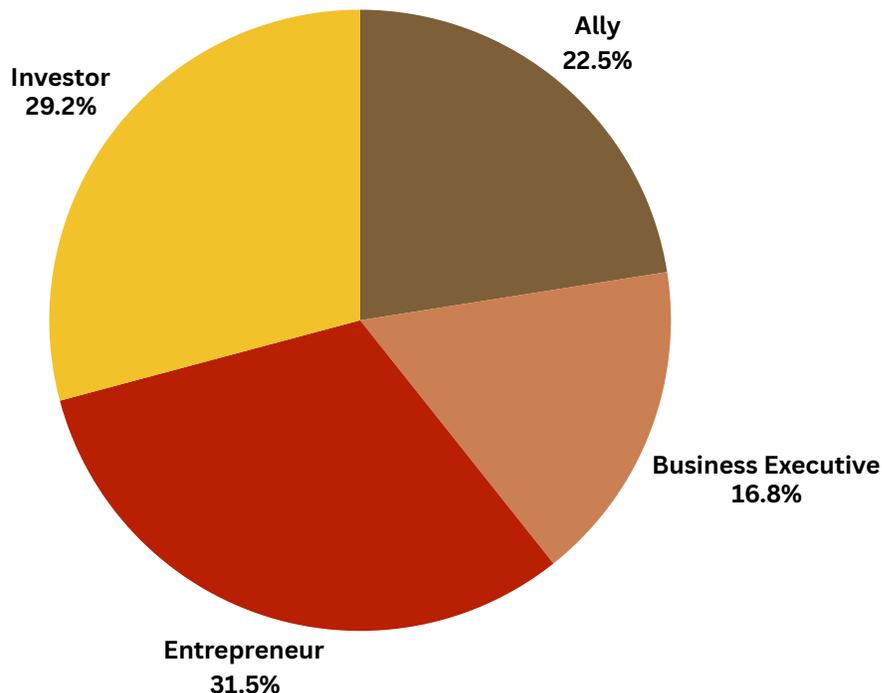
2,163



Attendees

576

How Our Attendees Identify



Note: 138 attendees registered through an event partnership were evenly distributed.



About Locations

In each city, venue hosts and partners provided warm, inviting spaces that created an environment for creating connections. Their generosity in providing this in-kind support helped us include more cities in 2024.

A generous thank you to our hosts: Rise Global, Davis Wright Tremaine Project W, Spring Point Partners, KPMG, Teamworking by TechNexus, Black Angel Forum, Pillsbury Winthrop Shaw Pittman LLP, Impact Ventures, WOCIP, and the Frank and Eileen Women's Center for Entrepreneurial Leadership at Babson College.



