

National Entrepreneurship Week

Entrepreneurs with Disabilities: An Emerging Force

National Disability Institute
Community Navigator Pilot Program
(CNPP)

February 17, 2022 3:00pm ET

Moderators

Nikki Powis

Director

Community Navigator Pilot Program

Michael Morris

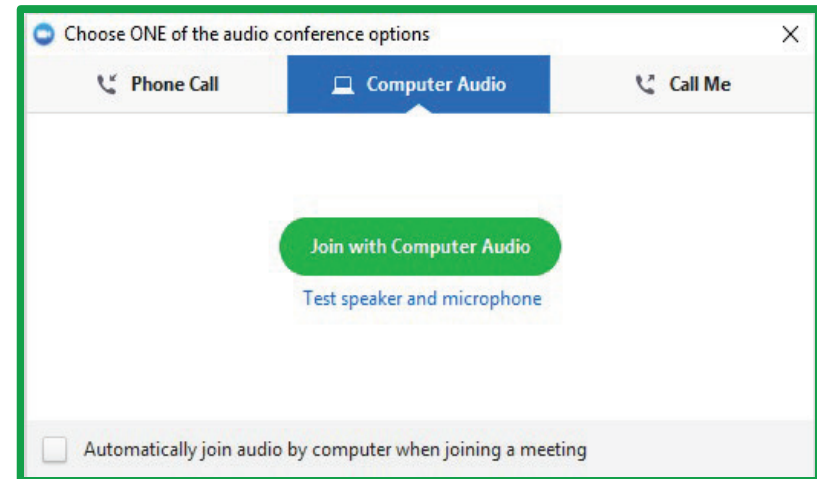
Senior Strategic Advisor

Community Navigator Pilot Program

Listening to the Webinar

The audio for today's meeting can be accessed using Computer Audio or by calling in by phone. If you select Computer Audio, please make sure your speakers are turned on or your headphones are plugged in.

If you do not have sound capabilities on your computer or prefer to listen by phone, dial:



1-301-715-8592
Meeting Code:
843 4871 8083

Captioning

- Real-time captioning is provided during this webinar.
- The captions can be found by clicking on the “cc” button in your Zoom controls at the bottom of the screen.
- If you do not see the captions after clicking the button, please alert the host via the chat box. You may also view captions in your browser at streamtext.net/player?event=NDI.

Submitting Questions

- Please use the Q&A box to submit any questions you have during the webinar and we will direct them accordingly.
- If your question is not answered during the webinar, or you are listening by phone and not logged in, you may email hprice@ndi-inc.org.

Technical Assistance

- If you experience any technical difficulties during the webinar, please use the chat box to send a message to the NDI Host or email hprice@ndi-inc.org.
- Please note: This webinar is being recorded and the materials will be placed on the National Disability Institute website in the [Webinar Archives](#) within 1-2 weeks.

Overview

- Entrepreneur Panel – stories of resilience and innovation
- Highlights of the diverse businesses
- Overview of the Community Navigator Pilot Program
- Q and A

Meet Our Entrepreneurs



Diana Perkins – Co-founder and CEO of includesign



Diana Perkins is the cofounder and CEO of includesign, a product design firm creating products that empower individuals with disabilities. She has degrees in Mechanical Engineering and Industrial Design from Brown University, and she turned her senior capstone project into includesign's first product, the LapSnap. The LapSnap is a collapsible carryall designed with and for wheelchair users to help increase independence by enabling them to carry items hands free. To learn more, check out TheLapSnap.com.

Adam David Jones – CEO and Founder of Zeer



Adam David Jones is the CEO of The One and Only Corporation and the creator of Zeer. Zeer is 21st-century personal safety software that runs on smartphones and responds to emergencies with machine learning, creating an autonomous safety response system with connected devices. Six years ago, Adam was violently assaulted. After a coma and lengthy recovery, his attacker was acquitted by a jury. He now dedicates his life to preventing this from happening to someone else.

Ola Ojewumi – Activist/Entrepreneur/ Public Speaker



Ola Ojewumi is a writer and disability rights activist, and the founder of Sacred Hearts Children's Transplant Foundation, and Project ASCEND. Ola initiated these charitable efforts after receiving a life-saving heart and kidney transplant and surviving cancer. Her organizations have awarded thousands of dollars in college scholarships to disabled students, funding for women's education programs, support for global mentorship groups and literacy programs, and distributes teddy bears and books to children awaiting organ transplants.

She also created Ola's Truth Boutique, a disability pride apparel company. The Boutique is transforming the image of disability into something to take pride in and not shame.

Highlighting The Businesses

includedesign's LapSnap

a versatile, adaptive basket made
with and for wheelchairs users



Carry items **hands free** as you go about your daily routines

www.TheLapSnap.com

TheLapSnap@gmail.com



How You Can Help

- Introductions to Government and University stakeholders to improve emergency response
- Introductions to angel investors in our social impact space
- Consider serving on the Zeer advisory board if you have experience in public or campus safety

[Contact us](#) and we will send you an early beta build of Zeer 2.0.

www.zeersafe.com

Ola's Truth Boutique



www.olastruth.com

The Community Navigator Pilot Program (CNPP)



National Disability Institute (NDI)

NDI is a national nonprofit organization dedicated to building a better economic future for people with disabilities.

NDI is the first national organization committed exclusively to championing economic empowerment, financial education, asset development and financial stability for all persons with disabilities. NDI affects change through public education, policy development, training, technical assistance and innovative initiatives.

Visit nationaldisabilityinstitute.org.

