

2021-2022 SUMMARY REPORT

THE RATCLIFFE
CENTER FOR CREATIVE
ENTREPRENEURSHIP

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INTRODUCTION

In just three years, the Philip E. & Carole R. Ratcliffe Foundation’s investment in the Ratcliffe Center for Creative Entrepreneurship (RCCE) has positively and uniquely altered the future for young creatives. The Foundation’s outstanding commitment is part of an entrepreneurial evolution that will not only nurture creative talent, but also foster business acumen for artists and designers.

As you witnessed on your visit this spring, the students participating in the RCCE classes, programs and competition are truly embracing the opportunity, knowledge and connections. We are inspired by the young entrepreneurial spirit and drive that our students are displaying and their thirst for increasing levels of engagement in the Center.

The Ratcliffe Foundation is one of the College’s most transformational partners and your investment enables MICA to deliver the marketable tools and skills necessary to develop “complete artists”—21st century, solutions oriented makers and thinkers who will work creatively to drive social, cultural and economic advancement in every industry.

Through community-based entrepreneurship programming in the Baltimore Creatives Acceleration Network (BCAN), MICA is creating a long-term pipeline for creatives to develop and sustain enterprises in Baltimore City. Even during the pandemic and return to in person events in 2022, BCAN has strived to reach more founders and cohorts to advance the networks and training available to Baltimore-based artists and designers.

MICA is inspired and honored to be a part of building a legacy designed to cultivate and reward entrepreneurship, create jobs and expand economic opportunity in partnership with the Ratcliffe Foundation. As we move toward our Bicentennial Anniversary in 2026, MICA aspires to have a robust Center full of students, community members and local businesses who are working together to advance our goal of access to entrepreneurship education and opportunities for all.



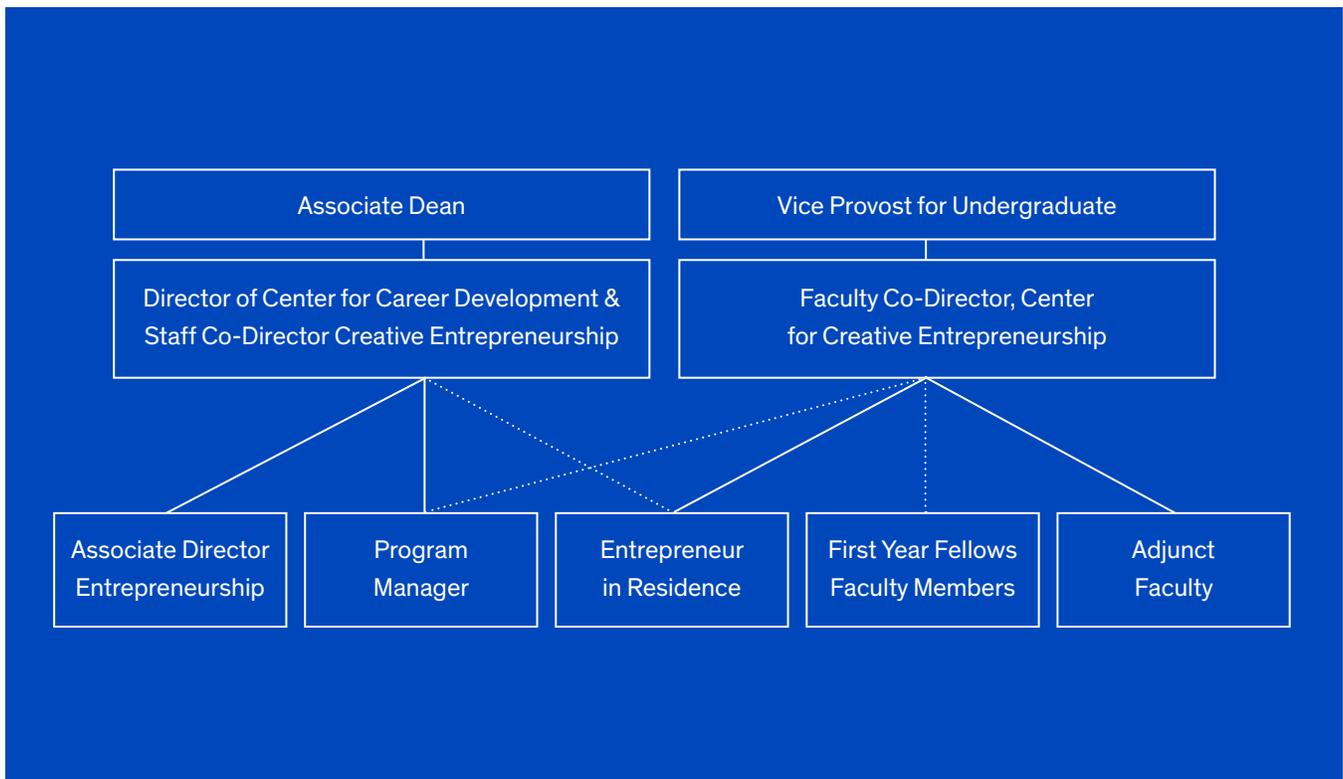
Sara Benninghoff Warren

Executive Director, Corporate, Foundation, Government Relations and Major Gifts
Maryland Institute College of Art



CENTER

OVERVIEW



The Ratcliffe Center for Creative Entrepreneurship (RCCE) will operate under an integrative learning concept, having two co-directors, one from Student Affairs and the other from Academic Affairs.

Jennine Stankiewicz serves as the Student Affairs Co-Director and also lead the Joseph Meyerhoff Center for Career Development. Dr. Melodie Davis-Bundrage was hired in March 2021 to serve as the Academic Affairs Faculty, Co-Director. Joy Weems, the Program Manager works to facilitate programs by both Co-Directors and also works directly with the

First Year Fellows program. Stacy Stube has been hired to serve as the Associate Director, reporting to Jennine Stankiewicz. Starting July 2022, Jeremy Goldstein will replace Jennine Stankiewicz as she transitions into a new opportunity. The Entrepreneur in Residence, reporting to the Academic Affairs Co-Director will be hired in the 2022-23 school year.

RCCE ADVISORY BOARD



Sharayna Christmas

Entrepreneurship + Innovation
Director of the Baltimore Creatives
Acceleration Network (BCAN)



Allan Comport

Faculty and Chair of Illustration



Melodie Davis-Bundrage

Academic Affairs Faculty,
Co-Director.



Haven DeAnglis

Owner & Designer of Stitch and
Destroy and UP/Start Winner



Winston Frazer

Founder & CEO of Danae



David Gracyalny

Vice Provost for Open Studies



Tiffany Holmes

Interim Vice Provost for Academic
Affairs and Provost



Megan Miller

Associate Dean for Integrated
Learning



Juan Noguera

Faculty and Chair of
Product Design



Jennine Stankiewicz

Co-Director of the Ratcliffe Center
for Creative Entrepreneurship and
Director of Career Development



Stacy Stube

Associate Director



Zvezdana Stojmirovic

Graphic Design Faculty and Lead
Faculty of First Year Fellows



Jas Turk

Entrepreneurship + Innovation
Fellow (BCAN)



Margarita Villegas

Executive Director of the
Baltimore Creatives Acceleration
Network (BCAN)



Sara Warren

Executive Director of Corporate,
Foundation and Government
Relations & Major Gifts



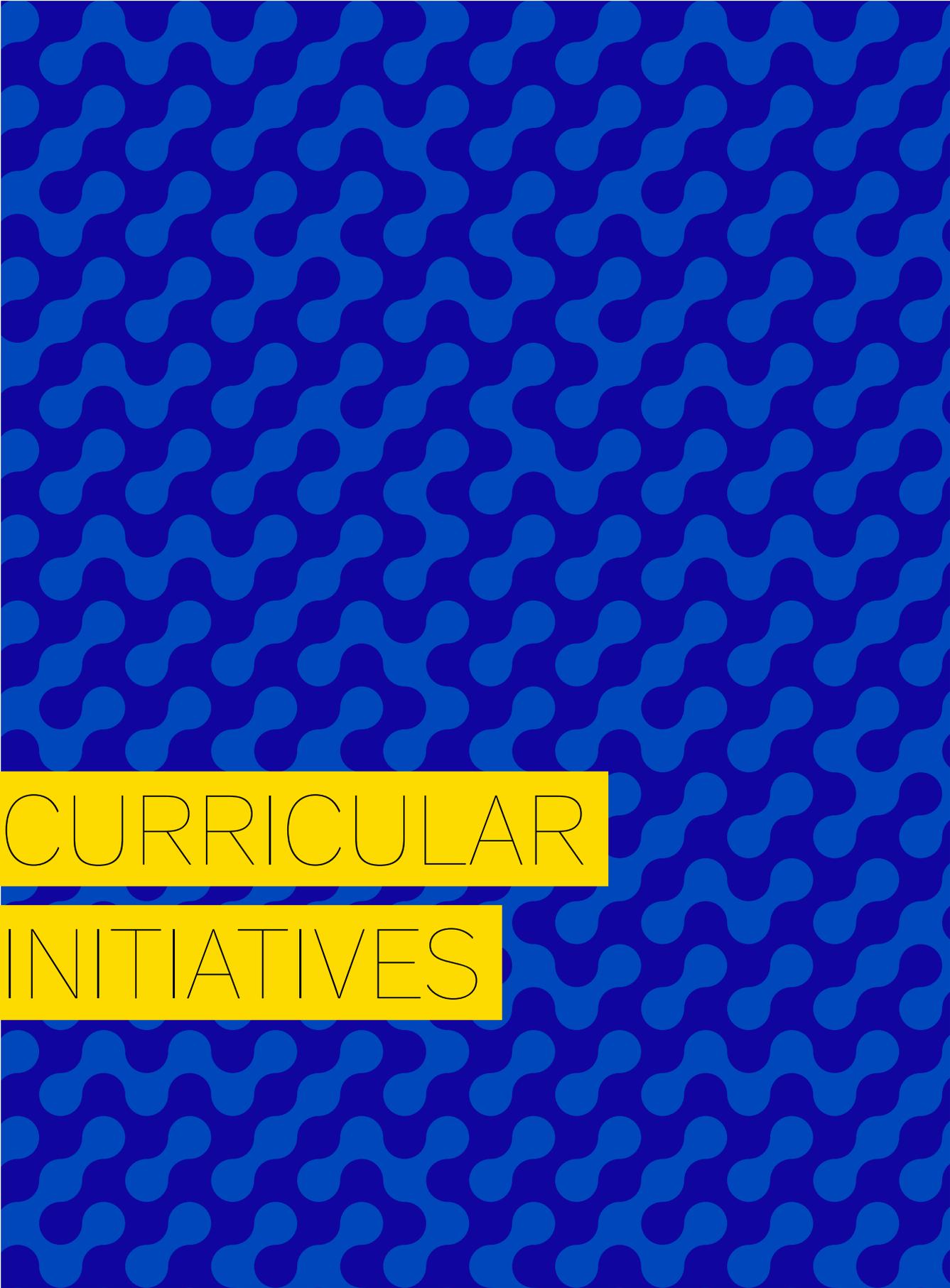
Joy Weems

Program Manager



Krystle Carter Word

Storytelling + Engagement
Manager (BCAN)



CURRICULAR
INITIATIVES

MINOR IN CREATIVE ENTREPRENEURSHIP

As the College continues its endeavors to be a leader in integrative education, MICA has begun to offer the courses that were developed for the new BFA minor program in Creative Entrepreneurship.

This program is open to both undergraduate and graduate students from all majors. MICA welcomed its first students into the course sequence in Fall 2021 regardless of minor declaration including several seniors that desired to deepen their business and entrepreneurship skills prior to graduation.

OUTCOMES

- The first course in the minor curriculum offered to students was ENT200: MICAprenurSHOP. Dr. Melodie Davis-Bundrage taught 2 sections of ENT200: MICAprenurSHOP in Fall 2021 and one section of the course in Spring 2022. In this course, students developed a retail product in multiples and a full business plan for their e-commerce or brick and mortar business. They learned stages of product development and worked as teams to launch a hand-made or small batch manufactured products during oral presentations at a zoom launch party session and online at www.micaprenurshop.com. Additional topics covered in the course included: legal forms of business, business funding, financial statement development, sales planning, sourcing product, visual merchandising, marketing and promotions planning.
- The Academic Affairs Committee of the Faculty approved to pilot Engagement & Entrepreneurship courses for liberal arts credit in March 2021.
- The redevelopment of the minor course sequence, adding one new course (ENT 201: Introduction to Business & Entrepreneurship for Artists & Designers) and modifying one course (ENT 200 to ENT 350), was submitted and approved in Fall 2021. The new courses will run in Fall 2022 along with ENT 300. The new course sequence is below.

THE MINOR CURRICULUM

Course #	Title	Description
ENT 201	Intro to business & entrepreneurship for artists and designers	Add business fundamentals to your artistic skills. Learn each aspect of business core including financial operations management, production and marketing concepts.
ENT 300	Entrepreneur mindset: mapping your practice	Learn the entrepreneurial mindset, map your business idea and plan using Business Model Canvas and strategize for future pitch competitions or a launch.
ENT 350	MICApreneurSHOP or other elective	Develop a business concept and full business plan, learn stages of product development and work as a team to launch a hand-made or designed product in retail and/or e-commerce environment. Master areas of small business management.