New York City
May 7, 2024
Host: Rise Global



Washington D.C.
May 14, 2024
Host: Davis Wright Tremaine/
Project W



Philadelphia, Pennsylvania
June 11, 2024
Host: Spring Point Partners



Boston
June 17, 2024
Host: KPMG



Charlotte, North Carolina
July 9, 2024



Chicago, Illinois
July 18, 2024
Host: Teamworking by
TechNexus



About Locations



Detroit, Michigan
July 25, 2024
Host: Black Angel Forum



Seattle, Washington
July 25, 2024
Host: Davis Wright Tremaine
Project W



Palo Alto, California
September 24, 2024
Host: Pillsbury Winthrop
Shaw Pittman



Dallas, Texas
October 8, 2024
Host: Impact Ventures



Houston, Texas
October 10, 2024
Host: Pillsbury Winthrop
Shaw Pittman



Atlanta, Georgia
October 24, 2024



Phoenix, Arizona
November 8-9, 2024
Host: WOCIP



Los Angeles, California
November 20, 2024



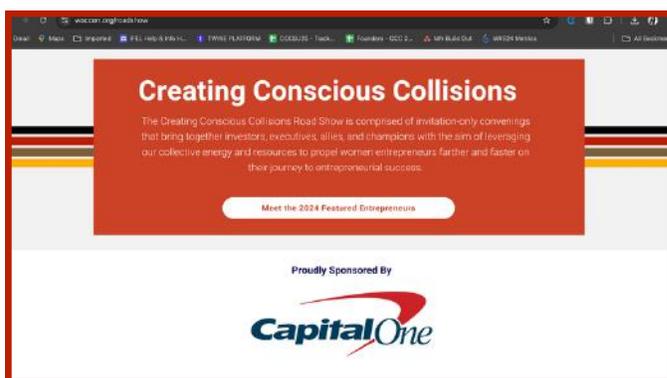
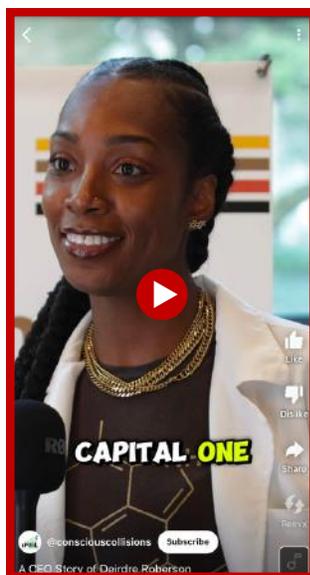
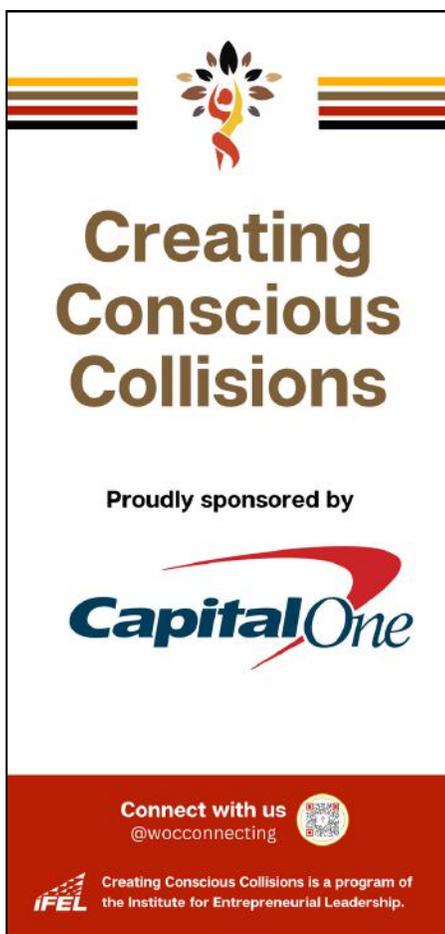
Miami, Florida
December 4, 2024
Host: Babson College
Frank and Eileen Women's Center
for Entrepreneurial Leadership

About Sponsor Recognition

We recognized Capital One as the national sponsor of the Creating Conscious Collisions tour across our range of event marketing, promotional and outreach materials, and in-event engagement. [Thank you Capital One!](#)

Acknowledgement channels:

- Interview backgrounds
- Entrepreneur engagement
- Event shout outs
- Logo placement on newsletters, emails, landing pages, videos
- Step & Repeat
- Social Media Posts
- Press Releases
- Opening Video
- CEO Story Reels





About Volunteer Engagement

We were excited to welcome UPS employees as event volunteers to help greet guests creating a welcoming environment from the door. They were all smiles which was definitely appreciated by our team in the midst of event frenzy.

We Team UPS!





About Partner Engagement

We were honored to partner with Milestone Growth Capital Institute to host Creating Conscious Collisions Detroit at their Inaugural Black Angel Forum July 25-26. The Black Angel Forum was a two-day convening of Black angel investors and ecosystem partners from across the country. Women of Color in Pharma (WOCIP) hosted Creating Conscious Collisions Phoenix as part of their 8th Annual WOCIP Conference November 7-10, 2024. IFEL team members also moderated panels at event to focus on the role of angel investing in wealth building.



