



NEWS RELEASE

American Express Commits \$2.5M to “100 for 100” Program to Invest in the Future of Black Women Entrepreneurs in the U.S.

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New York, November 19, 2020 - Today, American Express (NYSE: AXP) revealed the 100 Black women entrepreneurs selected for its “100 for 100” program, which will provide each with grants of \$25,000 and 100 days of business resources, including business education, mentorship, marketing, virtual networking, WorkSpaces by Hilton hotel reservation credits and more. American Express created this program in partnership with **IFundWomen of Color**, the leading platform for women of color to raise capital, to support Black women entrepreneurs as they work to jump start and grow their business ventures. The initiative is part of American Express’ **recently announced** \$1 billion action plan to enhance diverse representation and promote equal opportunities for its colleagues, customers and communities.

Prior to the pandemic, Black-women-owned businesses were growing at unprecedented rates yet still making less revenue than their counterparts. In fact, according to last year’s **State of Women-Owned Business** report, commissioned by American Express, Black, women entrepreneurs were founding 763 new businesses every day – making them the fastest growing entrepreneur group in America. Yet, they still do not have equal access to the resources they need to grow and be successful.

“American Express is proud to support the highly talented and innovative entrepreneurs selected for our 100 for 100 program, as they kick start their ventures and keep the momentum going so their businesses can continue to evolve,” said Clayton Ruebensaal, EVP Global B2B Marketing, American Express. “The Black women entrepreneurs selected for the program have created many types of innovative, early-stage businesses across the country, inspiring and carving new paths for others to follow. Their business plans demonstrate that great ideas often come out in times of hardship, and American Express is committed to continuing to back small businesses and advance equal opportunity for aspiring entrepreneurs, particularly during these challenging times.”



“Through our years of experience with businesses in need of funding, we have found \$25,000 can truly change the trajectory of an emerging business. It could be the difference between one month of rent or five months, between being able to develop a decent prototype or a prototype that’s really not-so-great, and between doing real consumer testing or no testing at all. It means a business can do marketing to promote their product or service to drive more revenue and they can afford more payroll. We are thrilled to work with American Express to provide a meaningful difference for these inspiring 100 Black women-owned businesses, so they can grow and succeed,” said Karen Cahn, Founder and CEO, IFundWomen.

100 DAYS OF RESOURCES

The “100 for 100” program is part of American Express’ broader commitment to provide access to capital and financial education to at least 250,000 Black-owned small and medium-sized businesses in the U.S. by the end of 2024, to help them navigate today’s environment and thrive into the future.

The 100 days of business education for the entrepreneurs will kick off virtually in January 2021, with a tailored curriculum focused on topics for early-stage companies such as managing cashflow and growth, securing and maintaining customer relationships and finding balance, all taught by industry experts and seasoned entrepreneurs. Many of the experts teaching the curriculum will also serve as mentors to the 100 women throughout the program, sharing insights during coaching sessions to help these entrepreneurs navigate business challenges and find the path towards growth.

Other resources for the women include marketing support from American Express to drive awareness of the entrepreneurs and their businesses across a variety of channels, complimentary access to a one-year premium subscription with the sleep and mediation app Calm and a \$1,000 credit to use towards **WorkSpaces by Hilton**, a new work-from-hotel solution that provides guests with a private, distraction-free work space to increase efficiency, all backed by the elevated cleanliness standards of Hilton CleanStay with Lysol Protection. Hilton, a longstanding American Express partner, is also offering **Hilton Honors** Diamond status to the 100 women, to help plus-up their work-from-hotel experience and provide valuable, elite benefits. The 100 days of resources will culminate with an online event hosted on the Amex Virtual Campus, bringing the women together for networking, informative panels and more.

Resources also include **Business Class from American Express** - a modern business education platform offering world-class know-how and essential insights to help entrepreneurs navigate the current environment – available to anyone, all at no cost.

100 BLACK WOMEN ENTREPRENEURS

American Express worked closely with IFundWomen of Color to select and surprise 100 unique and passionate innovators across a number of different industries including fashion and beauty, food and beverage, finance, fitness and wellness, home goods and apparel, technology, social good and more. Many of the women are also creating content and fostering communities to empower the next class of Black women leaders.

