

RALLY FELLOW SPOTLIGHT

CENTRAL FLORIDA
FOUNDATION *Rally*

WINTER 2024

Getting Comfortable

What happens when you stretch your ideas further than you imagined? When you're pushed into the uncomfortable, only to realize that the uncomfortable felt that way because it was just unfamiliar and new?

Change happens. Within yourself. Within your ideas. And, consequently, within your community.

Jessica King, a Fellow from the Summer 2023 Rally Cohort, found herself in a similar scenario as she worked on her social enterprise, FlowIntell, a venture that focuses on accessible endometriosis detection.

What is *endometriosis*, and why should we *care*?

Endometriosis is a common yet often misunderstood condition that affects people with uteruses. It occurs when tissue similar to the lining of the uterus grows outside of the uterus, typically in the pelvic area. This misplaced tissue can cause pain, inflammation, and sometimes the formation of scar tissue, known as adhesions.

Endometriosis takes an average of 10 years to diagnose and can only be done through extremely invasive surgery.

By the time the average woman receives her diagnosis she

- has seen 4-5 doctors and specialists
- has likely been dismissed as having normal menstrual symptoms
- has spent \$45,000 in bills and lost labor
- is facing infertility or subfertility

Source: FlowIntell [Learn More](#)

At first, she saw her venture as simply a way to bring endometriosis detection to women who were ever told by doctors that their "pain was normal," which is an all-too-often occurrence. This goal is a commendable venture in and of itself; however, when Jessica interviewed for her Rally Fellowship, she was posed with tough questions, inviting her out of her comfort zone.

What about the women without health equity? The women who are starting with the disadvantage of not having easy access to or information about healthcare? What about them?

When asked who pushed her to evolve FlowIntell into a well-developed social enterprise, she didn't hesitate. "It was Kyle."

In a Snapshot



Jessica King
Rally Fellow

flowintell

Venture



Focus

Good Health
& Well-Being
Gender Equality



Kyle Steele
Rally
Program Director

The Rally Fellow Experience

While each Fellow has a unique experience based on their social enterprise venture, there's one element you can count on: some discomfort. The kind that makes you grow, your venture grow, and, as a result, your community grow.

A lot of that is thanks to Rally's leadership team, including Kyle Steele, the social enterprise accelerator's Program Director.

"How is endometriosis a social issue?" Kyle asked Jessica in her initial interview. "Who is most impacted?"

From Kyle's perspective, saying that health issues affect people doesn't make it a social issue. "Bad things happen to all people. But some people have the means to navigate through those bad things while others do not. The group that does not is where the social issue lies."

During Jessica's journey through the Rally Fellowship program, she met with the Rally leadership team to explore this idea further, making her social impact model air tight by flipping her venture around and looking at it from all angles.

From a business perspective, she met with Rally Makers regularly, which helped Jessica sharpen her business model until it, too, was ironed out and ready for the next stage.

"Thanks to Rally, FlowIntell has generated significant interest, with over 500 eager women signing up on its landing site to be among the first to test the product," shared Jessica. "Now our newsletter is going out to this wonderful network of women, and we cover topics beyond endometriosis with the goal of reducing the stigma of sexual health topics. We're also actively engaging in grassroots campaigns and initiatives like UpEndo, advocating for increased discussions on endometriosis; and because we have this great support, we're looking forward to launching our app in Q4 of this year. Because of Rally, we've secured various partnerships, including connections to a national endometriosis conference to be hosted in Orlando, support groups focusing on the BIPOC community, and partnerships with advocacy groups for conditions like Pelvic Inflammatory Disease and Subfertility."

Connecting Local to Global

The social impact component of any Rally Fellow's venture is always connected to an SDG - or, Sustainable Development Goal. These are the 17 goals that make up a global "blueprint for peace and prosperity for people and the planet." Jessica's venture, FlowIntell, is connected to SDG 5: Gender Equality and Women's Empowerment. SDGs are then broken down further into targets and indicators. See FlowIntell's full SDG breakdown below. [Check out Central Florida's localized version of the SDGs here.](#)



What is a Rally Maker?

Rally Makers Are Orlando's Innovative Problem Solvers

The Who

- ✓ Business executives
- ✓ Community Leaders
- ✓ Experienced Entrepreneurs

The Why

- ✓ Interest in giving back
- ✓ Interest in economic stability
- ✓ Interest in social progress

The How

- ✓ Investing in Rally's committed team
- ✓ Giving Rally Fellows their talent and opening their network.

The Social Enterprise

Jessica King is a beer and brewing connoisseur. In fact, she originally wanted to work within the brewing industry. While she was working as a teacher at Oviedo High School, she also worked at Hourglass Brewery in Longwood as a side gig and really enjoyed the “science of beer.” Consequently, when she was accepted into Harvard’s Biotechnology MBA program, she decided to focus on brewing chemistry.

