Entrepreneurship and Civic Engagement

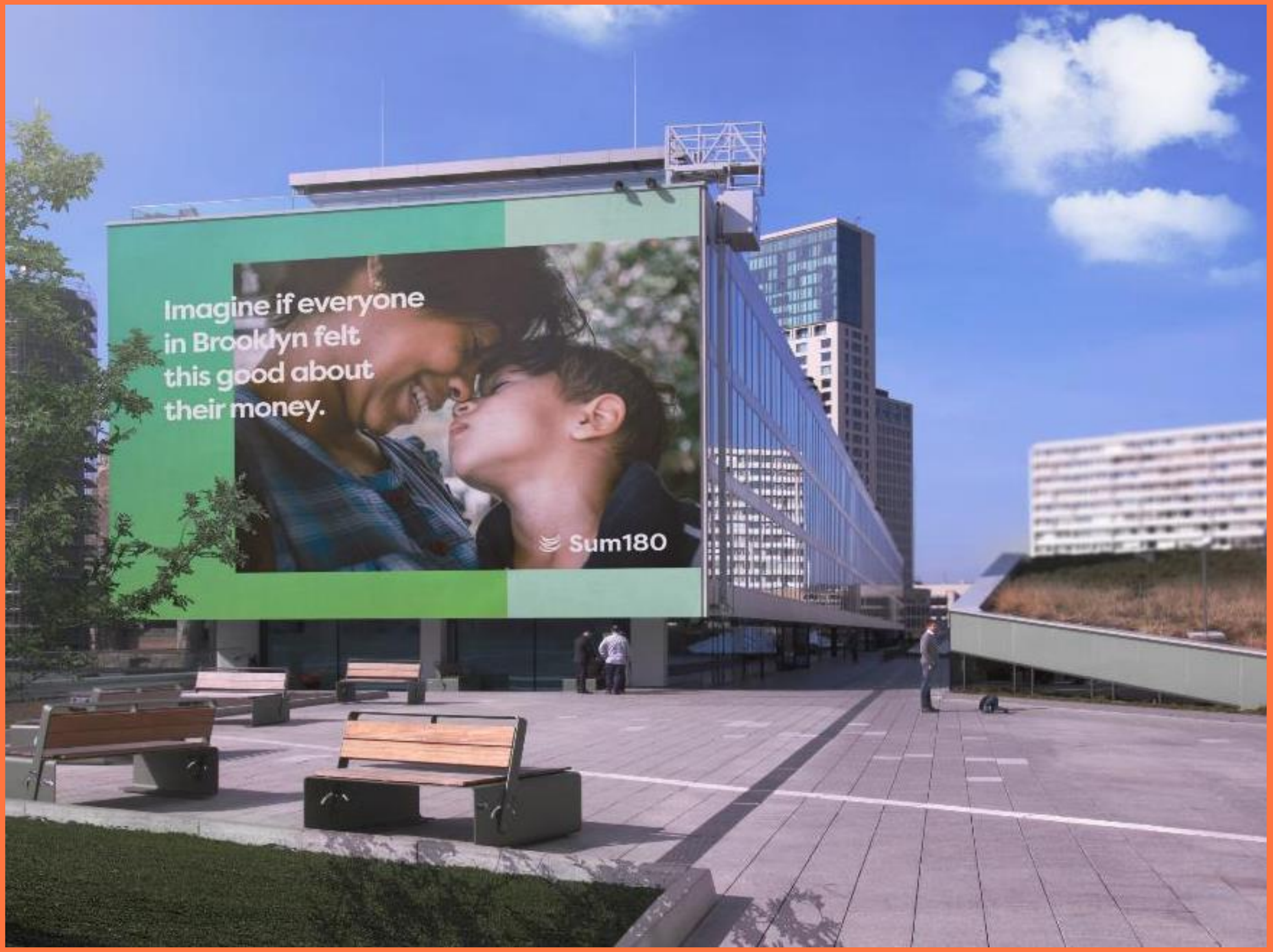
We can learn from the past and *do* something about it

I’m Carla Dearing.

