

100Knoxville



FREAKONOMICS A ROGUE ECONOMIST EXPLORES THE HIDDEN SIDE OF EVERYTHING STEVEN D. LEVITT & STEPHEN J. DUBNER
TUPAC SHAKUR The Rose That Grew From Concrete
Mark Twain Collected Tales, Sketches, Speeches, & Essays 1834-1910
LEADING CHANGE KOTTER

2023
**ANNUAL
REPORT**



Hello Community Partner

As a business coach and community champion, I have seen first-hand the transformative power of entrepreneurship - providing individuals with the opportunity to enrich lives; build a prosperous and purpose-oriented future for themselves, their families, and their employees; and serve the needs and interests of others in the process.

For the past two years, I have been privileged to serve as the facilitator for the 100Knoxville program, working with talented, motivated entrepreneurs who are committed to building businesses and to changing the lives of people throughout the region. My goal for the program is for business owners to have more clarity about who they are and what they do, so that they can be more intentional about growing and sustaining their companies. I've been thoroughly impressed by the effort and dedication they have shown, and the results that are beginning to accrue from their hard work.

I want to thank those organizations and institutions whose ongoing support has helped sustain the 100Knoxville program. I'm also deeply grateful to the mentors who have volunteered precious time and expertise to support these entrepreneurs, and without whom none of this would be possible. This truly is a village-wide effort, and we are excited to continue the work of building a diverse, vibrant entrepreneurial community that will not only empower the current generation of Black-owned businesses, but inspire future generations as well!

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Kandis Troutman

**Lead Facilitator
100Knoxville Program**

100Knoxville



Program Outcomes

MARCH 2021 - JUNE 2023

Since starting the 100Knoxville program in March 2021, we have hosted 8 cohorts that have been supported by 11 corporate sponsors, 22 mentors, and countless others who all want to see local, Black-owned businesses thrive. We're excited to share the outcomes and insights of the program through its first two years and are looking forward to even more realized growth with the expansion of our program offerings in 2024.

Graduates	Investment	Mentorship
38	\$190k	260+
Black-owned businesses have graduated from the program since its start in March 2021	from public and private organizations has been invested in program graduates	hours of mentorship have been provided by local experts and business professionals
Revenue	Employment	Feedback
21.5%	2	9/10
total revenue increase for program graduates from 2021 - 2022	median number of employees currently employed by graduates	average score given by graduates when asked about program quality

OGLEWOOD AVENUE

Owned by Jade Adams, Oglewood Avenue is a modern houseplant boutique dedicated to building up your confidence in plant care.

www.oglewoodavenue.com

OBJECTIVE OF PROGRAM PARTICIPATION

During the 5 weeks Jade spent in the 100Knoxville program, her focus was on establishing a solid foundation to build her business. This included establishing business systems for her bookkeeping, employee management, and website updates. Working with her mentor, Jade was able to hire her first full-time employee shortly after the program.

GRANT INVESTMENT USES

The \$5,000 grant that Jade received was invested in several ways to grow her business:

1. Increased personnel budget to transition a part-time employee into full-time.
2. Initial cost to set up a direct deposit system.
3. Website updates and enhanced functionality by working with a professional developer.

RECENT BUSINESS WINS

1. Adding employees

Oglewood Avenue now employs 2 full-time and 2 part-time employees.

2. Mobile Pop-up Shop

After purchasing a trailer, Oglewood Avenue now offers pop-up shops around the region in addition to their storefront.

3. Big Brand Features

In the last 18 months, Jade has worked with HGTV & Nike and has been featured in Forbes & Vogue.

4. Revenue Milestone

In 2023, Oglewood Avenue reached a huge milestone of generating \$1 mil in revenue since their opening in 2020.



“The biggest impact is the mentorship and connections gained along the way! Plus the long lasting friendships I’ve made over the years.”

JADE ADAMS
SPRING 2021 GRADUATE



OGLEWOOD AVENUE

The Modern Houseplant
Boutique



Program Graduates

MARCH 2021 - JUNE 2023

Spring 2021

Jade Adams | Ogelwood Avenue
Deidra Harper | B&B Services
Sterling Henton | Rev It Up
Reuben Mitchell | NACI Construction
Lee Sloan | Hand N Hand HHC, Inc

Summer 2021

Pat Bardsley | GateWay Delivery
Jeneve Blake | Dulcie's Cafe
Angela Elder | Smiles Cleaning
Rachel Fletcher | Knox Upholstery
Semhal Nasreddin | Soulsky

Winter 2022

Jarius Bush | Good Guy Collective
Reico Hopewell | Helping Hands Inc.
Andrew Osakue | Soul Good
Aly Taylor | Make A Way
Kryshonna Wilson | Urz Beauty

Spring 2022

PeeJay Alexander | Purple Mouse
Marcus Blair | Omega Digital
April Hardin | Dream Institute
Douglas Mapp | ThinkUp
C'erise Wright | Scott & Wright

Summer 2022

Alexis Alsup | Empowered Doula
Sybil Bailey | Afromermaid
Taffany Holloway | Olive Street Market
Jessican Robinson | Laura Faye
Weldon Wright | X World Marketing

Fall 2022

Melanie Bell | Bell Leotards
Nicolas Fletcher | Man of My Hustle
Tonya Hairston | Hairston's Naturals
Ty Roberts | Gennisi Birth Services
Nicholas Sokol | Algaeo

Winter 2023

Rhasia Abdu | Dónde
Tavis Bailey | Printing Image
Jackie Holloway | Canvas Can Do
Hannah Humphrey | Net's Nest Shelter
Ryan McGrew | RightWay Insurance

Spring 2023

Ashley Burl | Checkmate Cleaning
Jonathan Clark | Art Official
John Jordan | Ahieros



Mentors

MARCH 2021 - JUNE 2023

One of the biggest pieces of feedback we get from program graduates is the impact working 1-on-1 with a mentor had on their business. We know this program would not be successful without the below experts and business professionals volunteering their time to work with our participating businesses.

Angelique Adams

Jade Adams*

Jim Biggs

Harry Boston

Brandon Bruce

Jarius Bush*

Bob Camp

Rob Cochran

Oslo Cole

Richard Dapaah

Reico Hopewell

David Harman

Monty Howard

Mike A. Mangione

Chris McAdoo

Ryan McGrew*

Matt Padgett

Damon Rawls

Andy Salyards

Tommy Smith

Brian Strutz

David Youngblood

** Indicates 100Knoxville graduate returning as mentor*



Sponsors & Supporters

MARCH 2021 - JUNE 2023

It has taken a village to create and sustain the 100Knoxville program. We are grateful to our community of sponsors and supporters who have helped this program grow and flourish.





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