About Investor Engagement

Golden Seeds Fireside Chat

In Palo Alto, CA, we facilitated a pre-event panel discussion to help members from Golden Seeds gain insights into the unique challenges faced by women of color founders. This intimate event created new connections between featured founders and Bay area angel investors.



Pipeline Angels in the House

Since our acquisition of Pipeline Angels, we have been excited to feature founders who received investment from Pipeline Angels community members and connect nearly 50 Pipeline Angels community members to other investors and ecosystem builders in the broader IFEL community.





About Outreach & Media



73M Media Reach

- Launch Coverage
- Press Releases



Adriana Cisneros Basulto · 2nd
Co-Founder & CEO of #1 HR Tech Award Winning Maxwell ...
2mo · Edited · 🌐

Being in a room full of women founders of color, and people that want to see women founders of color succeed felt magical. (here is a little peek!)

Thank you [Institute for Entrepreneurial Leadership \(IFEL\)](#) for having me at the Creating Conscious Collisions event in Houston. I felt honored to be featured next [Meagan R. Pitcher, Ph.D.](#), [Lesline Johnson](#), [Pamela Singh](#), and [Ty'Lisha Summers](#) who have built amazing solutions. The intentionality of the event and the sincere desire to make connections is something that is rare and precious.

Thank you to [Capital One](#) for making the road show a reality, and to [Pillsbury Winthrop Shaw Pittman LLP](#) for hosting us at your beautiful offices, to [Jill Johnson](#), [Stephanie M. Fowler](#), [@melissa.parker](#), [Julia Runne](#), [Rodman Blanchard](#), and the whole team that makes this possible.

And last but not least thank you [Rashida Bobb](#) for getting me connected!

#CreatingConsciousCollisions hashtag
#RoadShow2024 hashtag
#AlliesAct hashtag
#InclusionMustBeIntentional hashtag
#ChangeBusinessAsUsual hashtag
#ConnectingForInclusion



👍❤️👏 105 5 comments

Reactions



Like Comment Repost Send

Add a comment...

Stephiney Foley · 2nd
CEO & Founder @ YuziCare | ...
4mo · Edited · 🌐

Thank you [Institute for Entrepreneurial Leadership \(IFEL\)](#) team for organizing the Seattle Creating Conscious Collisions Road Show yesterday!

The organization, led by Dr. Jill Johnson, aims to connect women of color entrepreneurs with potential investors, as well as inclusion champions and allies.

Met some lifelong friends who are women founders of color! let's go! [Meg Diaz](#), [Dr. Jesse Miller](#), [Patrice Neely](#), [Rebecca Alvarez Story \(she/her/ella\)](#)

