

LITTLE JOE VENTURES FELLOWS

COHORT #4



Jordyn Lemer, SoC '23

Jordyn, raised in Washington, DC, is studying Communication Studies, Legal Studies, and is pursuing the Integrated Marketing Certificate. Her passion for entrepreneurship sparked when she created SocialCoach, where she teaches and trains senior citizens at no cost how to use social media technology. With 80 Ambassadors and over 1,000 senior students to date, Jordyn is in the process of turning SocialCoach into a for-profit enterprise and launching it across the nation. Jordyn is a participant in the Tinker Program at The Garage and an active member of Alpha Kappa Psi business fraternity and Women in Business.

"I'm honored to have been chosen to work alongside a cohort of students who share the same entrepreneurial spirit that I do while refining my leadership and business skills."



Fardeem Munir, McCormick '23

Fardeem, originally from Dhaka, Bangladesh is studying Computer Science. In 7th grade, in order to go around his local internet provider who routinely blocked all social media websites, he created his own texting app – which brought him to the world of tech and entrepreneurship. Ever since, he has been passionate about creating great software. He is also very interested in re-imagining the education system and building the schools of the future. During his freshmen year, he worked on student startup DealDock as a founding engineer and currently works as an engineer at Centered.app.

"I am extremely excited to be around ambitious people and build together!"



Camryn Smith, SESP '23

Camryn is native to Brooklyn, NY and is studying Social Policy and Entrepreneurship with a Civic Engagement Certificate. She strives to transform the beauty and wellness industry for Black women by creating more inclusive, knowledgeable, and accessible spaces. Driven by her passion of making self-care less daunting for beginners, she founded "Selfcare Sundays" during quarantine as an opportunity to build internal and external confidence and community care among Black women. Her entrepreneurship interest is consumer driven, adjusting based on the evolving needs of her community and providing support in any way she can.

"I am excited to learn about different ways to make my vision sustainable and I look forward to being inspired and mentored by leaders within the entrepreneurship community."



McKenna Troy, Bienen '23

McKenna is studying Voice and Opera and Communication Studies in Northwestern's dual degree program. She loves all things learning, so she's also working on minors in Entrepreneurship, Design, and Arts Administration. Outside of academics, McKenna pursues a variety of entrepreneurial projects - namely her new business, Troy Gardens, as well as innovation in voice performance with social awareness and accessibility at the forefront. Her latest operatic project, *Hansel and Gretel*, offered the opera community a new way to engage with and learn from the story. Behind the scenes, McKenna is working on a business model for the project and is looking forward to a public opening in the spring.

"I am beyond honored to have received this opportunity, and cannot wait to learn from, connect with and grow alongside my peers in our cohort of inspired and excited entrepreneurial spirits!"



Robbie Waxman, Weinberg '23

Robbie, who grew up in Armonk, NY, is studying Economics, Business Institutions, and Entrepreneurship and constantly seeks innovative solutions to complex societal problems. With involvement in Delta Sigma Pi, Rock Venture Capital, and the Northwestern Business Review, he is immersed in the Northwestern business ecosystem. With a drive to make a positive impact and a desire to do so collaboratively, entrepreneurship is his true calling. This past summer, amidst the global pandemic, he founded his own backyard camp, The Mobile Camp, to combat the need for summer fun while generic day camps were forced to shut down.

"Being a part of the LJV Fellowship is an opportunity to learn from incredible mentors along with my peers, it is a chance to develop my entrepreneurial toolkit and become the best version of myself, and I'm excited to dive wholeheartedly into this opportunity."