Community Navigator Pilot Program (CNPP)

The US Small Business Administration (SBA) has funded National Disability Institute (NDI), to implement a **Community Navigator Pilot Program (CNPP)**. An exciting, new group of over 25 government agencies, financial institutions, community nonprofit organizations and SBA-funded resource centers in the greater DC area including Northern Virginia and Prince George's and Montgomery Counties, have made a commitment to work together to make available resources and improve responsive, customer-sensitive services for entrepreneurs and small business owners with disabilities for the greater DC area.

[Community Navigator Pilot Program: DC, Maryland and Virginia \(nationaldisabilityinstitute.org\)](http://nationaldisabilityinstitute.org)

CNPP Goals

- Support Entrepreneurs and Small Business owners with disabilities at any point of the Business Life-Cycle; Concept, start-up, reopen, sustain, grow.
- Reduce barriers that underrepresented and underserved entrepreneurs often face in accessing the programs they need to recover, grow, or start their businesses.
- Improve the greater DMV area ecosystem of coordinated comprehensive small business development services and supports that are responsive and accessible to the needs of entrepreneurs and small business owners with disabilities.
 - The ecosystem includes: financial assistance, access to capital, contracting and procurement assistance, marketing and communications, operations, management and business development, legal assistance preferred contracting status
- Other [grantees](#) around the country

CNPP Partners



A photograph of two men in a laboratory or workshop. One man, wearing a purple long-sleeved shirt and a prosthetic right arm, is seated in a wheelchair. The other man, wearing a dark blue t-shirt, is standing and adjusting the prosthetic arm. A laptop is visible on a table in the background. The image has a blue and red color gradient overlay.

TOGETHER INT.

SBA Community Navigator Program

Our Purpose

- | To redefine disability as a competitive advantage for business and create a more equitable entrepreneurship ecosystem.



Diego Mariscal

Diego was born with cerebral palsy in the United States and raised in Monterrey, Mexico. He has been involved in supporting the entrepreneurship journey for individuals with disabilities for more than 10 years. He is passionate and strategic about the relationship between disability advocacy, entrepreneurship and sustainable impact.



Suzi Neves

As a person with disabilities and as a parent to a child with disabilities, Suzi is deeply committed to ensuring that people with disabilities capitalize on their unique and specialized skill sets to follow their path to entrepreneurship. Suzi has over 15 years of managerial and executive experience in the nonprofit sector, and a record of success in getting programs and operations off the ground and flourishing.



Keevin O'Rourke

Keevin has a wealth of experience in both the accelerator and startup space. Most notably he worked at the Global Accelerator Network, managed and lead over 10 startup accelerator programs. This experience has allowed him to coach and support over 100 founders helping them both validate and scale their businesses.

Resources for Disabled Entrepreneurs

- | 2Gether-International offers a suite of services to help entrepreneurs with disabilities build and grow their business and reach their goals.

2GI Staff Office Hours

- | Weekly individualized office hours with 2GI's team of experienced entrepreneurs.
- | Business and strategy consulting, marketing and communications advice, investor guidance, and more.
- | Get specific answers and gain valuable insights about how to move your business forward.

Individualized Leadership Coaching

- | Work one-on-one with an accredited leadership coach trained to International Coach Federation standards.
- | Set goals, create outcomes, and manage the journey of personal and professional change on a path toward those desired outcomes.
- | Maximize your personal and professional leadership potential.
- | Reframe your disability as an opportunity to be innovative and creative, ultimately gaining confidence and a competitive advantage for your business and/or career goals.

Expert Business Content

- | Access online self-directed learning focused on growing your business.
- | Information about fundraising, product development, company building, and more.
- | Newsletters & blog content

Peer-to-Peer Meetup and Networking

- | Meet monthly via Meetup with other entrepreneurs with disabilities and get inspired!
- | Focused on helping entrepreneurs identify and solve challenges within their business
- | Facebook Group is the hub for member communication, announcements, and other valuable assets for the group.

A photograph of a woman with blonde hair, wearing a white tank top and a black skirt, sitting in a white wheelchair. She is looking to the right. The background is a blurred outdoor setting with trees and a path. The image has a red and blue color gradient overlay.

The 2GI Accelerator

A Unique Model Designed By and For **Founders with Disabilities**

- | World Class Startup Curriculum
Universally Designed and Accessible
- | Peer-to-Peer Support
- | One-on-One Accredited
Business Coaching
- | Disability Benefit Resources and
Referrals Access to the 2GI Mentor
Network Alumni Network +
Programming
- | Investor Intros and Fundraising
Support

2022 Cohort Dates

- | March 2022 - Women's Cohort
- | May 2022 - DMV Cohort
- | June 2022 - BIPOC
- | October 2022 - Tech Cohort



Contact

Nikki Powis

Director, Community Navigator Pilot Program

npowis@ndi-inc.org

Michael Morris

Senior Strategic Advisor

mmorris@ndi-inc.org

Diego Mariscal

Founder and CEO

diego@2gether-international.org

Additional Resources

- [NDI CNPP Landing Page](#)
- [2Gether-International](#)
- [Disability Owned Business Enterprise](#)
- [Disability Opportunity Fund](#)
- [Life Asset](#)
- [Small Business Development Center – Virginia](#)
- [Small Business Development Center – Maryland](#)
- [Small Business Development Center – District of Columbia](#)
- [Women’s Business Center – Virginia](#)
- [Women’s Business Center - Maryland](#)
- [Women’s Business Center – District of Columbia](#)