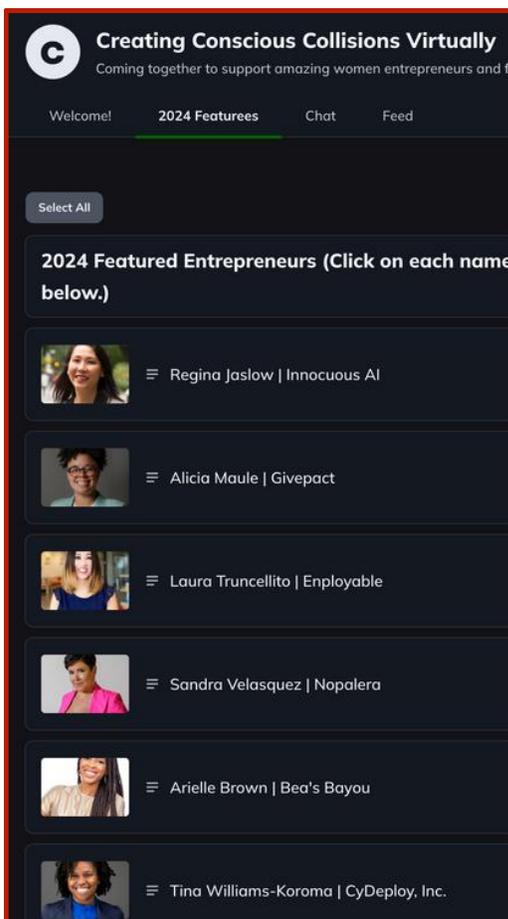


👍❤️👏 36

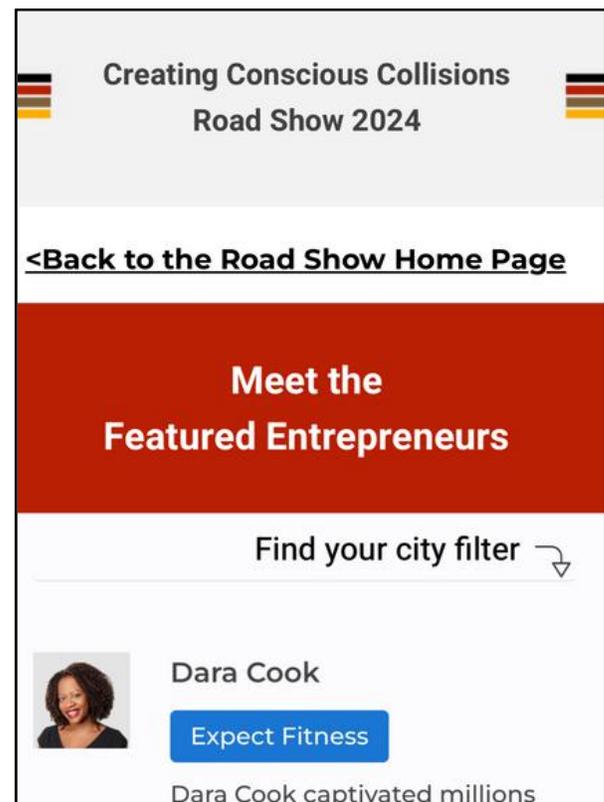
About Outreach & Media

We created graphics for the Featured Entrepreneurs to help promote their selection.

After the event, we continue to highlight these entrepreneurs on IFELConnect, our online community, to regularly draw attention to their ongoing “asks.”



[See All the Featured Entrepreneurs](#)





Event Highlights

Scenes from CCC





Event Highlights Behind the Scenes





At the Event New York City, NY



[< Watch the Video Highlights](#)



New York City
May 7, 2024
Host: Rise Global





At the Event Washington, DC



[< Watch the Video Highlights](#)



Washington D.C.

May 14, 2024

Host: Davis Wright Tremaine/
Project W





At the Event **Philadelphia, PA**



< Watch the Video Highlights



Philadelphia, Pennsylvania
June 11, 2024
Host: Spring Point Partners





At the Event Boston, MA



< Watch the Video Highlights



Boston
June 17, 2024
Host: KPMG





At the Event Charlotte, NC



[< Watch the Video Highlights](#)



Charlotte, North Carolina
July 9, 2024
Host: Harvey B. Gantt Center





At the Event Chicago, IL



< [Watch the Video Highlights](#)



Chicago, Illinois
July 18, 2024
Host: Teamworking by TechNexus



**SONTON ROSANWO, CEO & Founder
CENTINEL**



At the Event **Seattle, WA**



< [Watch the Video Highlights](#)



Seattle, Washington

July 25, 2024

Host: Davis Wright Tremaine/
Project W





At the Event Detroit, MI



< [Watch the Video Highlights](#)



Detroit, Michigan
July 25, 2024
Host: Black Angel Forum





At the Event **Palo Alto, CA**



[< Watch the Video Highlights](#)



