THE PROPEL PROGRAM
empowering young women entrepreneurs

WINTER 2023 PROPELLERS

**ALI LEE**
WEINBERG ’25
PROJECT: WISOR
Software to help people discover more ethical and sustainable alternatives from small and mid-size designers and brands while online shopping.

**VIBHUSHA KOLLI**
SOC ’23
PROJECT: IN UTERO PROJECT
Interactive digital reproductive health platform for menstruators: both educational and channel for peer support.

**HEIDI DIEHL**
KELLOGG ’24
PROJECT: HUAHUA
Conducting consumer research to understand biracial Asian-Americans’ beauty & self-expression needs, ultimately informing HuaHua’s brand strategy.

**YUJIA XIE**
WEINBERG ‘23
PROJECT: RESUME.AI
Industry-specific resume generator that could frame causal description into professional language.

**KIMBERLEY CHARLES**
KELLOGG ’24
PROJECT: CANE CUTTER’S RUM
Cane Cutter’s Rum is the first woman-owned 100% Caribbean premium rum.

**ZAHRA HUSSAIN**
WEINBERG ’25
PROJECT: ENVO
Sustainable product company replacing single-use plastics.

**CLAIRE (YUSI) SUN**
KELLOGG ’23
PROJECT: FEMFIRST
‘One-stop’ female health concierge providing personalized and holistic care to women with chronic conditions (i.e., PCOS and endometriosis).

To learn more about Propel, visit: thegarage.nu/propel