THE MINOR CURRICULUM (CONTINUED)

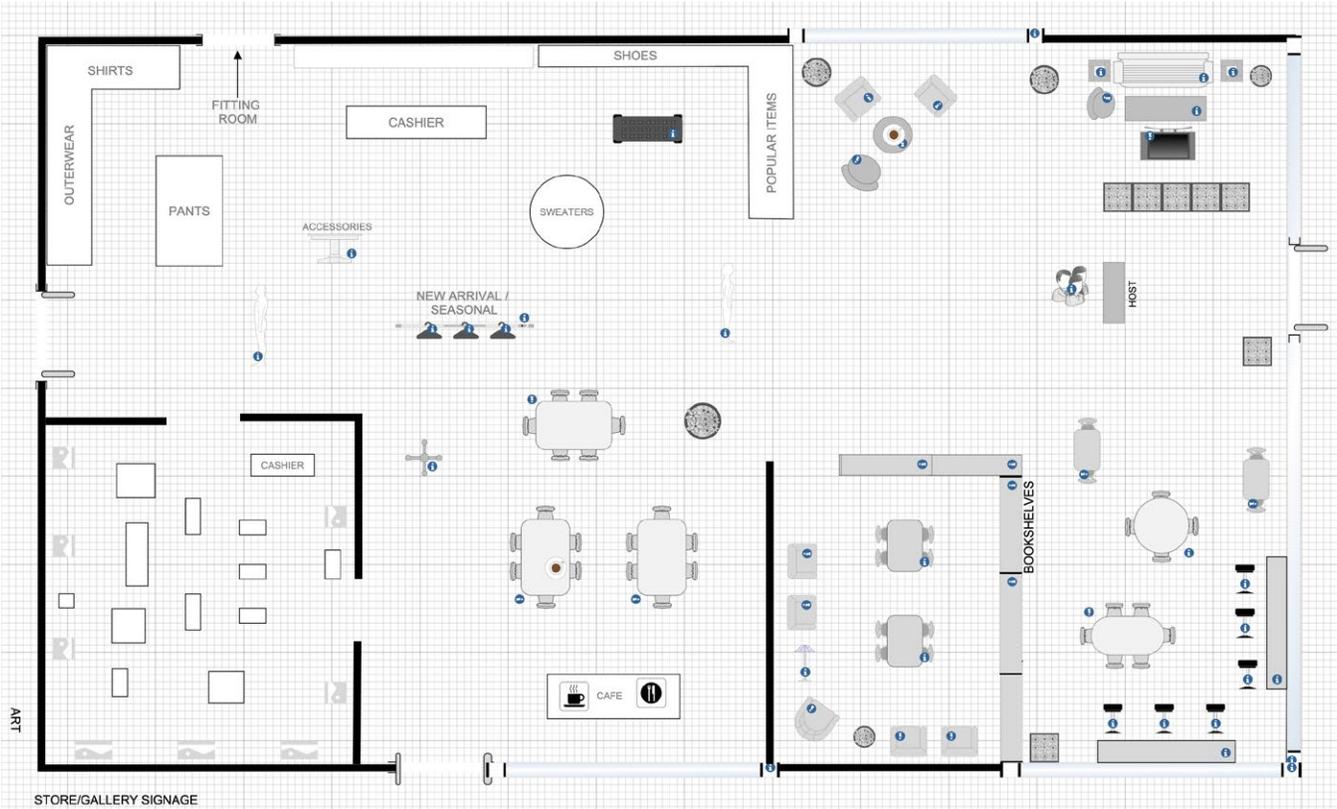
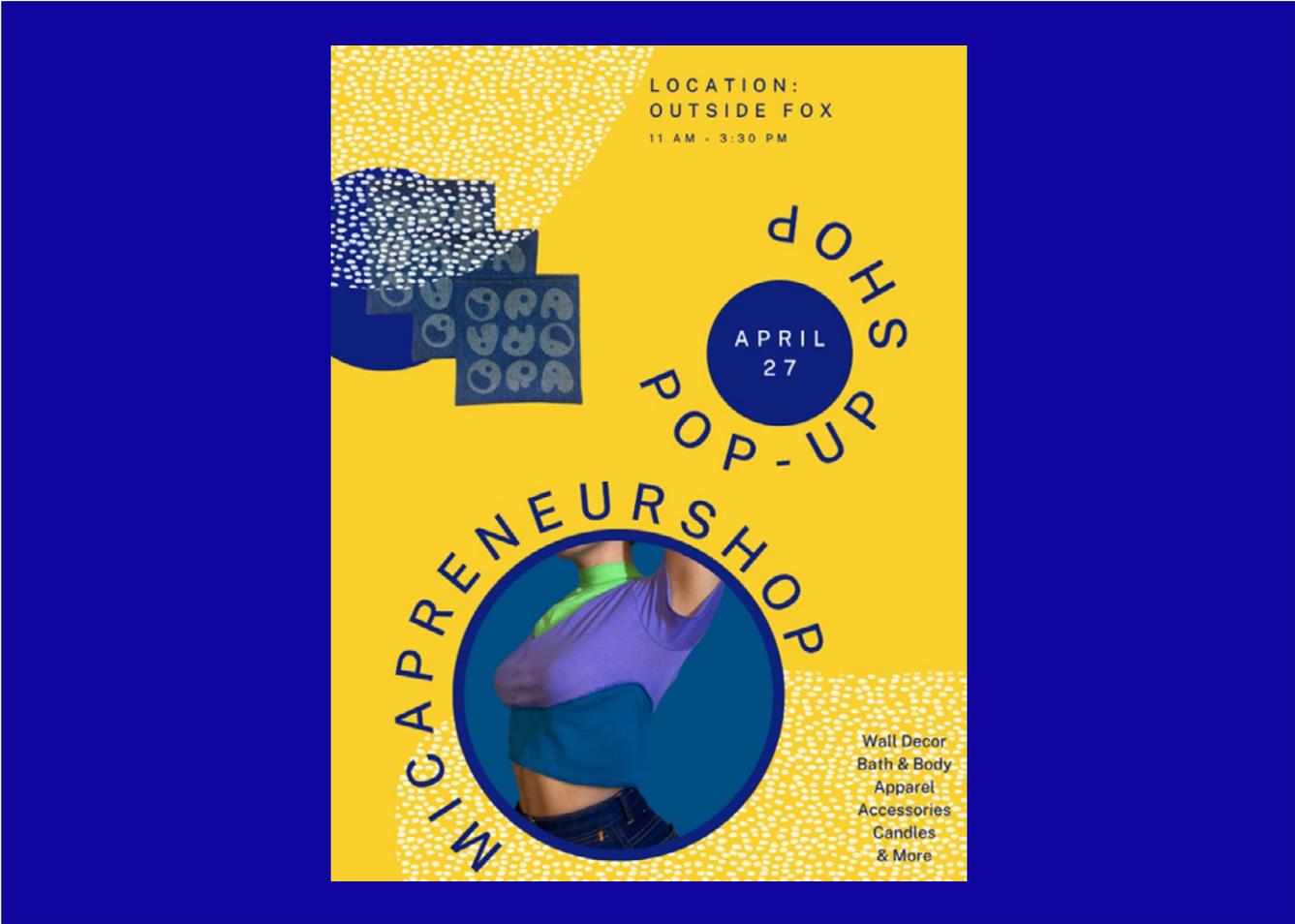
Course #	Title	Description
INT 402	Entrepreneurial internship	Gain practical experience interning with a start up organization, non-profit or working in studio with an independent artist or designer.
ENT 405	Entrepreneurship studio/ capstone	Capstone course that prepares you to pitch your business, enter UP/ Start Competition, secure other funding and launch your creative venture.

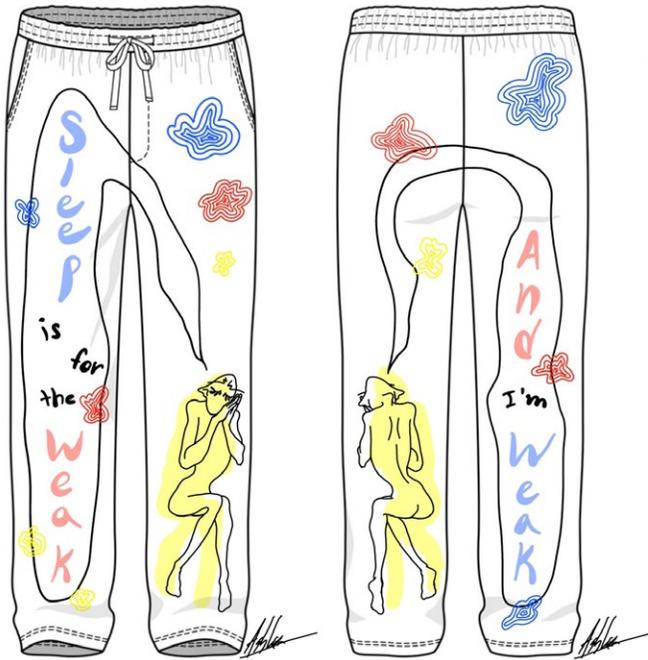
MICAPRENEURSHOP

In the new minor sequence, MICApneurSHOP is an elective studio course for students specifically interested in interactive marketing including product development, pricing, promotions and wholesale or retail distribution of their products.

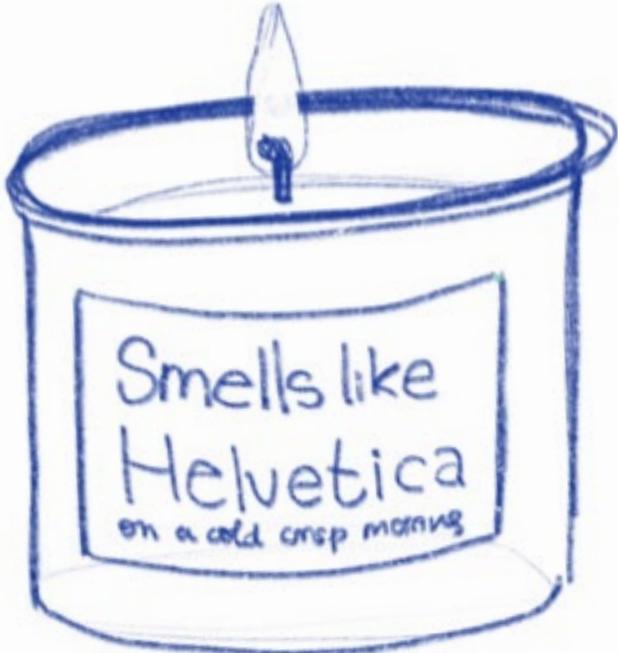
During AY 2021-2022, the course ran three times, had a total enrollment of 18 students, launched 27 products in 36 SKUS and was sold both online at www.micapreneurshop.com and at a pop-up shop on campus on April 27, 2022. Product categories included apparel, accessories, home décor, games, gadgets/tech and consumer packaging. For each product, students wrote web copy or product descriptions and decided on retail pricing strategy based on costs to manufacture. Students ran full promotions campaigns by creating a

social media campaign on @mica_ entrepreneurship on Instagram, e-mail marketing, SEO keyword optimization, writing blog posts and creating on campus posters, flyers and visually merchandising their products. Individually, students wrote a full business plan that incorporated their team-developed product into a brick and mortar business concept. With this added task, additional learned concepts were applied including designing floor plans and creating cash flow projections and full financial statements.

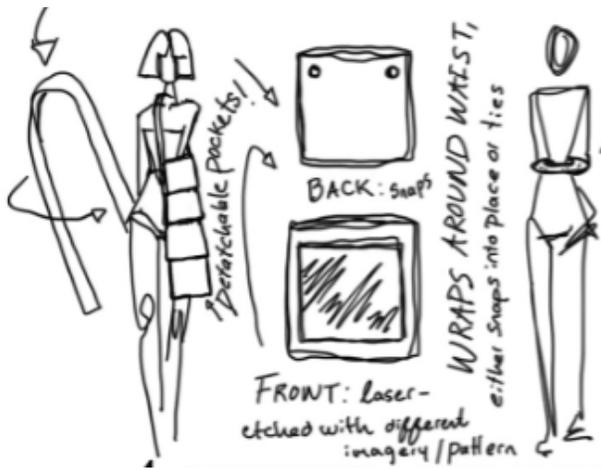




Ashley Lora



Emma Roshan



Elana Wallach



Venus Stanton

FIRST YEAR FELLOWS IN CREATIVE ENTREPRENEURSHIP

MICA's First Year Fellows in Creative Entrepreneurship is a year-long program for first year students focused on integrating studio research with emergent technologies, project-based learning, professional practice and financial literacy.

Students selected for this experience will reside in a "live learn" community on campus. Our First Year Fellows (FYF) are enrolled in required First Year Experience curriculum specifically designed to support budding entrepreneurship interests.

In Fall 2021, MICA welcomed 41 students into the second First Year Fellows in Creative Entrepreneurship cohort. With MICA's COVID-19 operational plan allowing students to be on campus,

the team implemented more of the Live Learn Community experience. The program had three new and one returning faculty member. The fall course, Color / Design / Pattern, introduced color mixing, pattern design and form and structure. Some projects during this unit were pattern making, logo design and animated GIFs. The learning experience was enhanced with field trips to Blue Light Junction (natural dye), OpenWorks (designer and maker space) and a workshop for typography led by



a MICA faculty member. As a final assignment, students designed their own thank you cards which were sold in a pop up sale around the Thanksgiving holiday. With the earnings, students made the auspicious decision to use the funds to purchase personalized business cards for each student (\$100 each) to support their networking and build their entrepreneurial exposure. The spring semester course, Prototype/Situate/Fabricate, was centered around the fundamentals of three-dimensional and spatial creation, as well as the exploration of user-centered work, economic exchange, budget



management and collaboration. The course content was designed to build upon the outcomes of the fall semester. Equipped with basic digital competence and an understanding of composition, color, repetition and motion, students explored plasticity, tactility and sculptural form. The familiarity and comfort level established in the fall prepared the students for teamwork required in the spring. To compliment the 2D–3D work and to prepare the students for thinking about their group projects, the First Year Fellows team organized a trip to local maker and entrepreneurial spaces. On the itinerary was a

tour of Baltimore Print Studio, a tour of The Baltimore Jewelry Center and a tour and presentation on social entrepreneurship and the Baltimore ecosystem at The Impact Hub. To culminate their year of creative entrepreneurship, students engaged in researching the supplies they needed to create their multiples, practiced project management to create their items in

a timely fashion, engaged business principals to settle on their inventory and set pricing, and exercised vision with creating fun displays to market their work. Thanks to their fall sales, students had their business cards available to incorporate in their table displays. This hard work culminated in the Fellows Fair in Cohen Plaza where students had an opportunity to sell to the MICA community and



trade with their cohort members at their discretion. As an additional exercise, on the last day of class

students presented one-minute pre-recorded video pitches about the products that they created.





Zvezdana Stojmirovic

Lead Faculty of First Year Fellows
& Graphic Design Faculty



Stephen Hendee

Faculty, First Year Experience



Eduardo Corral

Faculty, First Year Experience



Leslie Renn

Adjunct Faculty



Jerron Shropshire

Digital Technician and Adjunct
Faculty, First Year Experience

OUTCOMES

- 41 students accepted and enrolled in the First Year Fellows Program for Fall 2021; 1 deferred to the spring
- Anticipated 97% retention rate for First Year Fellows cohort from Fall 2021 - Spring 2022
- 100% participation in Fall Card sale resulting in \$600+ in sales
- Spring Fellows Fair- \$500+ in sales
- Gracious support from current cohort to share their experience with incoming freshman



**GIVE THANKS
 SAY THANKS
 GET THANKS**

Your chance to purchase cool cards made by
 First Year Fellows in Creative Entrepreneurship!

1 card - \$3 / 4 cards - \$10

Tuesday, November 16th, 2021
Noon - 1 pm

In-person sale,
 one hour only!



Credit
 cards
 only.

NO CASH
 NO MICard.