Here are the 100 Black women entrepreneurs joining American Express' "100 for 100" program:

Name	Business	Location
Ahlilah Longmire	Ascot Manor	Long Island City, New York
Alex McConney	HOOP YORK CITY LLC	Brooklyn, New York
Alex Steinman	The Coven	St. Paul, Minnesota
Alyscia Cunningham	Her House Media	Silver Spring, Maryland
Alyssa Ackerman	Booked 'N Busy	New York, New York
Andrea Osei	Osei en Rose	Maplewood, New Jersey
Angela Hawkins	Bamblu	Atlanta, Georgia
Angela Richardson	PUR Home	Pahrump, Nevada
Anna Gilchrist	Sandfish Publishing LLC	Harrison, New Jersey
Ashlee Ammons	Mixtroz	Birmingham, Alabama
Ashley (Elbi) Elm	The Culturist Union	Guyton, Georgia
Ashley Sodipo	Pink Flamingo Party Co.	Brooklyn, New York
Bea Arthur	The Difference	New York, New York
Berly Cordero	Women's Worth, Inc.	Boston, Massachusetts
Bianca Jackson	BrickRose Exchange	Baltimore, Maryland
Briaan Barron	Grail	Seattle, Washington
Brianna Hairlson	Bri's Dance Place	Gary, Indiana
Bridgette Wallace	G Code,Inc	Boston, Massachusetts
Brittany Cribbs	Cloud 9 Easy Go, LLC	Philadelphia, Pennsylvania
Brittany Rhodes	Black Girl MATHgic	Detroit, Michigan

Carina Glover	HerHeadquarters	Omaha, Nebraska
Chavonne Hodges	GrillzandGranola	East Elmhurst, New York
Cheryl Ingram	Inclusology	Calabasas, California
Christa Lynch	Brooklyn Braised	Brooklyn, New York
Christiannah Oyedeji	Trymyfab	Decatur, Georgia
Christine Wachira	The Wachira Group LLC dba Wachira Wines	Oakland, California
Crystal Hines	Super Media Company LLC	Los Angeles, California
Cyndie Smith- McCarthy	Drink Mamey	Portland, Oregon
Dainelle Riley	HBCU Culture Shop	Tampa, Florida
Day Bibb	Helen Rose Skincare	Vancouver, Washington
Del Martin	L'abio Couture	Atlanta, Georgia
Diana Hilaire	When She Comes Home	Brooklyn, New York
Dinai Yelverton	Perfect Vision 2020 (The uDe Agency LLC)	Lansing, Illinois
Domonique Townsend	Work Life Success	Nashville, Tennessee
Elayne Fluker	SIS Academy	Decatur, Georgia
Elisa Molina	COVEDOZA LLC	Tucker, Georgia
Elizabeth Gay	Ipàdé	Washington, D.C.
Elorm Dela-Seshie	Adorn Me Africa	Mansfield, Massachusetts
Esther Wallace	Playa Society	Boston, Massachusetts
Fikile Mthwalo	Glubbs	New York City, New York
Ife Obi	The Fit In	Brooklyn, New York
Jasmine RuKim	Monicat Data	Saint Paul, Minnesota
Jimanekia Eborn	Tending The Garden	Chino, California
ChiChi Anyanwu	CHI Talent Management	New York, New York
Joy Lindsay	Butterfly Dreamz, Inc.	Newark, New Jersey
Jules Porter	Seraph 7 Studios	St. Paul, Minnesota
Kalilah Wright	Mess In a Bottle	Baltimore, Maryland