Palo Alto, California
September 24, 2024
Host: Pillsbury Winthrop
Shaw Pittman





At the Event Dallas, TX



EBONI BOYD, Founder
MUSEUM ADVOCATE

< [Watch the Video Highlights](#)



Dallas, Texas
October 8, 2024
Host: Impact Ventures





At the Event Houston, TX



< [Watch the Video Highlights](#)



Houston, Texas
October 10, 2024
Host: Pillsbury Winthrop
Shaw Pittman





At the Event Atlanta, GA



< [Watch the Video Highlights](#)



Atlanta, Georgia

October 24, 2024

Host: Atlanta Tech Village



At the Event Phoenix, AZ



< Watch the Video Highlights



Phoenix, Arizona
November 8-9, 2024
Host: WOCIP





At the Event Los Angeles, CA



< [Watch the Video Highlights](#)



Los Angeles, California
November 20, 2024
Host: The Shay Hotel





At the Event Miami, FL



SHAKEENA WILLIAMS, Exec. Director
(F&E CWEL) at BABSON COLLEGE

< **Watch the Video Highlights**



Miami, Florida

December 4, 2024

Host: Babson College

Frank and Eileen Women's Center for Entrepreneurial Leadership





About 2024 Supporters

NATIONAL SPONSOR



VENUE HOSTS





About 2024 Supporters

SUPPORT ORGANIZATIONS



VISIBLE FIGURES



CITY of BOSTON



CINEMATICA LABS

pillsbury



SCROOBIOUS



BABSON COLLEGE
Frank & Eileen™
Center for Women's
Entrepreneurial
Leadership



Our Impact





How We Measure Impact

Creating Connections



We introduce people to each other whose paths would not likely have crossed but for meeting at a **Creating Conscious Collisions** event.

Guests made four (4) meaningful connections on average that they plan to continue cultivating.

Changing Mindsets



We create safe spaces to engage in honest conversations about the challenges and barriers to access to capital.

As one guest shared, "It's about time! We do need to change the current status quo and it is in our power to do it."

Inspiring Action

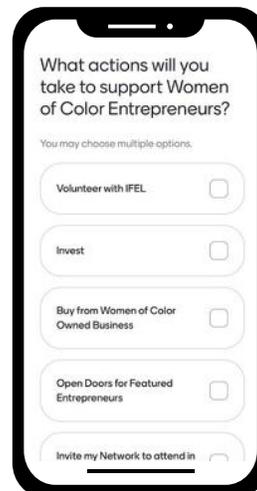


Our call to action is for the people in the room to take action. Attendees are encouraged to be the change they want to see.

The majority of guests expressed interest in volunteering, mentoring entrepreneurs, or learning about angel investing.

METHOD FOR CAPTURING IMPACT

We used surveys to capture attendee feedback during and after each event.





Our Impact Creating Connections



"Investment percentages are just absolutely abysmal if we're being really frank about it. Through events like Creating Conscious Collisions, it's the intention behind this event to get us in front of those who can potentially invest in us, the capital investments and those who can invest in us by doing business with us [that's important]. I'm deeply grateful for the opportunity to be a part of this event and to make some conscious collisions."

**Courtney Culmer, Founder
Uplevel Communications**

"The positive and welcoming energy and the ease with which people were willing to connect, create connections, and learn about me and my aspirations...it's an incredibly affirmative and nurturing event."

"The ability to have the right people in the room and share these stories of impact are incredible. I'm sure it'll lead to more investment opportunities."



Connections Made

4,968



Our Impact Inspiring Action



"One of the things that I can say with confidence is that IFEL creates a very different space. The event I joined was much more about celebrating and honoring the ideas and journeys of the entrepreneurs and not necessarily centering the investors in the room. And that's a big deal of difference from I've seen.

Brian Nagendra, Springpoint Partners

What takeaway will you leave this event with?

"It's so important to write checks."

"The power of connection and community can help overcome the barriers to accessing capital."