(Outside of the Brown Center)



First Year Fellows cards being sold in MICA store



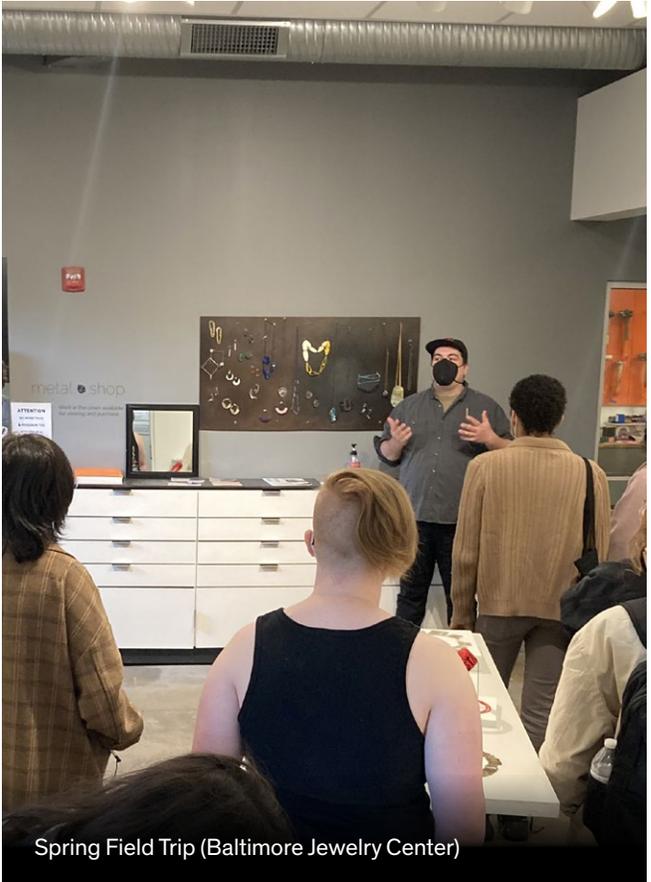
Fall Field Trip (Typography Workshop)



Fall Field Trip (Blue Light Junction)



Spring Trip (The Baltimore Print Studio)



Spring Field Trip (Baltimore Jewelry Center)



Spring Fellows Fair



Spring Fellows Fair (Business Card Display)



Spring Fellows Fair



Spring Fellows Fair

FACULTY TEACHING GRANTS

The RCCE Faculty Teaching Grants provides up to \$600 in funding to support courses that infuse entrepreneurial concepts into curriculum and teaching at MICA.

In Fall 2021, six faculty members received grants to support entrepreneurship in the curriculum. In Spring 2022, two faculty members received grants to support entrepreneurship in the curriculum.

Applications for the teaching grant are open semi-annually. Both undergraduate and graduate faculty are eligible to apply for funding. Grant applications include submission of course details, a statement of explanation of the entrepreneurial project, a detailed budget for use of funds and an agreement to submit a post grant report within two months after the grant period ends. The RCCE encourages innovative and non-repetitive programming that emphasizes business core principles and entrepreneurial projects in any design or art field.

Examples of completed projects are provided below.

FALL 2021

Faculty name	Department	Course Title
Allan Comport	Illustration	The Lab
Monica Amor	Art History, Theory, and Criticism	Archives, Museums, Practices
Zvezdana Stojmirovic	Graphic Design	Fashion Graphics
Joyce Hesselberth	Illustration	Studio Remic: IL for Kids
Valeska Populoh	Fiber	Fashioning Culture: Readdressing Clothing
Jackie Milad	MFA in Studio Art (MFAST)	Professional Practice I, II, III (combined course for 1st, 2nd and 3rd year MFAST students)
Whitney Sherman	MFA Illustration Practice	Entrepreneurship

SPRING 2022

Faculty name	Department	Course Title
Rebecca Bradley / Sandra Maxa	MA Illustration / MA Graphic Design	GD/IL Collaborative Studio
Carolyn Case	FYE	Color, Design, Pattern



COURSE

GD/IL Collaborative Studio

FACULTY

Sandra Maxa and Rebecca Bradley

VISITING ARTIST

Jason Rothman, Creative Director and Entrepreneur. Founder of the COGRID-19 project.

PROJECT SUMMARY

COGRID-19 brings together 19 artists from a city, each contributing to a shared poster, with the proceeds going entirely to a charitable organization. For the Baltimore edition, students in the IL Collaborative Studio course partnered with faculty, alumni and local artists to make illustrations expressing what the city has experienced over the past 2+ years and how it has strived to maintain its charm and resilience during a pandemic. The students helped to manage the entire process including coordinating the printing of the posters with a risograph studio, choosing the charity and promoting the website, cogrid19.com, where the posters are for sale.



COGRID-19 BALTIMORE, MD / 2022 : Erica Anglin / Hana Azim / Rebecca Bradley / Jessica Brown / Jiajing Chen / Hayelin Choi / Matt Cole / Chelsea Conrad / Carmen D'Amico / Mai Ly Deignan / McKinley Gillespie / Brocklett Home / Zoe Lin / Danielle Ting Yu Lo / Manaur Mahmudov / Jon Marchione / Sandra Mass / Whitney Sherman / Tianqiao (Emily) Xing

COURSE

Color, Pattern, Design FYE

FACULTY

Carolyn Case

DESIGN & ENTREPRENEURIAL SKILL

Glass fusing and sale of projects

PHOTOS OF PROCESS

Creative Entrepreneurship (@mica_entrepreneurship) • Instagram photos and videos



COURSE

The Lab, Illustration

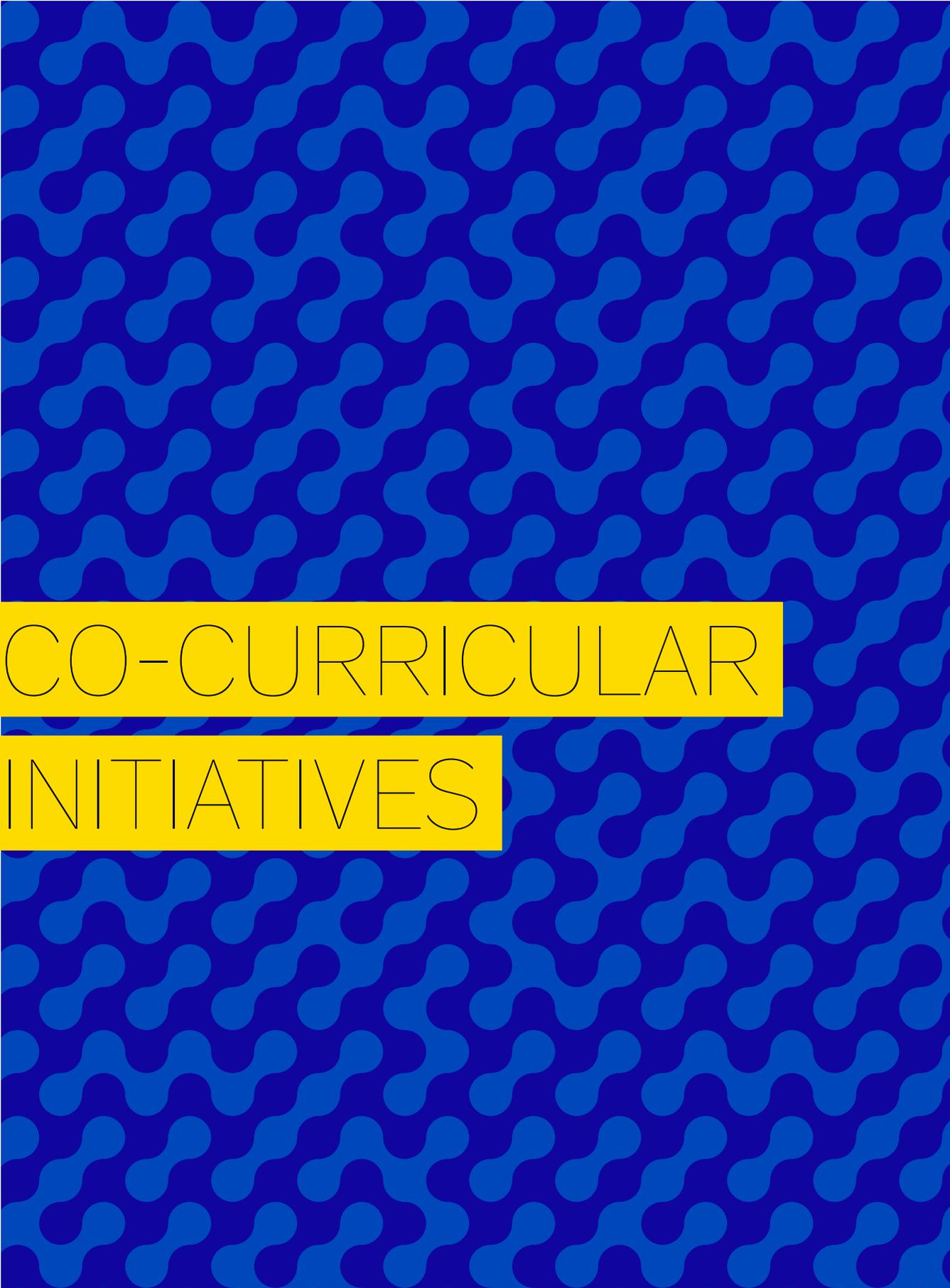
FACULTY

Lisa Perrin

DESIGN & ENTREPRENEURIAL SKILL

This entire course was built for students to develop a product and bring it to market in the MICA College Store. They had to consider pricing, packaging, retail versus wholesale and target audience. The semester ended with a pop-up shop in the MICA College Store, and a catalog was developed to highlight the products.





CO-CURRICULAR
INITIATIVES

CREATIVE ENTREPRENEURSHIP INTERNSHIP FELLOWSHIPS

The Internship Fellowship in Creative Entrepreneurship program provides MICA students the opportunity to participate in a valuable summer business internship experience.

The fellowships of up to \$3,000 were awarded to deserving students who have demonstrated interest in creative entrepreneurship and have secured an internship offer from a potential employer. The internship must have a focus on learning business operations, leadership

and management skills and can be with a start-up, small business, designer, freelancer or fine artist. The fellowship will help with living expenses and transportation costs, allowing students to seek competitive internships.

OUTCOMES

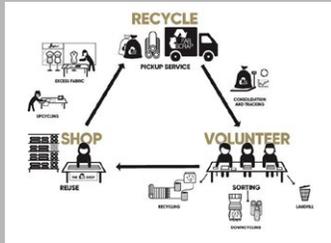
- 19 student applicants for 2021 summer Ratcliffe Internship program
- 11 students were selected to receive \$26,674:
 - * **Sammy Al-Asmar '22**
Graphic Design / Play All Day, Inc., San Francisco, CA
 - * **Liam de Freese '21**
General Fine Arts / Filmhub, Santa Monica, CA (remote)
 - * **Gil Dickinson '23**
Printmaking / Sage Screenprinting, Baltimore, MD
 - * **Raelynn Kim '22**
Graphic Design / MICA Design Storefront, Baltimore, MD (remote)
 - * **Jennifer Nguyen '22**
Fiber / FABSCRAP, Brooklyn, NY
 - * **Julea Seliavski '22**
Curatorial Practice / MFA Baltimore Action Legal Team, Baltimore, MD (remote)
 - * **Mary Song '23**
Fiber / NYC Fair Trade Coalition, New York, NY (remote)
 - * **Arista Wilson '23**
Ceramics & Painting / The Kiln Doctor, Front Royal, VA
 - * **Kester Wong '23**
Product Design / The Potters' Guilt, Singapore
 - * **Kuan Yan '24**
Illustration / Nanjing Banana Video Network Technology Co., Ltd.,
Nanjing, Jiangsu, China
 - * **Hone Sellassie '23**
Photography & Interactive Arts / Darren Lee Miller, Columbus, OH

FINAL PRESENTATION AND SUMMARY

Jennifer Nguyen

who is fabscrap?

- FABSCRAP is a recycling service that collects and sorts through textile waste from clothing manufacturers in order to divert as much waste as possible away from landfills.
- Materials are picked up in two categories, black and brown. Black bags contain copyrighted materials and other items that brand do not want resold to the public. Brown bags contain materials that are given the OK to resell or donate.
- There are paid sorters, but much of the labor relies on volunteer work.



how did i find them?

I found out FABSCRAP through its connection to the fiber department. In Fall 2019, there were a series of events and talks taking place related to Fashion Revolution organized by Victoria Pass and others. One of these events included a pop-up shop in Baltimore by FABSCRAP. Since then, Camille Tagle [cofounder + creative director] has spoken to several of my classes in the fiber department.

During my internship search, I saw they were looking for summer interns and immediately applied. This was the only unpaid internship I applied to, but I knew I really wanted it for the long run. I was curious about the back end of fashion and what happens to the waste from the fashion industry, one of the largest carbon producers in the world.



what did an average day look like?

As a warehouse intern, my tasks included:

- Weighing/Intake: Once textile waste is collected from brands, it is brought back to the warehouse where my department weighs in bags of fabric and enters data into our system according to each brand. After we weigh-in, we transfer the materials into black trash bags. [which is added to a pile]
- Sorting: We go through each bag and sort materials by fiber content, these categories include: cotton, polyester, paper, mixed fibers, etc.
- All of this often involves hard labor, as we often move bags weighing up to 50 pounds from place to place



memories + furry friends

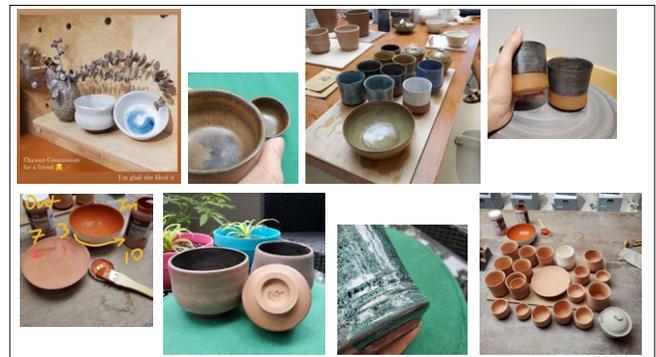
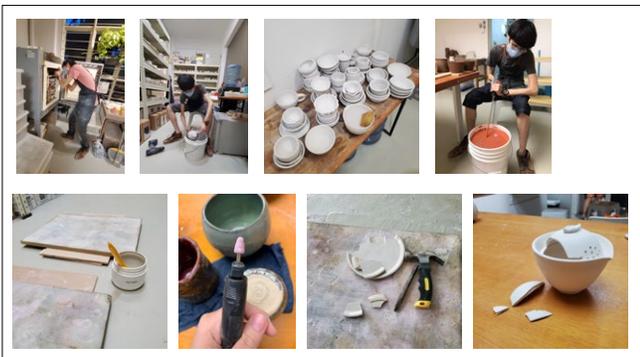


free fabric :')



FINAL PRESENTATION AND SUMMARY

Kester Wong



FINAL PRESENTATION AND SUMMARY

Mary Song

New York City Fair Trade Coalition

MARY SONG
SUMMER
ENTREPRENEUR
INTERNSHIP

NYC FTC:

MISSION:
The NYC Fair Trade Coalition is a grassroots organization that promotes fair trade businesses and retailers in New York City and educates consumers on the importance of fair trade.

