

Pledge**LA** **FUND FOR**  
**SOUTH LA**  
**FOUNDERS**

2021 SOUTH LOS ANGELES COHORT

COMMUNITY & CORE PARTNERS



GRID110





## COFFEE DEL MUNDO

→ [coffeedelmundo.com](https://coffeedelmundo.com)

Founded by **Jonathan Kinnard**, Coffee Del Mundo is a Black and Afro-Latino owned vertically integrated specialty coffee company based in South Los Angeles.



## COMPLYANT

→ [complyant.co](https://complyant.co)

Founded by **Shiloh Johnson**, Complyant is software that helps entrepreneurs manage all of their tax requirements from one dashboard.



## esqapes

→ [myesqape.com](https://myesqape.com)

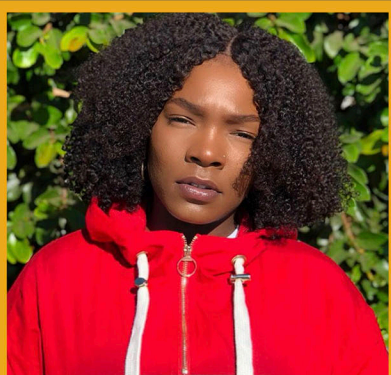
Founded by **Micah Jackson**, Esqapes allows people to reap the relaxing benefits of a mini-vacation by utilizing Virtual Reality, automation, and traditional wellness practices.



## EVERLAUNCH

→ [everlaunch.io](https://everlaunch.io)

Founded by **Michelle Heng** and **Alma Cook**, Everlaunch is an interactive web app helping first-time entrepreneurs overcome fundamental challenges when starting their business.



## Fun-Diggity

→ [fundiggity.com](https://fundiggity.com)

Founded by **Cheyenne Brown** and **Bernard Nicholson Jr.**, Fun-Diggity specializes in gourmet funnel-cakes made affordable and accessible all year round.



## GTLA

APPAREL DEVELOPMENT INC

→ [gtlaapparel.com](https://gtlaapparel.com)

Founded by **Guadalupe Tlatenchi**, GTLA Apparel Development Inc is an all-phase apparel manufacturer, capable of taking fashion designs from concept to completion.



## Guardian LANE

→ [guardianlane.com](https://guardianlane.com)

Founded by **Kristina Jones**, Guardian Lane is the world's first video sharing platform for children's grief counseling with tele-counseling services available for additional support.



Guided  
Compass

→ [guidedcompass.com](https://guidedcompass.com)

Founded by **Creighton Taylor**, Guided Compass is a comprehensive project and work-based technology platform for education providers and workforce development organizations, helping them onboard career-seekers to fulfilling careers.





## JUMPWATTS

→ [jumpwatts.com](https://jumpwatts.com)

Founded by **Bryan Ovalle** and **Arun Gunasekaran**, JUMPWatts has developed easily-installed remote repositioning and parking compliance technology kits for shared micro-mobility vehicles.



## LA CREATE SP\_CE

→ [lacreatespace.com](https://lacreatespace.com)

Founded by **Terell Johnson** and **Marisa Johnson**, La Create Sp\_ce is a creative co-working, production, and meeting space located in the heart of Inglewood, CA.



## onthegoLA

→ [onthego.la](https://onthego.la)

Founded by **Gabriel Gamez** and **Enrique Loyola**, On The Go LA is a full-service food truck rental company that offers daily rentals, access to high-traffic stops, and operational support through an easy-to-use online platform.



## OWNORS

→ [ownors.com](https://ownors.com)

Founded by **James Jones Jr.**, Ownors Technologies Inc is an AI-powered analytics marketplace matching top entertainment industry executives with creatives for 1:1 live sessions and managed micro-advances.





## REPARATIONS CLUB

→ [rep.club](https://rep.club)

Founded by **Jazzi McGilbert**, Reparations Club LLC is a retail and community space curated by Blackness, POC, and a few good allies in LA – radicalizing retail through community and creativity.