"The diverse mix of founders and products challenges assumptions and opens new ways of thinking."

"To see the implementation of connecting investors with entrepreneurs so that the creative ideas can live with funding."

"When preparation meets opportunity, amazing things are accomplished."

"The opportunity to become part of an intentional investor community."

Our Impact

2024 Featured Entrepreneurs

Creating Conscious Collisions events featured 69 entrepreneurs across events in 15 cities in 2024. [Learn about their asks.](#)



Regina Jaslow
Innocuous AI
NYC



Alicia Maule
Givepact
NYC



Laura Truncellito
Employable
NYC



Sandra Velasquez
Nopalera
NYC



Tina Williams-Koroma
CyDeploy, Inc.
Washington D.C.



Michele Joseph
Next Generation Inc.
Washington D.C.



Jennifer Snowden
High Road Delivery
Washington D.C.



Adeola Ajani
Fem Equity
Washington D.C.



Pauline Idogho
Mocktail Club
Washington D.C.



Dyandra Raye
Jo-Anne Vernay
Philadelphia



Manisha Sethi
WhoozCooking
Philadelphia



Amelia Zellander
BioLattice
Philadelphia



Our Impact

Featured Entrepreneurs



Cheryl Shao
Sympal
Boston



Angela Sanchez
Merge-Tek
Boston



Adjoa Edzie
Gruuvv
Boston



Emily Man
Venova
Boston



Gloria Folaron
Leantime
Charlotte



Domonique Boone
Leslie's Laundry Care
Charlotte



Vontenea Stokes
Secure Living
Charlotte



Q. Nicole Vanderhorst
WH Farms
Charlotte



Soton Rosanwo
Centinel
Chicago



Dr. Lonna Hardin
Voiceblocks
Chicago



Courtney Culmer
Uplevel Communications
Chicago

*One founder was unable to be photographed.



Our Impact

Featured Entrepreneurs



Chrishon Lampley
Love Cork Screw
Chicago



Stephiney Foley
Yuzi Care
Seattle



Dr. Jesse Miller
My Music Publisher
Seattle



Meg Diaz
Vermouth Beauty
Seattle



Patrice Neely
GoTackle
Seattle



Kaleena Eugene-Louis
Zero To Wear
Detroit



Chinonye Akunne
ILERA Labs
Detroit



Crystal Brown
CircNova
Detroit



Deirdre Roberson
The Lab Drawer
Detroit



Maya Madsen
Maya's Cookies
Palo Alto



Dr. Joy Cooper
Culture Care
Palo Alto



Melanie Shelby
Enelalma
Palo Alto



Our Impact Featured Entrepreneurs



Ania Rodriguez
JourneyTrack
Palo Alto



Janelle Langford
Karen Jai Home
Dallas



Eboni Boyd
Museum Advocate
Dallas



Rikki Kelly
Ego Tequila
Dallas



Meagan Pitcher
Bairitone Health
Houston



Pamela Singh
CaseCTRL
Houston



Ty'Lisha Summers
SpenDebt Inc
Houston



Lesline Johnson
LogisX
Houston



Adriana Cisneros Basulto
Maxwell
Houston



Tia Robinson
Vertical Activewear Inc.
Atlanta



Carolyn Pitt
Productions.com
Atlanta



Amber Makupson
Meraki Hair Wellness
Atlanta



Our Impact

Featured Entrepreneurs



Maire Bavarday-Rosa
ECOSPACES
Atlanta



Brooke Hill
Swella Beauty
Atlanta



Kameale Terry
Charger Help
Los Angeles



Ezinne Price
SKNMUSE
Los Angeles



DeShuna Spencer
kWeliTV
Los Angeles



Kimba Williams
Kushae
Los Angeles



Angel Lenise
AMP Beauty
Los Angeles



Dr. Elizabeth Clayborne
NasaClip
Phoenix



Dianne Austin
Coils to Locs
Phoenix



Sanna Gaspard
Rubitection
Phoenix



Veena Somareddy
NeuroRehabVR
Phoenix



Dana Weeks
MedTrans Go
Miami



Our Impact

Featured Entrepreneurs



Shanayla Sweat
A Few Wood Men
Miami



Hyacinth Tucker
The Laundry Basket
Miami



Martika Jones
BÜP
Miami

Visit our site to see their asks.
creatingconsciouscollisions.org/featuredentrepreneurs2024