HOW? :
They partner with ethically-aligned businesses, retailers, NGOs, and citizens in New York City to host events and engage the public in dialogue.

- social media channels
- coordinate sales events
- foster networking among ethical and fair trade businesses

Andrea Reyes
EVENTS CHAIR

social media management

Crowdfunding Proposals

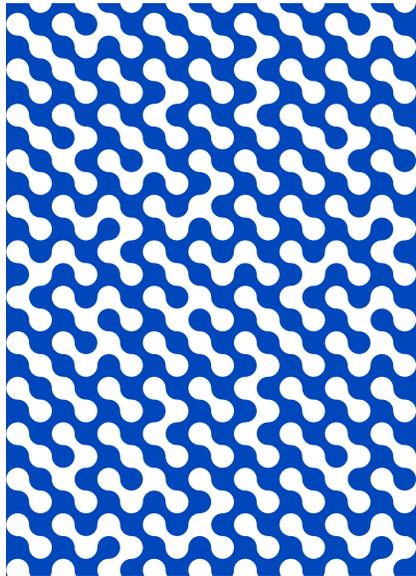
In 2022, the Internship Fellowship in Creative Entrepreneurship expanded its reach to support female founders from the Baltimore creative community looking to engage with the next generation of creative professionals. These small business partners worked directly with the RCCE to frame opportunities that would not only grow their work, but also include the fellows in the development process. The internship fellowship connects MICA's talent with small businesses that otherwise may not have been able to afford to take on an intern.

Ventures include: [Personal Best Ceramics](#), [Icosa Apparel](#), [Night Owl Gallery](#), [Keppel & Kismet](#), and [Highlandtown Gallery](#).

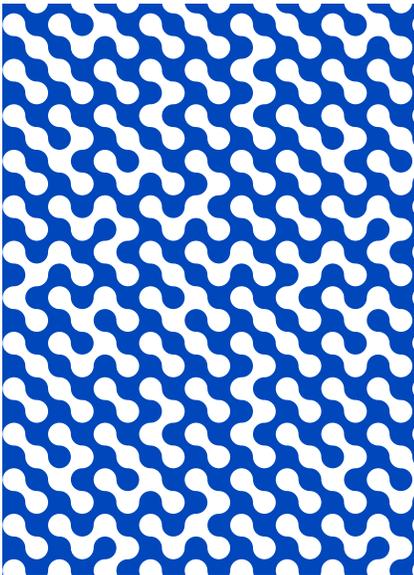
Three of these founders are MICA alumni. All are single owner companies that are based in Baltimore, Maryland, with a significant focus on making and/or manufacturing locally.



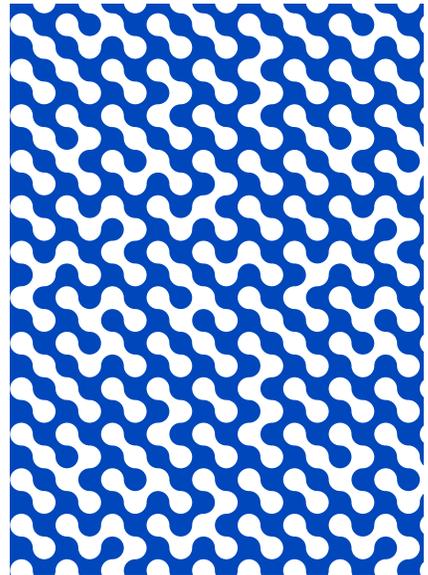
Whitney Simpkins /
Personal Best Ceramics



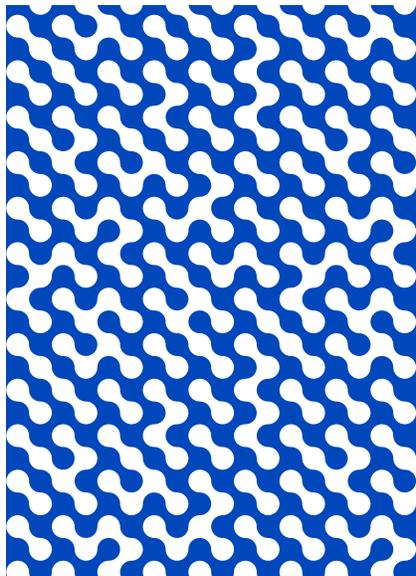
Nichole Sullivan / Keppel & Kismet



Nicole Samodurov / Icosa Apparel



Beth-Ann Wilson /
Night Owl Gallery



Felicia Zannino-Baker /
Highlandtown Gallery

CREATIVE ENTREPRENEURSHIP STUDIO

The Career Development Office and the RCCE have launched the Creative Entrepreneurship Studio pilot program.

The Creative Entrepreneurship Studio leverages MICA's talent to produce start-up creative packages to authentically tell impact-driven stories that further design leadership and entrepreneurship.

OUTCOMES

- The Creative Entrepreneurship Studio is led by [André Bean Vaseghi](#). He is a published creative director, conference educator, and one of forty-four strategists to have ever earned the title Brand Architect from the Art Directors Club of New York—a century-old Chelsea institution.
- His campaigns are recognized for their simplicity, and portray the human qualities of the community, identity, experience and story he's trusted to represent through brand architecture. André is a recognized member of [D&AD London](#), [Art Directors Club of New York](#) and a fellow of London's celebrated [Royal Society for Arts](#).
- For the month of June 2022 the studio team worked on the Start-up Creative Package for MICA's UP/Start People's Choice Winner // [Pharma-D](#). Read about the founder [Kristen Karlovich](#) and watch the finale [pitch video](#).
- The Creative Entrepreneurship Studio will produce the following materials for the venture.

START-UP CREATIVE PACKAGE

- Business Logo
- Business Card Design
- Brand Guide
- Venture - Lifestyle Photoshoot
- 30-second to 1-minute Promotional Video
- Launch Campaign Strategy With Press Release
- Business Website: Landing, About, Contact Page

CREATIVE ENTREPRENEURSHIP STUDIO TEAM



**Alejandro
Rovira**

Studio Coordinator,
MFA Graphic Design



**Xinchu
(Annie) Yu**

Graphic Designer,
BFA Graphic Design



**Ruiyang
Zhang**

Graphic Design,
BFA Graphic Design



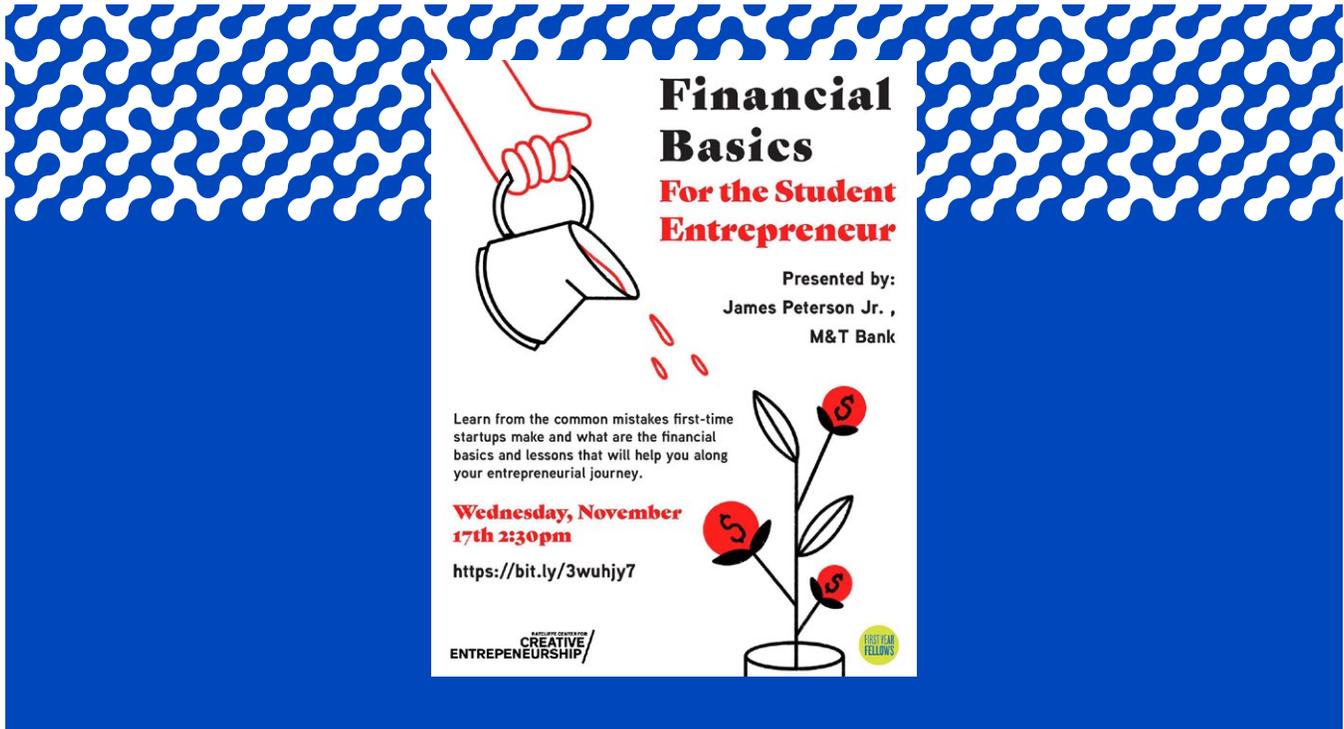
**Chunyu
(Ashling) Han**

Photographer/Videographer
MFA Mount Royal School of Art



Note: The Creative Entrepreneurship Studio interns each receive \$3,000 awards to participate in this initiative.

WORKSHOPS & PROGRAMS



FINANCIAL BASICS FOR THE STUDENT ENTREPRENEUR

This virtual presentation, presented by James Peterson, Jr. of M&T Bank, was a co-curricular program to support students by infusing financial literacy and acumen into their creative entrepreneurial class practice. Attendees of this virtual event got a crash course in fundamental principles for successfully managing the financial components of running a business. Some concepts addressed were start-up costs, debt, pricing and balance sheet.

OUTCOMES

- 12 attendees

DEATH OF THE ARTIST TALK

A special one-time engagement with author of *Death of the Artist: How Creators are Struggling to Survive in an Age of Billionaires and Big Tech*, William Deresiewicz, giving a lecture to the MICA community. This engagement was coordinated specifically with the First Year Fellow in Creative Entrepreneurship as the primary audience but got the attention of the humanistic, drawing and painting departments as well. The focus of this lecture gave the author a chance to unpack the revelations discussed in his book as a result of interviews with 140 artists under 40 and their experiences with making a living. Attendees gained perspective on the practical realities of supporting themselves as an artist in the contemporary economy that has changed in the age of the internet and social media.

OUTCOMES

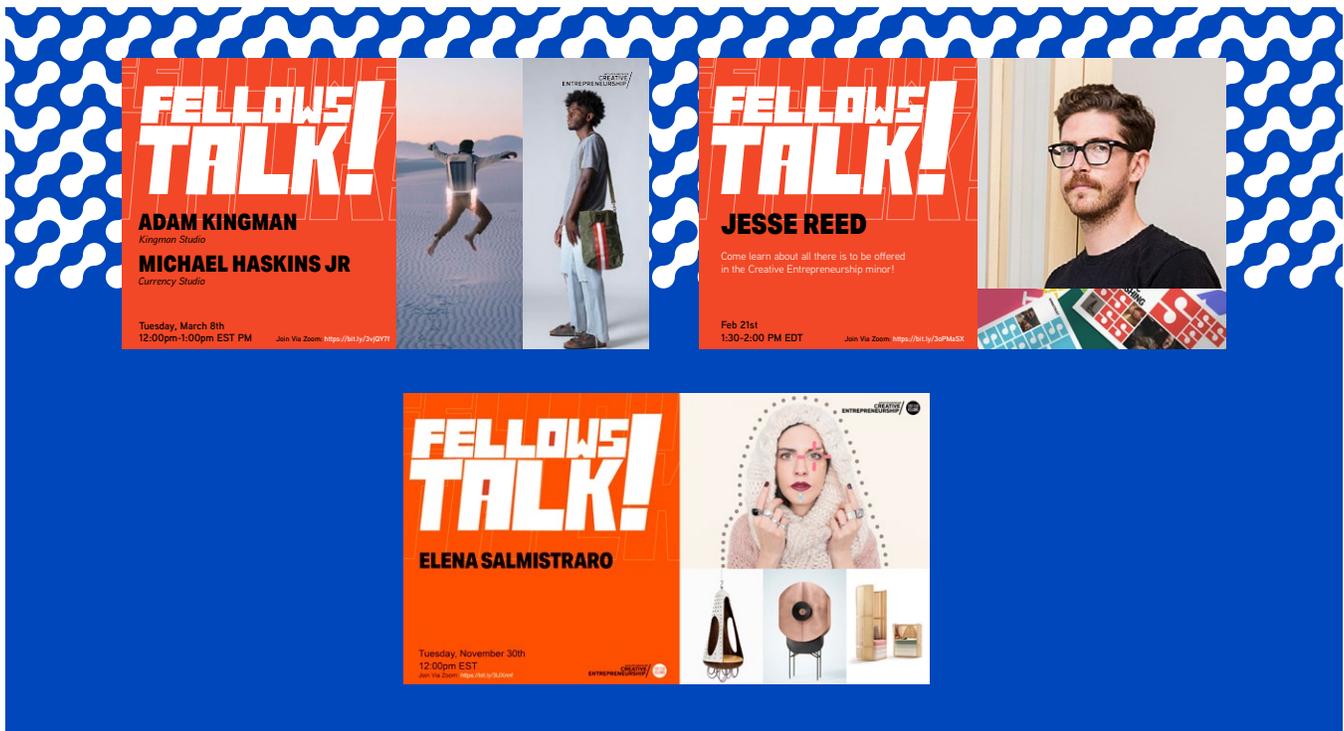
- 56 attendees

DEATH OF THE ARTIST TALK

Join us for a virtual discussion with **William Deresiewicz** as he discusses his new book, **Death of the Artist: How Creators are Struggling to Survive in the Age of Billionaires and Big Tech**. Deresiewicz is an award-winning essayist and critic, and former professor of English at Yale.