Kamilah Mitchell	Teas With Meaning	Oakland, California
Karen Wilson	ChildNEXUS, Inc.	Los Angeles, California
Khadijat AKA Khadi Olagoke	Sober Black Girls Club, Inc.	Staten Island, New York
Kim Roxie	LAMIK Beauty	Houston, Texas
Kisha Howell	The Harambee Collective	New York, New York
Laci Chisholm	Fit4Dance	Brooklyn, New York
Lalese Stamps	Lolly Lolly Ceramics	Columbus, Ohio
LaSonya Winstead	Harmony Wines	Charlotte, North Carolina
LaToya Stirrup	KAZMALEJE	Cutler Bay, Florida
Lindsey Murphy	The Fab Lab // MurphMedia LLC	Portland, Oregon
Lundyn Carter	Laine London	Atlanta, Georgia
Maghan Morin	Thynk Global	Miami, Florida
Makeda Mikael	Makeda Mikael Work Bags	Bethesda, Maryland
Mandi Masden	Apostrophe Puzzles	Brooklyn, New York
María Lara Bregatta	Café Mamajuana	Colchester, Vermont
Marsha Stephanson	Cater to Mom	Pflugerville, Texas
Marty McDonald	Boss Women Media	Dallas, Texas
Maryam Ajayi	Dive in Well	Los Angeles, California
Melissa Mueller- Douglas, LMSW	MYRetreat	East Rochester, New York
Michelle Walton	The Collective - Oakland	Oakland, California
Mikki Hernandez	MixedKids&Co	Los Angeles, California
Monica McCoy	Monica Motivates, LLC	Conyers, Georgia
Nadirah Simmons	The Gumbo	Brooklyn, New York
naj austin	ethel's club	Brooklyn, New York
Nicole Fenner	Sister Girl Publishing LLC	Halifax, North Carolina
Nikki Porcher	Buy From A Black Woman	Atlanta, Georgia
Odessa Jenkins	Women's National Football Conference	Rowlett, Texas

Paulana Lamonier	Black People Will Swim	Uniondale, New York
Phylicia Benjamin	Perfect Score Athletic Training Center	Gardena, California
Queen Precious-Jewel Zabriskie	Indulge Catering, LLC	Durham, North Carolina
Reese Scott	Women's World of Boxing	New York, New York
Renee Bobb	Music City Icons Professional Women's Basketball Team	Nashville, Tennessee
Rose Hall	Tessie's Teas	Coral Springs, Florida
Ruth Jean-Marie	The August Project	Brooklyn, New York
Salma Nakhlawi	StrongHER Girls	Brooklyn, New York
Samantha Sinclair	Pathway To Purpose	Brooklyn, New York
Samia Bingham	Flavors	Fort Washington, Maryland
Sandra Johnson	Global Mobile Finance, Inc.	Cary, North Carolina
Shannon Leon	VPack For Women	Homestead, Florida
Shauntavia Ward	eleMINT Skin Health & Wellness Studio	Austin, Texas
Sherin Dawud	Power Pump Girls	Baton Rouge, Louisiana
Sissi Johnson	SelfSells	New York, New York
T'Nisha Symone Glenn	BLAQUE Inc.	Jamaica, New York
Tammeca Rochester	Harlem Cycle	New York, New York
Taylor Long	Nomads Swimwear	Cincinnati, Ohio
Tiffany Days	The Communal Group	Atlanta, Georgia
Tracie Shelton	Alamo Kitchens	San Antonio, Texas
Tracy Skelly	The Little Cocoa Bean Co.	Boston, Massachusetts
Trenelle Doyle	Go Girl Ride LLC	Portland, Oregon
Trista Sanford	Bespoke Bakery & Dessert Bar	Graham, North Carolina
Victoria-Pearl Wright	The Creative's Corner Support Fund	Houston, Texas
Whitney Osei-Akintaju	Ethnic District	Duluth, Georgia
Yosara Trujillo	Sweet Water Dance & Yoga	Bronx, New York

Learn more about the “100 for 100” program at AmericanExpress.com/100for100.

ABOUT AMERICAN EXPRESS

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ABOUT IFUNDWOMEN OF COLOR

IFundWomen of Color is the go-to funding resource for diverse, early-stage entrepreneurs, providing access to capital via crowdfunding and providing grants, coaching, and the connections needed to launch and grow successful businesses. Learn more at ifundwomen.com/woc and connect with IFundWomen on facebook.com/ifundwomen, instagram.com/ifundwomen, linkedin.com/company/ifundwomen, and twitter.com/fundwomen

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