WHAT ENTREPRENEURS HAVE TO SAY

"This event is really a game changer in a lot of ways. What I found just in my brief interaction, and I'm so excited about what's to come, is this idea that I can just be myself. I'm super excited about just being celebrated."

"Those connections have been critical. And so I think knowledge truly is power not to be cliché, and it's in that community and in within community that you can access the knowledge of others and share your own knowledge."

"It's the intention behind this event to get us in front of those who can potentially invest in us, the capital investments and those who can invest in us by doing business with us."



Our Impact

Alumni Entrepreneurs

This year, Creating Conscious Collisions events spotlighted founders from previous events, giving them the opportunity to share the significant impact that participating in the program had on their respective businesses. These founders highlighted how the connections, insights, and resources gained through Creating Conscious Collisions have helped fuel their growth and success.



Dara Cook
Expect Fitness
NYC



Sheilisa McNeal
Fria
Philadelphia



Angel Livas
Alive Podcast Network
Charlotte



Elle Rustique
Tip Brightly
Chicago



Rebecca Alvarez Story
Bloomi
Seattle



Kim Roxie
LAMIK Beauty
Dallas & Houston



Our Impact

Alumni Entrepreneurs

Kim Roxie—founder of LAMIK Beauty, brow expert, and 2022 Featured Entrepreneur—was on hand to address brow woes, helping team members and attendees look their best. Kim to the rescue! Kim’s story and continued climb inspire us to keep doing what we are doing to open more doors. [Listen to Kim talk about her IFEL experience.](#)





ABOUT IFEL





About Institute for Entrepreneurial Leadership

The Institute for Entrepreneurial Leadership (IFEL), founded in 2002, is an independent, 501(c)(3) nonprofit organization that seeks to foster a more inclusive entrepreneurial ecosystem. Our mission is to eradicate the systemic barriers that prevent people from historically excluded populations from accessing the knowledge, networks, and capital required for entrepreneurial success and wealth creation. IFEL works with corporate, institutional, higher education, and community partners to develop and implement innovative, inclusive, high-touch programming that promotes inclusion within the entrepreneurial ecosystem.



Relationship Capital Connections Leveraging the power of relationship

We believe that access and opportunity are directly correlated to the strength of relationship connectivity. Our work through Conscious Collisions programs facilitates relationships between people whose paths would not have otherwise crossed. Our Small Businesses Need Us programming creates connectivity between business professionals and under-resourced small business owners through skills-based volunteerism. The objective of the program focus area is to create more relationship connections that build bridges and break down barriers. **Learn more at creatingconsciouscollisions.org and smallbusinessesneedus.org.**



Investor Inclusion A movement to increase the number of angel investors

We believe that increasing diversity in the investor community will lead to greater access to capital for more people. We offer programming designed to increase awareness about angel investing as an asset class and training to help people start their angel investor journey. **Learn more at makingblackangels.org and pipelineangels.org.**



Community Small Business Capacity-Building Building the capacity of more small businesses to grow, scale, and exit

While many business owners are great at producing a product or delivering a service based on their personal expertise, they are not always great at the business of running a business. Through our Success Circles model, we help business owners build a firm foundation from which to grow. **Learn more at weareifel.org/for-entrepreneurs.org.**



#ChangeBusinessAsUsual



**CONTACT US AT
INFO@WEAREIFEL.ORG**