THE DEATH OF THE ARTIST
HOW CREATORS ARE STRUGGLING TO SURVIVE IN THE AGE OF BILLIONAIRES AND BIG TECH
WILLIAM DERESIEWICZ
New York Times bestselling author of *EXCELLENT SHEEP*

OPEN TO THE MICA COMMUNITY
Tuesday, January 25th
12:00 pm- 1:00 pm EST
Join Via Zoom: <https://bit.ly/3rhbyBA>



FIRST YEAR FELLOWS IN CREATIVE ENTREPRENEURSHIP // FELLOWS TALKS

In support of introducing a new unit or complimenting one in session, the First Year Fellows faculty developed a list of speakers to engage to provide real life perspective to the concepts and skills being introduced in class. In the fall semester, the Fellows had the pleasure of hearing talks from designer Jesse Reed and Elena Salmistraro. For the spring, as students explored fabrication and multiples, they got the chance to hear from industrial designer Adam Kingman and designer Michael Haskins, Jr.

OUTCOMES

- 41 students
- Entrepreneurial inspirations
- New networking opportunities

ENTREPRENEURSHIP AFTER MICA – ALUMNI PANEL

MICAMade’s Spring 2022 Professional Development Series hosted a virtual talk moderated by Stacy Stube that included a panel of the following MICA alumni entrepreneurs:

- [Boba Studios](#) (UP/Start Winner)
- [Tzipora Lasdun](#)
- [Tracy Jen](#)

OUTCOMES

- 36 students attended



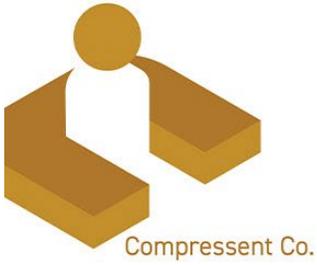
UP/START 2022

The UP/Start Venture Competition focuses on incubating and building creative business ventures within the MICA community. Working with industry partners, UP/Start provides mentorship and capital to help nurture ideas into sustainable businesses.

This year's winners were chosen by a panel of judges, including: Ken Malone, Principal, Early Charm Ventures; James Peterson, Jr., Vice President Small Business Ambassador, M&T Bank; Susan Clayton, Inventor, WhitePaws RunMitts; Nicole Samodurov, Belvidere Terrace Atelier, Founder; Shevon Kaintuck, Economic Development Officer, Baltimore Development Corporation; Will Richardson, Investment Analyst, Pointfield Partners; Smitha Gopal, CEO, Rendia; Alison Baskerville, Product Development Specialist, Aerothreads; James Wright, Trustee, Ratcliffe Foundation.

OUTCOMES

- 43 MICA ventures applied for the competition.
- \$105,000 in grant funding was awarded to five UP/Start winners plus \$1,000 in stipends to non-funded ventures.
- A talent rich judging panel and a mentor pool consisting of 55 experts and entrepreneurs spanning a breadth of industries was developed. 8 mentors were paired with finalists along with 4 UP/Start peers and 3 industry advisors.
- 232 attendees registered for the finale event where the audience voted for the People's Choice Award winner.
- The previously developed 8 week program was moved to a four-month intensive accelerator program. See the breakdown of accelerator content below.



ACCELERATOR PROGRAM SCHEDULE

Date	Event	Speaker
11/29/21	Orientation, Introductions, Program Review, Q & A	 Stacy Stube
12/6/21	Problem Statement, Feasibility Study, Solution, Customer Discovery	 Stacy Stube
12/13/21	Business Plan Writing & Resources	 Karly Feinberg  Wesley Wilson
1/10/22	Pitching & Presenting, Crafting Your Story	 Heather Lawver
1/24/22	Media/Public Relations, Social Media & Company Voice	 Sean Sutherland
1/31/22	Social Entrepreneurship & Measuring Impact	 Alex Riehm
2/3/22	Creative Entrepreneurship Field Trip	 Winston Frazer  Ken Malone

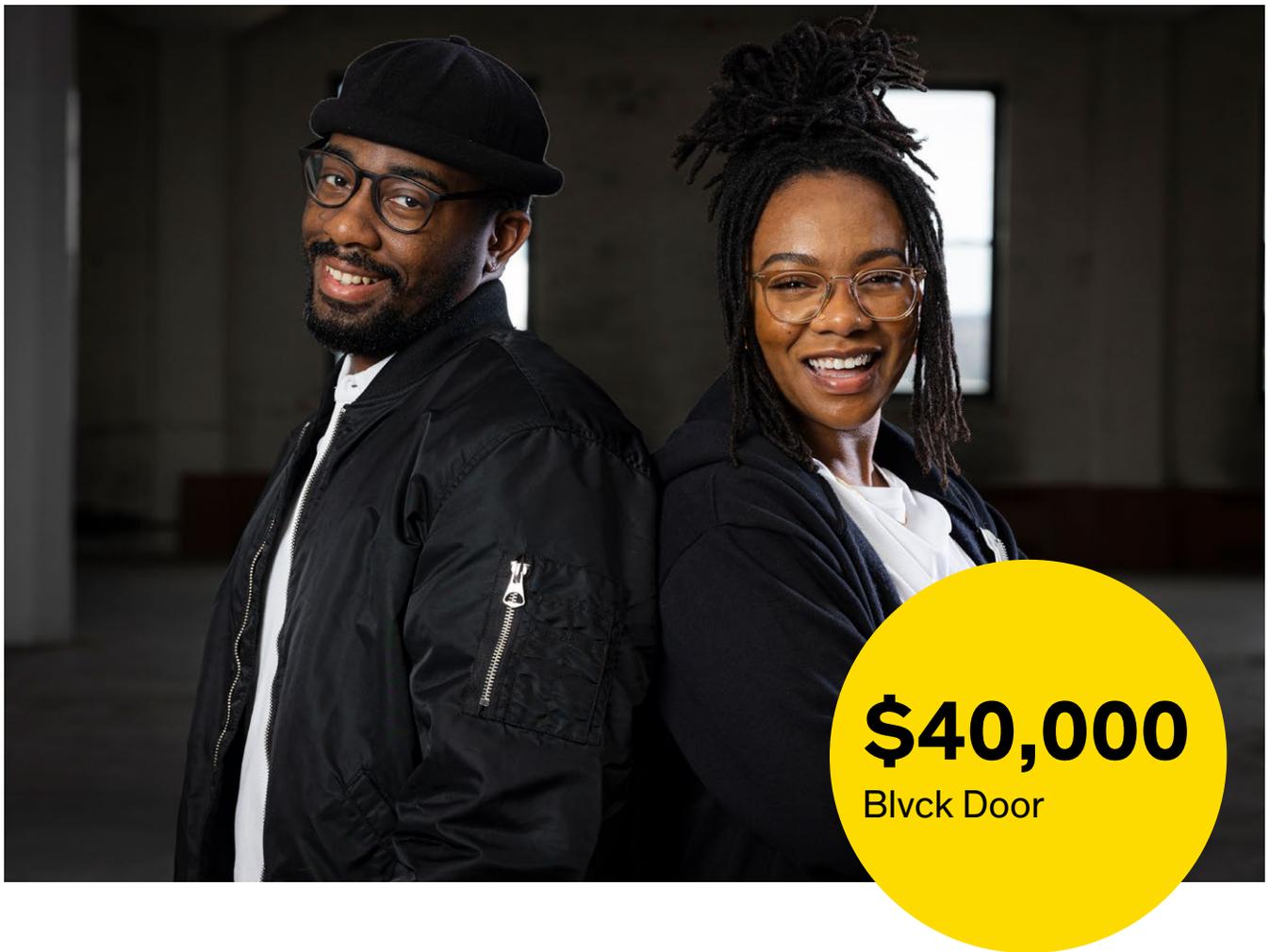
ACCELERATOR PROGRAM SCHEDULE (CONTINUED)

Date	Event	Speaker
2/7/22	Finance, Accounting, Taxes	 James Peterson, Jr.
2/14/22	Business Plan Financials	 Hakim Dyer
2/21/22	Legal, Trademarks, Patents	 Adam Holofcener
2/28/22	Cohort Pitch Practice [LIVE]— UP/Start Winner Panel	    Sara Stanton Erica Duffy Mikea Hugley Carrie Shipton
3/3/22	TechSlice DEMO DAY Field Trip/ Network & Watch Start-up Pitches	 Juliana Buonanno
3/11/22	Cohort Pitch Practice [LIVE] IMET Pitch & Mix	 IMET
3/12/22	Cohort Photoshoot	 Andrew Copeland
3/21/22	Starting A Business, Human Resources, Hiring	 Kristopher Madore

BREAKDOWN OF EACH VENTURE

"The biggest challenge that early stage ventures face is showing up to a world that is twisting and turning circumstances. It takes courage, passion and the entrepreneurial spirit to keep ideas alive. Programs like UP/Start give these inspiring individuals a home to grow their ideas, connect with the community and to realize that their voices are meant to be heard. It is an honor and a privilege to see the light that shines in the eyes of hope to create ventures that work. Cheers to the 2022 UP/Start cohort for transforming the way we imagine the future together."

—Stacy Stube



\$40,000 was awarded to Blvck Door, a venture by Iman Carr '22 (Design Leadership MA/MBA) and Shakeel Alexander, is an online

platform that bridges the gap between creatives of color and employers who see the benefit of an equitable, diversified workforce.



\$30,000 was awarded to Compressent Co., a venture by Herschel Ruben '21 (Product Design BFA), which creates desk chairs for people who experience overstimulation of the nervous system and need a calming mechanism to be productive in

their everyday lives. Deep pressure touch, particularly when it can be self-controlled with Compressent, is a means of alleviating the need to calm down by disconnecting. The Compressent Co. Desk Chair is a product that can be used—without stigma—in any work environment.



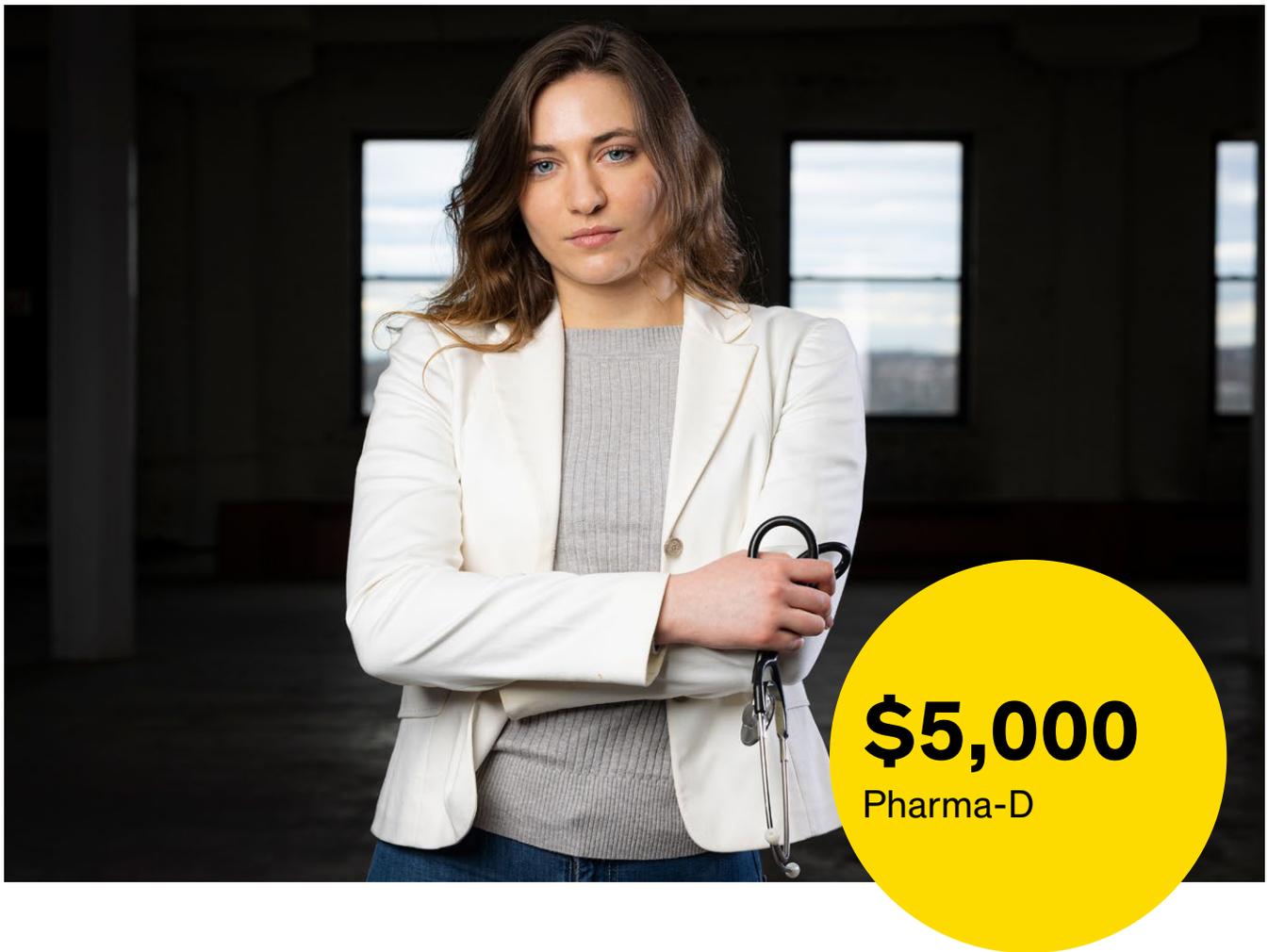
\$15,000 was awarded to Emma Koramshahi '22 (Design Leadership MA/MBA) and Julia Breskin '22 (Design Leadership MA/MBA), for the venture Convo, which is a framework for virtual team meetings and a data visualization application. Through the four-step process, Convo lowers social barriers in the virtual work environment and

normalizes emotional openness and self-awareness between teammates and leadership. Convo offers real-time feedback to employees about how their actions and leadership styles are perceived by their team. In this way, Convo helps businesses build pathways for inclusion, diversity and wellness.



\$12,000 was awarded to Book Karnjanakit '21 (Illustration Practice MFA) for the venture Knock the Block, which is a gentle deck of creative and self-care card prompts to help people overcome this universal artistic challenge. The user would place the deck within reach, and whenever encountering

an art block, just pick a card and follow through with the prompts. Every card is playfully illustrated with the goal of bringing a smile to the readers' faces. Each Knock the Block deck contains 60 cards divided into 3 different categories: subject prompts, technique prompts and self-care prompts.



The \$5,000 People's Choice Award went to Pharma-D, by Kristen Karlovich '21 (Product Design BFA). Pharma-D is a tool library of at home/take home medical devices that gives more widespread and easier access to taking care and monitoring an individual's health.

