THE PROPEL PROGRAM
empowering young women entrepreneurs

ASHLEY ABRAHAM
KELLOG '22
PROJECT: REINFORCEMENTS
We are a two-sided marketplace focused on connecting local businesses looking to hire flexible staff with those on the fringes of the workforce: college students and retirees.

LAINEY DOW
MEDILL '22
PROJECT:AMA
AMA is a creator growth studio that helps creators grow their audience and revenue streams.

CHARLOTTE OXNAM
McCORMICK '23
PROJECT: CUE THE CURVES
Cue the Curves is an app that helps plus-size women find clothing that fits their size and style.

MCKENNA TROY
BIENEN + SoC '23
PROJECT: TROY GARDENS
Troy Gardens is an herbal tea business that sources entirely from small, organic gardens in the US.

EDEN HIRSCHFIELD
MEDILL '22
PROJECT: Indigo Social Club
Indigo Social Club is a student-run events company that utilizes local businesses and creates fun experiences for the Northwestern community. ISC’s goal has recently expanded to include planning off-campus excursions such as spring break and weekend trips.

NICOLE CUERVO
KELLOG + MCCORMICK '22
PROJECT: SPRINGROSE
Springrose designs adaptive, attractive intimates for women with limited upper mobility (e.g., arthritis, stroke paralysis, shoulder injuries), so they can get dressed painlessly and independently.

ELIZABETH SAVIN
McCORMICK '25
PROJECT: INCOMING INNOVATORS
Incoming Innovators is an online platform where high school students can explore the different fields of engineering.

SHERRY XUE
SoC '22
PROJECT: EXPLORATE
Explorate fosters global citizenship and help individuals realize their agency and capacity to make a tangible difference in global challenges through making international volunteering more accessible.

KATE FAWCETT
MEDILL '24
PROJECT: LEVA
Leva is a customizable mentorship software as a service designed to empower women in the workplace and enable strong retention.

ZOE LEWIS
SESP '25
PROJECT: SQUAIR ONE
Squair One’s mission is to create equity within the college application process by providing lower income and first generation students with the advice they need to succeed in the ever-competitive college application process.