## FRSH

→ [ridefrsh.com](https://ridefrsh.com)

Founded by **Trey Brown** and **Garrick Mitchell**, Ride FRSH is a subscription and retail-based trendy air freshener brand that weaves iconic song lyrics about driving into their designs.



## SK+N/MUSE

→ [sknmuse.com](https://sknmuse.com)

Founded by **Ezinne Adeoye**, SKNMUSE is a premium skincare brand that elevates the beauty experience for Black women.



## SNOJO

→ [snojo.com](https://snojo.com)

Founded by **Nadiyah Ward**, Snojo is an on-demand lesson management platform for skiers, snowboarders and mountain resorts.



## South Los Angeles Beverage Company

→ [prscbrand.com](https://prscbrand.com)

Founded by **Craig Bowers** and **Samuel Chawinga**, South Los Angeles Beverage Company is a craft beverage incubator, production, and packaging facility.



## SÜPRMARKT

→ [suprmarkt.la](https://suprmarkt.la)

Founded by **Olympia Auset**, SÜPRMARKT is a low-cost organic grocery, making it easy and affordable to eat well in South LA's food deserts.



## tea botanics

→ [teabotanics.com](https://teabotanics.com)

Founded by **Denise Pines** and **Dr. Pei Vuong**, Tea Botanics creates premium high-performance life-stage specific, medicinal tea-based beverages and supplements that address what the body and brain needs associated with aging.



## The Honey Block

→ [thehonevblock.com](https://thehonevblock.com)

Founded by **Branché Foston**, The Honey Block is an online wellness education platform and community for and by Black, indigenous people, and other people of color.



# Mentors: Fund For South LA Founders

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**Ebrahim Bhaiji**  
Co-Founder, COO



Mentoring:  
**Ownors Technologies Inc.**



**Rumala Sheikhani**  
Co-Founder, CEO



Mentoring:  
**Ownors Technologies Inc.**



**Dan Benjamin**  
Founder, CEO



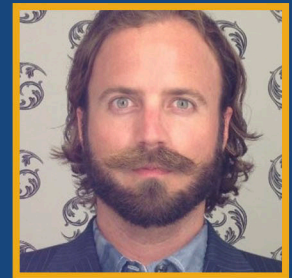
Mentoring:  
**JUMPWatts**



**Brent Bushnell**  
Founder, Chairman



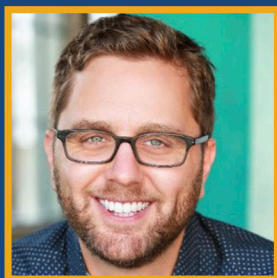
Mentoring:  
**Esqapes Immersive**



**Blake Caldwell**  
Co-Founder, CEO



Mentoring:  
**La Create Sp\_ce**



**Lucas Dickey**  
Co-Founder, CPO



Mentoring:  
**Ride FRSH**



**Joe Fernandez**  
Co-Founder, CEO



Mentoring:  
**SÜPRMARKT**



# Mentors: Fund For South LA Founders

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**Gautam Gupta**  
Co-Founder



Mentoring:  
**South Los Angeles Beverage Company**



**Jason Lehmbeck**  
Co-Founder



Mentoring:  
**The Honey Block**



**Joanna McFarland**  
Co-Founder, CEO

**Hop Skip Drive**

Mentoring:  
**Snojo**



**Dee Murthy**  
Co-Founder, CEO

**FIVE FOUR GROUP**

Mentoring:  
**Reparations Club**



**Sam Polk**  
Co-Founder, CEO

**EVERYTABLE**

Mentoring:  
**Tea Botanics**



**Sofya Polyakov**  
Co-Founder, CEO



Mentoring:  
**Guardian Lane**



**Ajay Relan**  
Co-Founder

**HILLTOP**

Mentoring:  
**Fun-Diggity Funnel-Cakes**

# Mentors: Fund For South LA Founders

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Katie Rosen Kitchens  
Co-Founder, CEO

*fabfitfun*

Mentoring:  
GTLA Apparel



Lori Shao  
Founder, CEO

*finli*

Mentoring:  
Everlaunch Inc.