Pharma-D would allow people to access and understand their own health and would help cut down on the cost of unnecessary, highly expensive testing, detrimental waiting times for tests, and be an aid to medical professionals and facilities.

UP/START IN THE NEWS

Being in the news plays a tremendous role in establishing credibility through visibility for early stage ventures. See some of the articles showcasing the inspiring work of the 2022 UP/Start fellows below.

OUTCOMES

- **Technical.ly Baltimore / January 2022**

MICA's 2022 UP/Start Venture finalists are working on metaverse jobs, equity and bedtime stories

- **Baltimore Business Journal / February 2022**

MICA's UP/Start finalists learn from entrepreneurial pros as they prepare for competition

- **Technical.ly Baltimore / February 2022**

This MICA grad designed a chair to help neurodiverse people with sensory regulation

- **Fishbowl / April 2022**

MICA Announces winner 2022 UP/Start Venture Competition

- **Technical.ly Baltimore / April 2022**

What is next for the UP/Start Winner Blvck Door

- **Technical.ly Baltimore / April 2022**

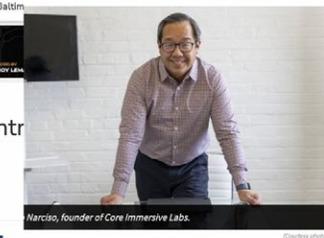
Core Immersive Labs wants to ensure the metaverse's builders are diverse

- **Technical.ly Baltimore / May 2022**

RealLIST Connectors 2022: Meet the 20 people nurturing Charm City's tech ecosystem



In the News



UP/START ALUMNI HIGHLIGHTS

The MICA Store now sells select UP/Start products. The most recent companies featured are Garden Party Press and TAILQR.

OUTCOMES

- For MICA graduate Chelsea Conrad '20 (Illustration MA), Garden Party Press started as a way to create gifts for her family one year for Christmas—she combined her illustration skills with knowledge gained from working in a flower shop during her undergrad at Tennessee. But what started as a small production of creating personal gifts for family and friends has become a full scale company following Conrad's time at MICA and her experience going through the UP/Start Venture Competition in 2021. —[Print Magazine](#)



- TAILQR, the first-ever genderless necktie company, was founded by Sara Stanton. They developed the product while a student in the Business of Art and Design program at MICA from 2018 to 2019. Winning UP/Start in 2020 provided the funds to move from home sewn ties to high quality industry standard samples that could be manufactured. The TAILQR ties are all designed, printed and cut and sewn in the USA and sold in shops along the East Coast with plans to expand internationally.



- MICA UP/Start alumni Erica Duffy from TamPal won the Johns Hopkins Social Innovation Lab Showcase Audience Choice. Carrie Carter (Shipton) from Reside Burials participated as a finalist in the Open Works EnterpRISE 2021 accelerator as a competition finalist.



UP/START INCUBATOR

2022 marks the launch of the UP/Start incubator. As the fellows migrate from the accelerator into the world, the incubator offers an online space to stay connected and continue to receive program based support in order to grow effectively post program.

OUTCOMES

- Quarterly hybrid meet-ups hosted by the Associate Director of Creative Entrepreneurship
- Slack channel for UP/Start alums to stay connected
- UP/Start member site with curated entrepreneurship masterclasses

2023 GOALS

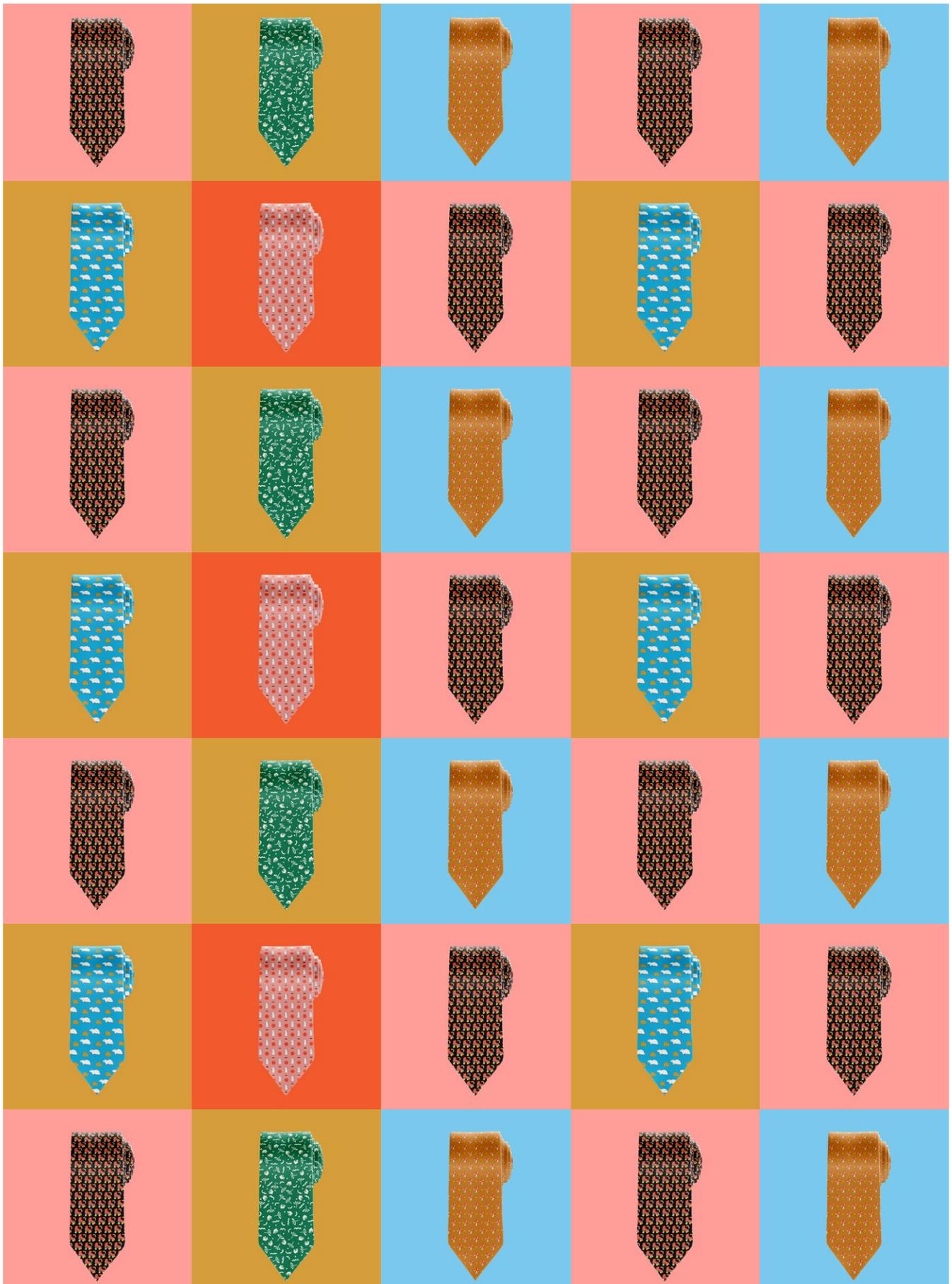
- Average 5 UP/Start fellow attendees for quarterly hybrid meet-ups.
- Onboard the 2022 & 2021 UP/Start cohorts on the member site platform.
- UP/Start Incubator Journal reporting on 2022 fellows.

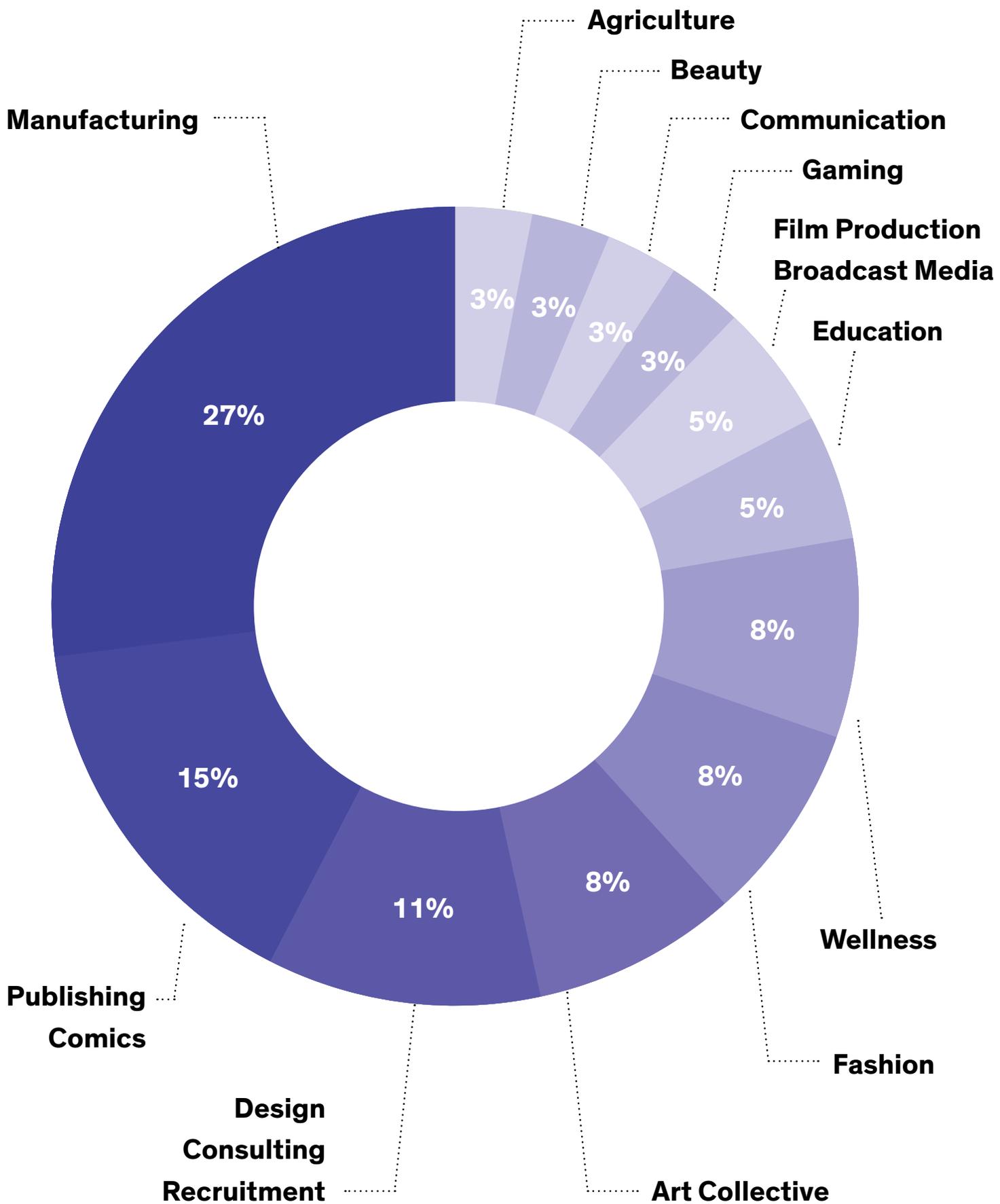


UP/START IMPACT DATA

The RCCE will investigate entrepreneurship themes and opportunities in the creative and cultural sectors, and the impacts of economic, social and structural changes upon creative entrepreneurship.

The UP/Start program gives students and alumni the funding, network of mentors and entrepreneurial knowledge to start businesses. Over the last five years, the Ratcliffe Foundation has made a significant impact, helping 267 ventures develop their ideas and leading to 37 businesses funded and launched. UP/Start offers students a unique opportunity for students across 38 different disciplines to focus on their entrepreneurial ideas in a supportive and collaborative environment, leading to lifelong entrepreneurial skills.





Agriculture

- Modern Nature

Beauty

- Pura

Communication

- Convo

Gaming

- Boba Studios

Education

- Fairman Studios
- Photo Story Workshop

Film Production / Broadcast Media

- TNP Studios
- Amazing Industries

Art Collective

- Joint Youth Movement
- Chameleon Gallery
- Paint.Team

Fashion

- Makers for Humankind
- TAILQR (Small Island Clothing)
- Hadassah Dowuona

Wellness

- Pi
- TamPal
- Knock the Block

Design / Consulting / Recruitment

- Rising Action Studio
- Greatest Possible Good
- Dexter Design Co.
- Blvck Door

Publishing / Comics

- Life Art Books
- Dandelion Wine Collective
- Longform Media
- Hilarious Comics
- Anchovy Press

Manufacturing

- Musical Instruments - Evil Evil
- Fishing Equipment - Zee Bait Co.
- 3D Printing - Danae, Inc.
- Furniture - Two Bolts
- Ceramic Tile - Greenmount Tile
- Party Supply - Social Butterfly
- Funeral - Reside Burials
- Home Decor - Garden Party Press
- Party Supply - Confetti Co.
- Office Chairs - Compressant Co.



267

of ventures who've participated in total



55 vs 45

of ventures
grads v. undergrads

34 vs 66

of ventures
fine art v. design



38

of different majors/
programs represented





37

of total winning ventures



55

of total mentors engaged



\$735,000

Total amount of money awarded
to ventures over the last 7 years



75

% of ventures
are still in business



67

% of ventures are
in the Mid Atlantic region



CREATIVE

ENTREPRENEURSHIP

RESEARCH

CONFERENCES AND PUBLICATIONS

The RCCE team investigates entrepreneurship themes and opportunities in the creative and cultural sectors, and the impacts of economic, social and structural changes upon creative entrepreneurship.



Ratcliffe Foundation GCEC Meetup at IMET



Industry Days - Creative Entrepreneurship for Baltimore Collegetown at Impact Hub

OUTCOMES

- RCCE team attended conferences, competitions and panels in preparation for hosting a creative entrepreneurship conference in 2025-2026:
 - * Women Entrepreneurship Week - StarTUP at Towson University panelist
 - * Industry Days - Creative Entrepreneurship for Baltimore Collegetown at Impact Hub moderator
 - * Loyola University - Center for Innovation & Entrepreneurship - Creative Careers panelist
 - * USASBE Annual Conference
 - * Society for Arts Entrepreneurship Annual Conference
 - * VentureWell Conference
 - * Halcyon Opportunity Intensive Showcase

- * Openworks - EnterpRISE Competition
- * Techslice Demo Day
- * University of Baltimore Rise to the Challenge Competition
- * Wharton Executive Education - Entrepreneurship Acceleration Program: Scaling your Business May - August 2022
- * Global Consortium of Entrepreneurship Centers (GCEC) Annual Conference - First Year Fellows faculty attended alongside Megan Miller and Maggie Villeagas. The Ratcliffe Foundation GCEC Meetup was a major highlight, connecting with institutions from across the region.
- * National Association for Community College Entrepreneurship (NACCE) Ratcliffe Summer Summit June 22, 2022
- * Faculty member Zvezdana Stojmirovic and Provost Tiffany Holmes published a paper in the Thematic Proceedings from the Second International Conference SmartArt 2021—Art and Science Applied: Experience and Vision. Expected publication 2022, Faculty of Applied Arts, Belgrade, Serbia titled, “First Year Fellows: Method and Inquiry in Teaching Creative Entrepreneurship in Art School, at the First Year Level.”