NYC / LOUISVILLE

Jif
CREAMY
PEANUT BUTTER
CHOICE OF
#1
CHOOSY MOMS
SMUCKER'S
Concord Grape
Jelly

THE UNIVERSITY OF
CHICAGO


Imagine if everyone
in Brooklyn felt
this good about
their money.
Sum180

Acquired!

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X
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3X

Personnel-related

- Corporate
- Sales and Marketing
- Client Services
- Other personnel-related (25% of comp)

Sales-related

- Sponsorships, conferences & promotions

Marketing-related

- Social Media Advertising/Ambassadors
- Video production/photography
- Press relations
- Blog content, white papers
- Design and materials

Technology-related

- Hosting + infrastructure
- Mobile app and online web development
- Company web site

Other Expenses

- Office expenses
- Professional services

Empowered by

Technology

5 TRUTHS

What I've learned

5

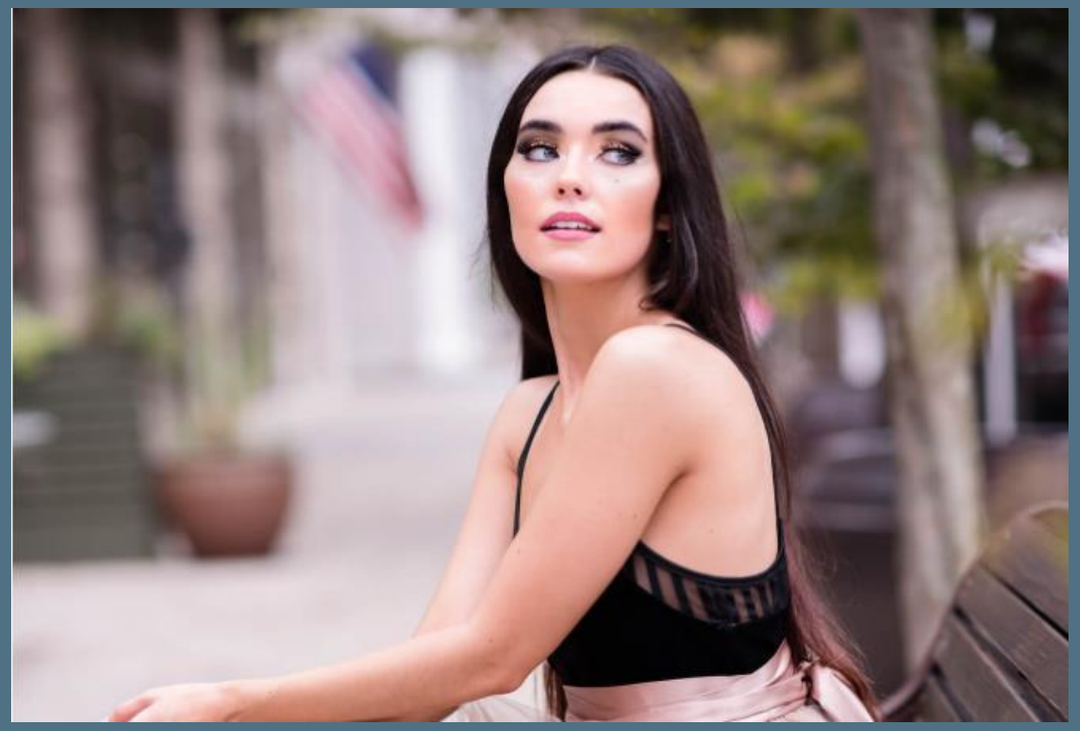
Disruption costs money.
In #FinTech, a lot of money.

Good intentions (and great branding) are not enough. The business model has to work.

The only people that get capital before revenues are those with special access.
We have to be smarter.

You can use technology to do all of the small things right for a lot less capital.

Excellence attracts all of the talent, partners and clients you need for success.



Unlocking social capital by supporting diverse founders

CARLA

DEARING

FOR MAYOR

Yes, it is about getting there. Surviving.

Getting big. Exiting successfully,

But mostly, it’s a great journey.

Doing good things. Doing things well. Bringing everyone along.