Shivani Siroya  
Founder, CEO

 **TALA**

Mentoring:  
Complyant



John Tabis  
Founder, Chairman

*THE Bouqs CO.*

Mentoring:  
Coffee Del Mundo



Steven Wolfe Pereira  
Co-Founder, CEO

**&ncantos**

Mentoring:  
Guided Compass



Carolyn Yashari Becher  
Co-Founder  
**Pearline Health**  
**Hop Skip Drive**

Mentoring:  
SKNMUSE



Adam Zarlengo  
Chief Product Officer

 **Happy Money**

Mentoring:  
On The Go LA



# Strategic Advisors: Fund for South LA Founders



**Kobie Fuller**

General Partner  
Upfront Ventures



**Josh Houghton**

Growth  
Fernish



**Aaron Fyke**

Founder & Managing Partner  
Thin Line Capital



**Michael Sueoka**

VP of Product Management  
SteadyMD



**Lilly Rocha**

CEO & Executive Director  
Latino Restaurant  
Association



**Mandy Howard**

Principal Product Manager  
ServiceTitan



**Cody Peterson**

Startup / VC Attorney  
Gunderson Dettmer



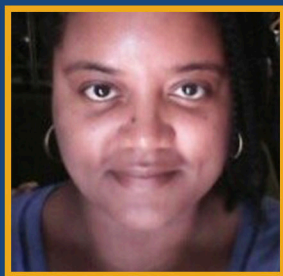
**Don Briggs**

Senior Software Engineer  
Fernish



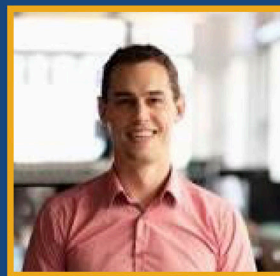
**Anastasia Tarpeh-Ellis**

Co-Founder  
Bosa



**Marie Smith**

CIO  
Data 360



**Sam Selby**

Director, Business Development  
Fernish



**Carmen Palafox**

Founding Partner  
2045 Ventures



**Clara Shin**

Senior Data Scientist  
Fernish



**Daniel Benjamin**

Founder & CEO  
CitizenNet and  
Conde Nast



**Spencer Allen**

Recruiter  
dotOrg Technology



**Emily Slade**

COO & Co-Fonder  
Valence



# Our Founders' Visions



“SÜPRMARKT was a way for me to give my community better food access while educating them on the impact fresh food can have on their overall health and livelihoods. In the four years since its launch, we’ve already provided more than 70,000 pounds of fresh produce to the South LA community.”

**Olympia Auset, SÜPRMARKT**  
*Harper's Bazaar, 2020*

“On The Go LA brings local restaurants and customers together in ways others can’t. Local restaurants can take their food to new areas of LA, drive customer engagement, and increase revenue. We provide them with an easy way to rent food trucks at the lowest cost.”

**Gabriel Gamez & Enrique Loyola, On The Go LA**  
*VoyageLA, 2020*



“I want to take the work I do with the garment workers at my business to other businesses. I want to create a community of garment workers – where we can teach each other, learn from each other, and improve our skills.”

**Guadalupe Tlatenchi, GTLA Apparel**

“We are very much interested in igniting that entrepreneurial spirit that already exists here in South LA. Our plan is to work with local nonprofits and government agencies to employ at least 75% of the South Los Angeles Beverage Company staff locally.”

**Craig Bowers & Samuel Chawinga,**  
South Los Angeles Beverage Company  
*LA Times, 2020*