Faculty Zvezdana Stojmirovic & Leslie Renn at the GCEC Conference



BALTIMORE

CREATIVES

ACCELERATION

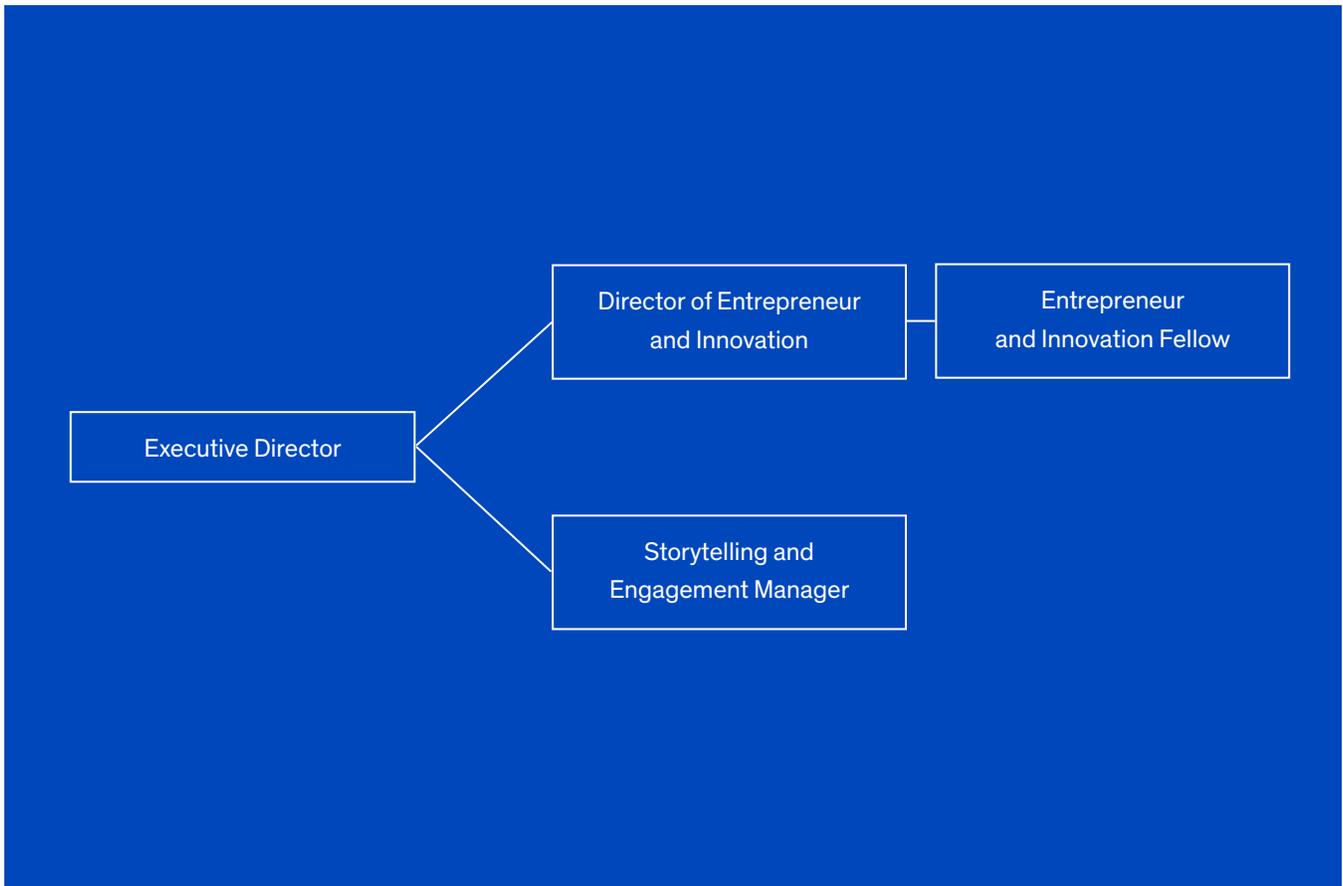
NETWORK (BCAN)



Photo credit: Solomon Adé

The Baltimore Creatives Acceleration Network (BCAN) is a movement to revolutionize the economics of being a creative in Baltimore. BCAN prepares, connects, resources and inspires Baltimore’s creatives to own their genius, build mindful creative enterprises and shape our future.

Through business accelerator programs, creative coaching, networking events and advocacy work, BCAN has supported over 1900 creatives in Baltimore including apparel brands, graphic design studios, tattoo parlors, independent artists and music festivals. The BCAN community of creative entrepreneurs have gone on to launch new businesses, create local jobs, establish retail locations, and gain national partnerships and press.



OUR TEAM

The Baltimore Creatives Acceleration Network is led by Maggie Villegas, BCAN Executive Director and Sharayna Christmas, BCAN Entrepreneurship + Innovation Director. In fall of 2021, the BCAN team grew to include Krystle Carter Word, BCAN Storytelling + Engagement Manager, and Jas Turk, BCAN Entrepreneurship + Innovation Fellow. These positions are enabling BCAN to enhance our storytelling capacity, better engage the creative entrepreneurs we serve, and dramatically enhance our operational capacity and programs.

OUR TEAM



Margarita Villegas

Executive Director of the Baltimore Creatives Acceleration Network (BCAN)



Sharayna Christmas

Director of Entrepreneurship + Innovation of the Baltimore Creatives Acceleration Network (BCAN)



Krystle Carter Word

Storytelling + Engagement Manager (BCAN)



Jas Turk

Entrepreneurship + Innovation fellow (BCAN)



OUR IMPACT

1916

Creatives served

118

Creatives enterprises accelerated

79%

Black

76%

Had not previously accessed entrepreneur support services

78%

Women



160%



Average revenue increases reported by alumni fellows



\$849,000



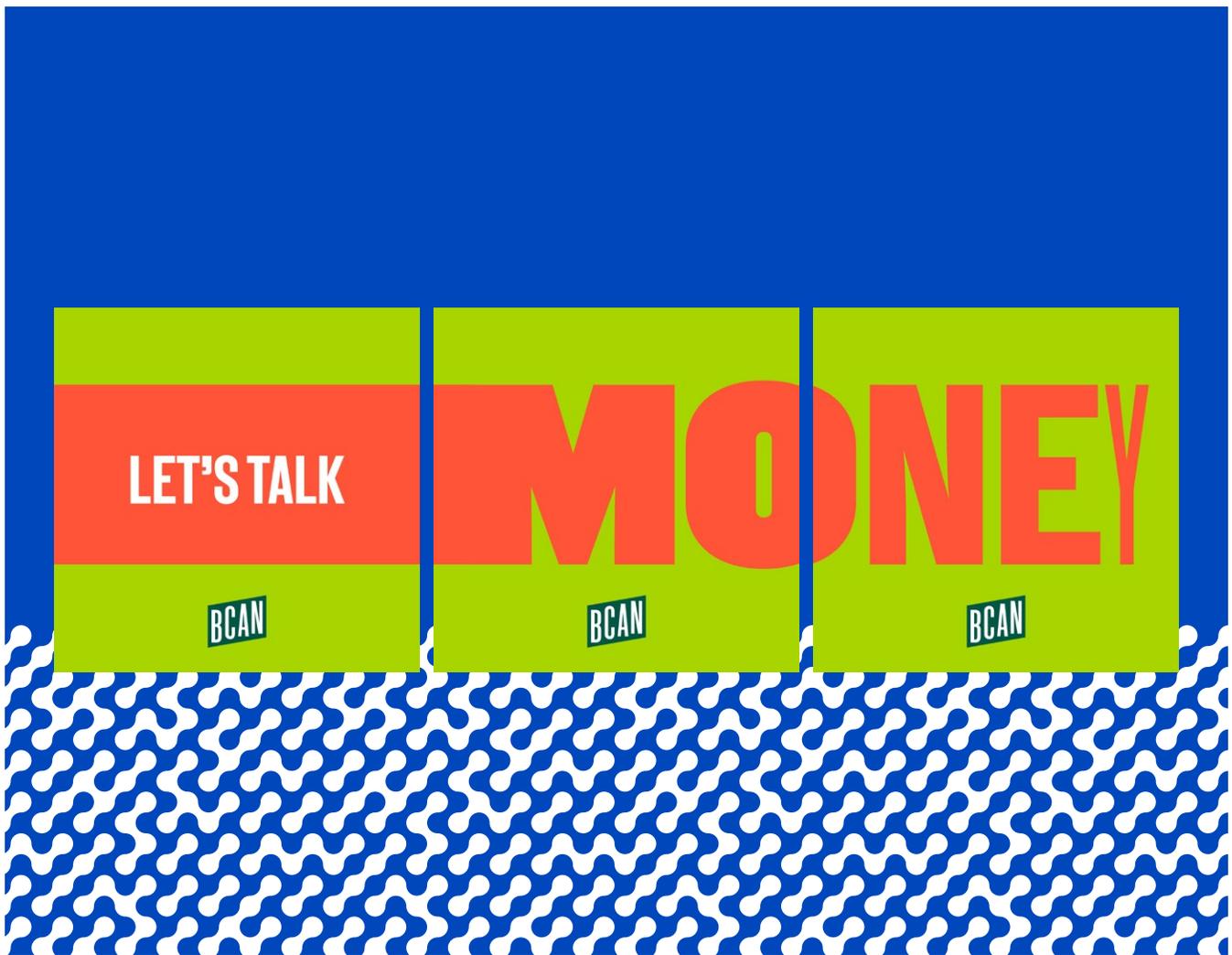
Direct and partnered grants awarded

31

BIPOC + women owned creative enterprises funded

321

independent artists awarded pandemic relief



LET'S TALK MONEY

Creatives are most often driven by passion and vision—not money. But in order to build a sustainable business—and livelihood—understanding financials is key. This month-long online campaign throughout April and May 2021 was designed to open up transparent conversations about money, inspire confidence in financial concepts and impart lessons in financial wellness for creative entrepreneurs. The campaign featured a variety of perspectives ranging from creative entrepreneurs to financial experts including musician and curator [Abdu Ali](#), Greg Morton of [Cahoots Brothers](#), Sola Ekunseitan of Sola in the City, BCAN Entrepreneurship + Innovation

Director Sharayna Christmas, Hadassah Damien of Ride Free Fearless Money, as well as Tammira Lucas of Moms as Entrepreneurs and The Cube Cowork, all sharing their practical tips and experiences with topics such as determining your pricing, calculating overhead costs, profit and loss statements, generational wealth building, budgeting for your wellbeing, accounting software and crowdfunding platforms.



Akia Jones, The Bmore Brand + Brian Robinson, Black Genius Art Show - Photo credit: Lia Latty



SCALE YOUR PASSION (SYP) MARKETPLACE

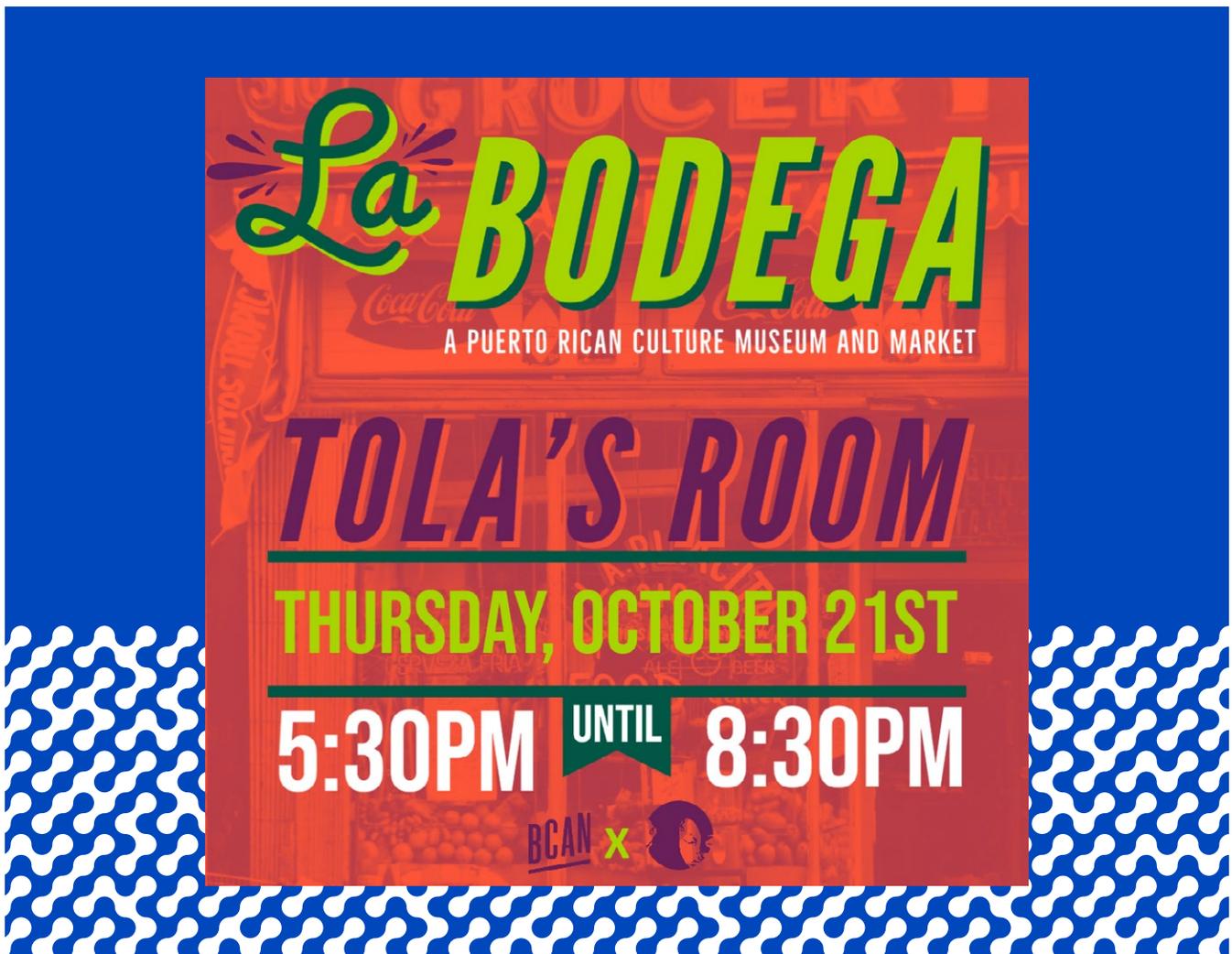
On Saturday June 26, 2021, BCAN partnered with The Cahoots Brothers to host BCAN's first ever Scale Your Passion (SYP) Marketplace—and BCAN's first in-person event since the COVID-19 shutdowns. The event was hosted at The Cahoots Brothers showroom—founded and curated by Kyle Johnson, Arvay Adams, Warner Blak, Alex Bell and Greg Morton—and featured locally

made artwork, furniture, apparel and other one-of-a-kind goods by local creative entrepreneurs. The marketplace offered a communal shopping experience, featuring popups by BCAN alum Jaz Erenberg of [Jaz Erenberg Art](#), Bri Mobley of [Birth\(rite\)](#), Nicole Williams of [The Trunk Series](#) and Charla Fowlkes of [Lax & Lux Candles](#) as well as local creatives Akia Jones of the [Bmore Brand](#), Bryan Robinson of [Black Genius Art Show](#) and Sundiata Osagie of [Glass Adornments](#). The event also featured sets by local DJ Mr. 14th of the [Big Vibe Party](#), drop in clay workshops by Alex Bell of [Cahoots Brothers](#), delicious food by local favorite [Cocina Luchadoras](#) and frozen treats from [Corazón Helado](#).