Then a pivot happened. Three of Jessica’s friends, all completely unrelated to each other, were experiencing fertility issues. In the end, all three ended up with endometriosis diagnoses. What caught her attention, however, was the fact that her friends had gone through a period of time when they were being told that the pain they were experiencing was normal. Getting to that endometriosis diagnosis wasn’t an easy journey.

Coincidentally, Jessica had previously been a part of a project that had a biomedical focus on endometriosis, so she decided to pivot her capstone at Harvard; she was now researching endometriosis and solutions to this problem.

The Science of Flowintell

FlowIntell empowers women to take charge of their own reproductive health by introducing an easy-to-use kit that can be ordered online and delivered straight to a person’s home.

This innovative screening kit is noninvasive, and uses a lateral flow assay. It’s private. It’s portable. And the test is easily conducted at home. FlowIntell’s proprietary nanoparticles react with biomarkers that are associated with endometriosis, allowing users to easily see their results and an accompanied analysis by simply using the camera of a smartphone.

FlowIntell then offers follow-up opportunities to connect a user to a qualified healthcare provider, which fills a common gap in our larger healthcare system.

Addressing Health Equity

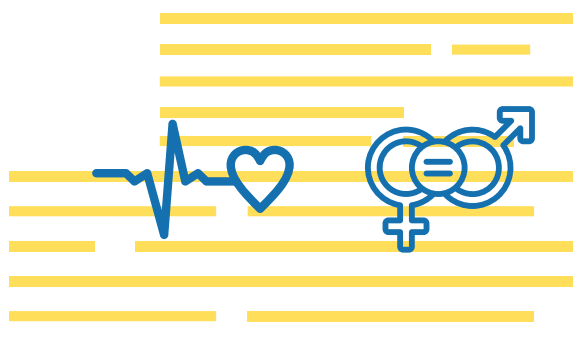
FlowIntell has engaged in a strategic partnership with EndoBlack, a black-women-led organization advocating for African American women and women of color living with endometriosis. The organization aims to create a safe space for those affected by the medical condition and to create opportunities for education on women’s reproductive health in the African American

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JESSICA KING, FLOWINTELL

community. So far, FlowIntell’s partnership is centered around an awareness campaign.

After completing her Rally Fellowship, Jessica has expanded FlowIntell’s vision to include access to this innovative healthcare tool, with the belief that it should be in every woman’s toolbox.



Kyle's Push for the Uncomfortable

Rally's social enterprise accelerator aims to help entrepreneurs transform their early-stage work into sustainable ventures that create positive and measurable social or environmental change. Kyle Steele, Program Director, believes that an integral part of this process is asking program participants the tough questions and pushing them out of their comfort zone.

"I'm shocked that Jessica said I had such an impact on her time in Rally," Kyle shared. "I'm really, really tough on the Fellows."

Maybe Kyle pushes for the uncomfortable because he has been there. Right out of college, he taught biology at a Detroit high school. Eventually, he became interested in applying technology to solve business and social issues. This interest led him to start several tech ventures that DreamIT Ventures funded and a nonprofit that worked to improve elementary students' reading skills through storytelling, art, and coding. This journey laid the critical groundwork for his future with Rally.

Kyle said he's most comfortable in the entrepreneurial space, which is generally filled with ambiguity, risk, and the need to blaze one's own trail.

Currently, he's co-owner and managing partner of The Conduit, which offers coworking, meeting room rentals, and an advocacy program that supports groups tackling any of the 17 Sustainable Development Goals.

Just the Beginning

Rally isn't the end of a Fellow's social enterprise journey, but rather the very beginning. Kyle identifies part of Rally's accelerator role as helping Fellows build and validate business models and social impact strategies needed to drive partnerships, revenue, investment, and impact. "This type of work can become an uncomfortable but necessary place for Fellows because the process requires a critical eye to be placed on participants' existing work, thoughts, and strategies," said Kyle.

The next step for Jessica King is an exciting one.



Jordan Crandall (past Partnerships Manager), Erica Sanders-Ricketts (Program Manager), Ben Hoyer (COO), and Kyle Steele (Program Director) at Rally's 5-Year Celebration, 2023

She's been accepted as a Fellow at Camelback Ventures, a 15-week rigorous accelerator for social impact entrepreneurs. Currently, this esteemed program is focused on education and conscious tech, the latter of which aligns with FlowIntell. Jessica's time in Orlando getting comfortable with the once uncomfortable has helped prepare her for the next phase of Flowintell's journey,

Besides a sound framework and strong coaching, partnering with other accelerators and local entities across sectors that are addressing social and environmental issues is another critical key. "Our Fellows need a supportive ecosystem that will allow them to learn and grow through meaningful and real-world engagements, hard lessons, and failure," said Kyle.

Jessica shared that FlowIntell's success was a product of many different organizations, including Rally, the University of Central Florida's Business Incubator Program, Starter Studio, and Cenflurence.

"You know, Orlando is often associated with being magical and a place of pretend, when actually there is a lot of real, tangible things being made here," concluded Jessica. We might be biased, but we couldn't agree more.

Moral of the story: growth can come from getting comfortable with the uncomfortable.