THE ACTIVATE PROGRAM
empowering young black entrepreneurs
WINTER 2023 COHORT

JACKSON GORDWIN
WEINBERG / SESP ’25
PROJECT: ATHLETE LINK
Athlete Link increases businesses’ sales and allows student athletes to profit from NIL deals.

SEQUINA KING
SoC ’25
PROJECT: INTERACTIVE CREATIVE ENTREPRENEURS IN ENTERTAINMENT (ICEE)
Building bridges for Low Income and POCs within the creative world varying from mentors to internships, all in order to make a more colorful and diverse workforce!

JOMI BABATUNDE-OMOYA
McCORMICK ’25
PROJECT: RACKNUP
RackNUp is an online community and marketplace created for students to buy and sell their belongings safely to other students.

TANJERIA CRITE
KELLOGG ’24
PROJECT: SPHERICAL
Spherical is a mobile app for MBA students to manage and visualize their networks and data, giving them more ownership and opportunity to have more meaningful relationships.

LAYA HARTMAN
SoC ’23
PROJECT: FIND FILM
Find Film is an online service that provides customers with fast, local, and affordable freelance photographers, videographers, and animators.

TIARA BROWN
KELLOGG ’24
PROJECT: RED Ī
RED Ī is a wellness brand providing cannabis accessories and education to businesses and consumers.

MATTHEW WILLIAMS
McCORMICK ’24
PROJECT: ANther
Anther finds the right playlists for you so you can get your music to the right audience and build your fanbase.

To learn more about Activate, visit: thegarage.nu/activate