

ACTIVATE

An 8-week immersive learning experience with the goal of making entrepreneurship more inclusive and accessible to Black Northwestern students.

WINTER 2021 PROGRAM PARTICIPANTS



Abdalla Badri, McCormick, '22

Abdalla was born and raised in Falls Church, Virginia, and studies Manufacturing and Design Engineering as well as Psychology. He serves in leadership positions for the National Society of Black Engineers (NSBE) and Muslim-cultural Student Association (McSA). Abdalla is interested in creating innovative products tailored to human behavior, and he has experience as a product designer and working with Black youth.



Asha Yearwood, SoC '24

Born in Dallas and raised in Miami, Asha is a Trinidadian-American Communication Studies major and Business minor. A creative, she studied acting and directing at Northwestern's National High School Institute. During her junior year of high school, she co-created a limited edition makeup collection for ESSENCE magazine and Ulla Beauty's Girls United: Beautiful Possibilities program. Later on that year she created, produced, and hosted her first podcast entitled *Open & Honest*. Her latest project, *From The Homies With Love*, is an interactive literary magazine that benefits the Black Lives Matter Movement.



Jordan Walker, SESP '22

Originally from Minneapolis, Jordan is a third year studying Business and Medicine. While actively involved in Northwestern's A&O Marketing Team and Concert Photography Club, Jordan additionally employs her artistic passion through their small business Neour. They believe in furthering the possibilities of what fashion and art can represent, as well as the notion that fashion does not have to rapidly harm our planet. Within Neour, Jordan is able to experiment with innovative techniques and focus on practicing sustainability within the fashion and art field.



Vedant Seem, Kellogg '21

Vedant hails from a small village in the African island, Mauritius. He is a second-year student at the Kellogg School of Management, majoring in Finance, Strategy, and Marketing. At Kellogg, Vedant serves as the Vice President of Finance for the African Business Club and as Vice President of Finance for the Black Management Association. Prior to business school, Vedant founded ELI Africa and Phronesis. Vedant holds a BA from Yale University.



Zaria Howell, Medill '21

Zaria Howell is a digital content creator, certified yoga teacher and published journalist. A self-proclaimed East Coaster, having ties to Pennsylvania, New Jersey and New York, Zaria is devoted to raising awareness around issues concerning social justice, wellness, and healing. When they're not leading a yoga class or writing on deadline, Zaria can be found engaging with their community online at earthmama.co.