

*Rally.*

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THE SOCIAL ENTERPRISE  
ACCELERATOR



# Rally.

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The Mustard Seed  
of Central Florida  
FURNITURE & CLOTHING BANK

Recycling Old Mattresses and Creating Jobs

*Mentor: Chris Helfrich*

*Entrepreneur: Kathy Baldwin*

Status: Scaling up the work and generating more revenue by understanding financial components of the current operation and its impact

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Making Public Transportation Accessible

*Mentor: Rajiv Mennon & Robert Carney*

*Entrepreneur: Nathan Selikoff, David Moran*

Status: Refining its value segment for a different market. Secured first client by actively selling consulting services and product development

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## Outcome Funding

Automating Development Coaching

*Mentor: Rob Panepinto*

*Entrepreneur: Carol Wick, Tom Ralser*

Status: Refining online product prototype while clarifying their value proposition, pricing structure, and business model

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Removing Barriers in Volunteering  
*Mentor: Jay Chaudhari & Shawn Seipler*  
*Entrepreneur: Forrest Hardy, Max Thedy*  
Status: Clarifying their software engineering needs to complete beta version platform development and validate their value proposition with CSR representatives

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Making Public Transportation Accessible  
*Mentor: Rajiv Mennon & Robert Carney*  
*Entrepreneur: Ian Doromal, Sergie Albino*  
Status: Raised \$1.2 million while working to understand their particular market segments and adapt product offering, with help from NASA

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Collaborating with Police to Curtail Domestic Violence  
*Mentor: Josh Brown & Heath Hensley*  
Status: Susan recently made a difficult decision to step away from Rally for personal reasons. We really enjoyed working with her and know she has great things ahead of her.

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Disrupting Food Supply with Local Micro-Farm Plots  
*Mentor: Jennifer Felder-Smith & Hunter Choate*  
*Entrepreneur: Lee Perry, Caroline Chomanics*  
Status: Focusing on streamlining their current operations in preparation for scaling their operation outside of the Orlando Metro.

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Equipping Companies to Stop Human Trafficking  
*Mentor: Vishaal Gupta & Matt Broffman*  
*Entrepreneur: Tomas Lares*  
Status: Launched Florida's first human trafficking crisis center while focusing on creating training to meet demand from hospitality and government interest

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Educating People to Eat Well  
*Mentor: Jennifer Felder-Smith & Dan Moore*  
*Entrepreneur: Glen Providence*  
Status: Building a new line of business that will align their mission and generate revenue; partnered with OMNI to update their FreshStop bus program while maintaining robust program offering and grant funding strategy

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Presenters for Peer Learning or Founders Talks  
Tuesday Mornings

DR. BAHIIYAH MAROON Phd.  
Inspiring World

WILL PERRY  
REASON Agency, Co-founder & Chief Marketing Officer

JOHN CARON  
IZEA, Tijuana Flats, venVelo, Board Member

ROBERT CARNEY  
FinTech Consultant

JIM DOWNING  
Vistage CEO Peer Group, Business Coach & Chair

WRAY IRWIN  
University of Northampton, Changemaker Hub Director

JIM FERBER  
Dr. Phillips Foundation, Chairman

JOHN RIVERS  
4Rivers Smokehouse, CEO & Founder

# Rally.

Thank You Rally Makers

Investors Who are Mentoring

Hunter Choate - CNL Financial Group  
Vishaal Gupta - Park Square Homes  
Matt Broffman - City of Orlando  
Jennifer Felder-Smith - Tupperware Brands  
Chris Helfrich - DDCCConstruction  
Rajiv Mennon - Informulate  
Robert Carney - FinTech Consultant  
Rob Panepinto - Florentine Strategies  
Jay Chaudhari - JobPath  
Shawn Seipler - Clean The World

Although circumstances does not permit them to mentor,  
their financial support is critical and appreciated

John Caron - Early Stage Investor  
John Rivers - 4Rivers Smokehouse  
Jack Elkins - Orlando Magic  
Josh Brown - PowerDMS

We are grateful to the companies that understand the  
value of Social Enterprise and support Rally

Central Florida Foundation  
CNL Financial Group  
Greenburg Traurig  
JPMorgan Chase  
Liberty Property Group  
Rollins College  
Studio Say So  
Tupperware Brands  
Withum Smith + Brown