The SYP Marketplace was more than a day of vending and shopping; it was a reconvening of artists in our creative industries and an opportunity for the community to come together in support. Creative entrepreneurs navigated over a year of shut downs, uncertainty and pivots to keep their businesses and personal finances afloat; this marketplace was symbolic of resilience, unity and public support. 100% of participating vendors surveyed reported reaching 45% or more new customers as part of the event.

“It was amazing! Tons of great vendors and tons of great people to connect with and share my business with. I sold out of majority of my inventory from the event”

— SYP Marketplace Vendor



LA BODEGA

BCAN teamed up with SYP alumni, [Tola's Room](#), to co-produce La Bodega: A Puerto Rican Culture Museum and Market on Thursday, October 16, 2021.

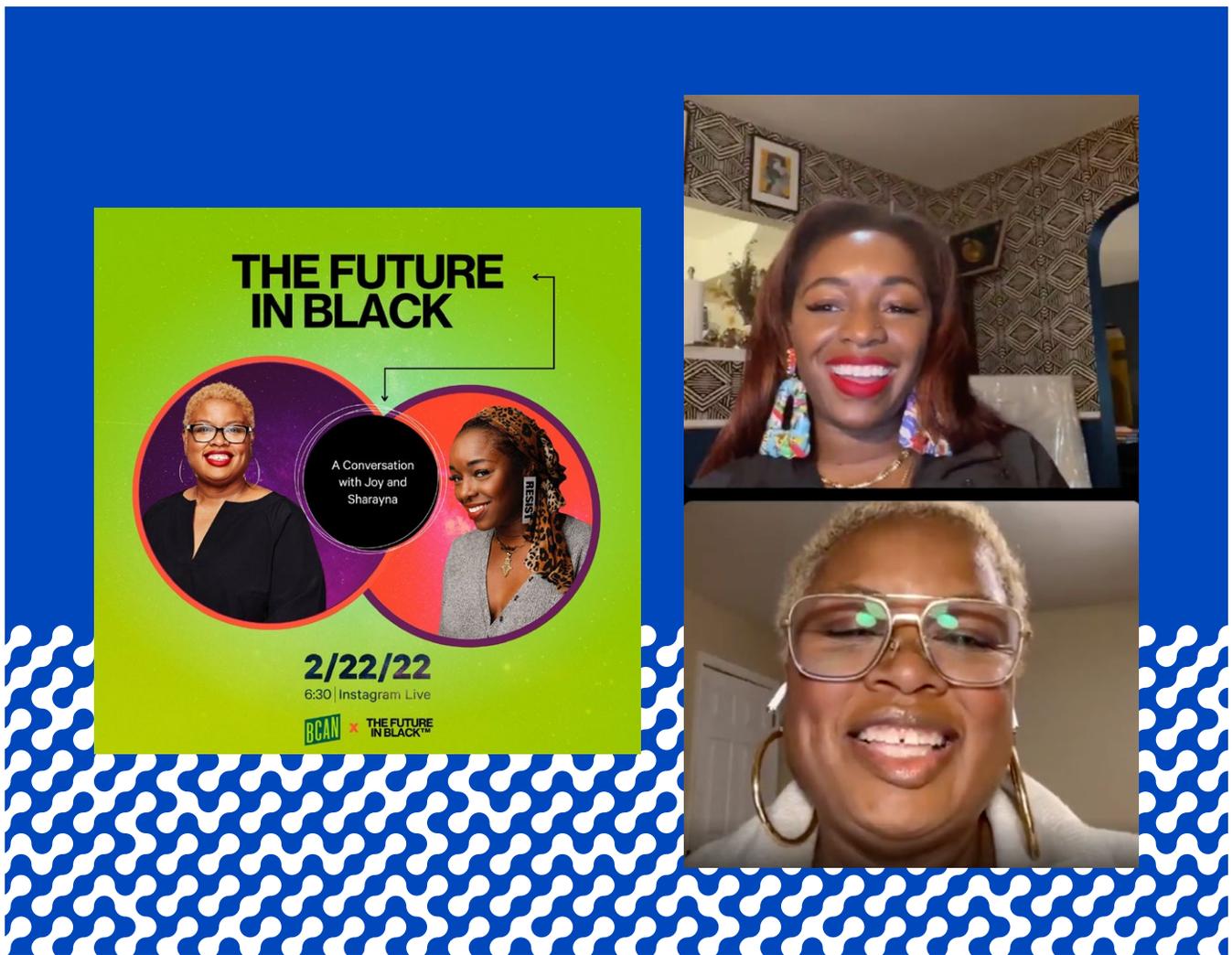
Hosted at a secret location in Baltimore's Bel-Air Edison neighborhood by community organizer, artist and founder of Tola's Room, Christina Delgado, this immersive exhibition was a celebration and homage to Puerto Rican cultural and familial traditions featuring authentic food, music, vendors and interactive exhibits.

“My overall experience estaba tan chevere. The downstairs museum with the altar was my favorite part. The food upstairs made me feel at home. Thank you for curating this space!”

— La Bodega Attendee

According to Christina Delgado, Puerto Ricans are the 4th largest Latinx population in Baltimore City, but lack representation. La Bodega not only celebrated the inherent cultural, organizing and entrepreneurial legacies of Puerto Ricans through the lens of Christina's family history, it also served as an invitation for connecting Puerto Ricans in Baltimore to each other. After the event, we heard from members of the community, including those who were unable to attend, expressing a longing for this kind of connection locally. 100% of participants surveyed said they would be interested in learning more about Puerto Rican culture or joining a Puerto Rican social club.





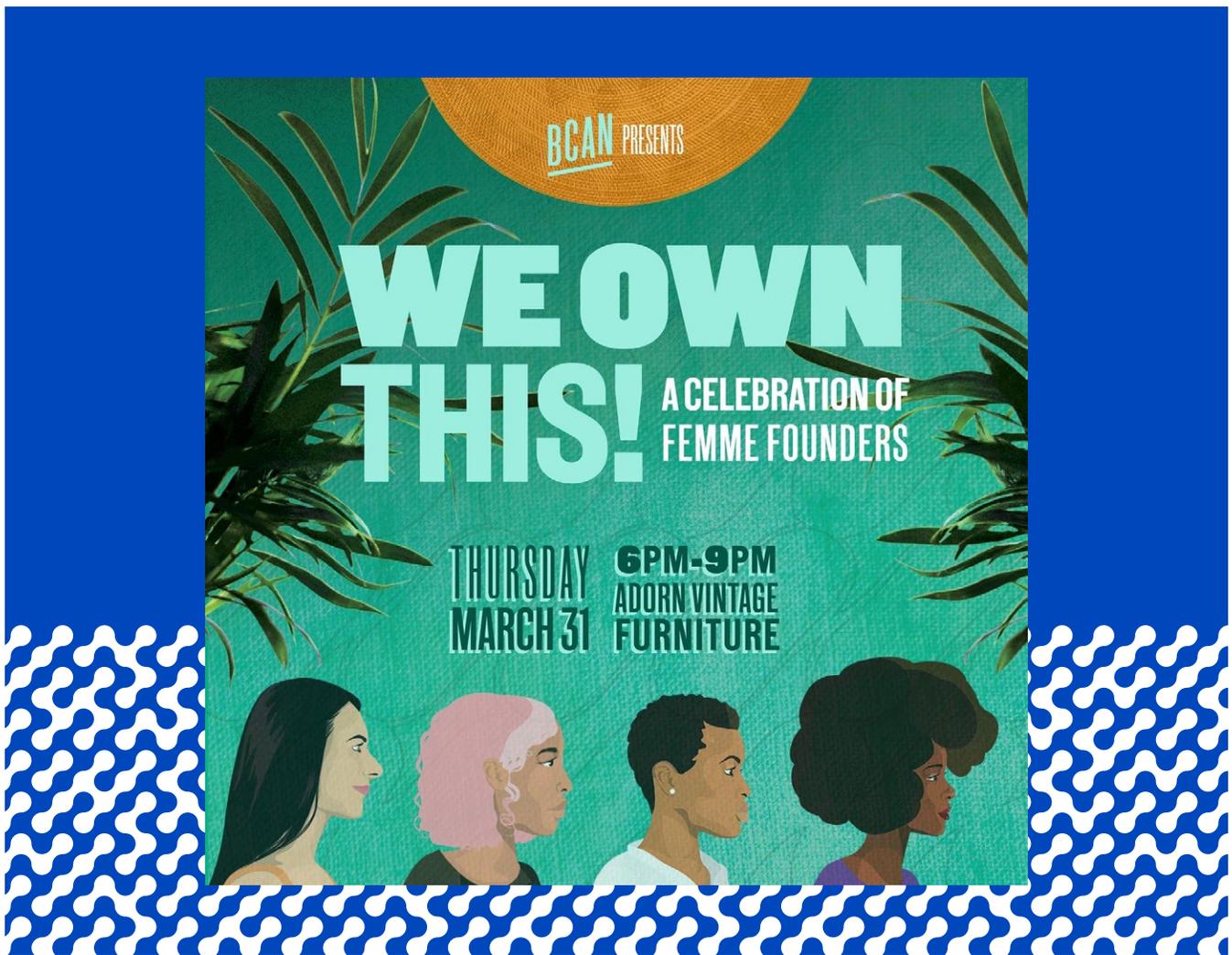
THE FUTURE IN BLACK

On February 22, 2022, BCAN partnered with Joy Fennell, founder of The Future In Black and the All Black Everything Summit to talk Black Futures with BCAN Entrepreneurship and Innovation Director Sharayna Ashanti Christmas. 93 creatives tapped into the conversation, exploring topics including the history of Black creatives, Black future theory, fueling one's own creative practice and Black JOY.

**ALL ABOUT
BLACK
CREATIVITY.**

**ALL ABOUT
BLACK
ARTISTS.**

**ALL ABOUT
BLACK
JOY.**



WE OWN THIS: A CELEBRATION OF FEMME FOUNDERS

Femme creatives in Baltimore own their roles as mothers, makers, business owners and leaders. On Thursday, March 31, 2022, from 6–9 p.m., BCAN teamed up with local curator and cultural organizer, Diamon Fisher, and Adorn Vintage Furniture founder, Raina Smallwood, to create an honoring space for mothering creative entrepreneurs. WE OWN THIS:

A Celebration of Femme Founders is an annual event that shines a light on Baltimore's creative entrepreneurs throughout Women's History Month. This year's event centered mothering femme creatives and featured a free panel discussion, live music and a pop up marketplace at Adorn Vintage Furniture's retail location at 1004 Morton St, Baltimore, MD 21201.



The evening kicked off with a live musical performance by award winning singer-songwriter and performing artist Omnia Azar with Mr. 14th and led into a panel discussion moderated by mother, creative entrepreneur and BCAN Entrepreneurship + Innovation Director, Sharayna Ashanti Christmas. The panel featured curator Diamon Fisher in conversation with Tanay Lynn Harris and Stéphanie Etienne, co-founders of The Bloom Collective, a collective of health and wellness practitioners that provide holistic care and support to mamas and birthing persons along the pregnancy and postpartum journey.



The popup marketplace featured beverages from BCAN alumna Carleen Goodridge, founder of [Le Monade](#), food from SYP Pilot alum Elisa Milan, founder of [The Empanada Lady](#), sweets from [Bramble Baking Co](#), handmade body butters, scrubs and skincare products from [Bouquette Beauty](#), mom-centered merchandise from [The Imperfect Mom Tribe](#), lifestyle accessories, jewelry and clothing from [Everything Fire](#), handmade candles and dressings from [Ss.SylverLight](#), eucalyptus arrangements, t-shirts, and accessories from The Bloom Collective, as well as surprise giveaways, floral stylings, mompreneur stories and photobooth experiences from our partners at Bmore Art, The Cube, Urban Ivy Co., Pixilated, B Willow, Cuples Tea House, Codetta Bakes and Pomona Floral. The sold out event welcomed 50 guests in person and 143 creatives tuned in live for the broadcast.

“The event was extremely affirming. It was great to share space with so many DOPE mamas. I would love to see more intentional programming like this in the future.”

— We Own This Attendee



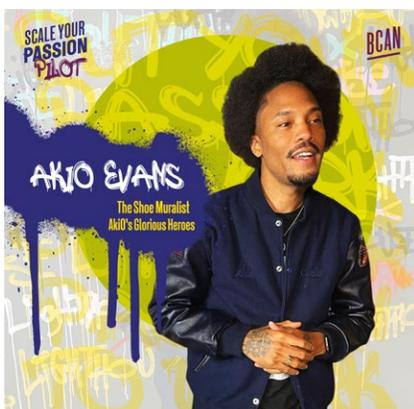
SCALE YOUR PASSION PILOT: PUT YOUR PASSION TO WORK

Scale Your Passion (SYP) Pilot is a free one day virtual accelerator for Baltimore creatives, for Baltimore creatives. 41 creative entrepreneurs representing 39 companies joined the program and gained straightforward tools and resources to grow their business, understand their finances, and build a community of peers to support their journey. The program featured 3

core program modules: Digital Creative Futures, led by Q Ragsdale, founder of Twilight Quest; Put Your Passion to Work Power Lunch with Akio Evans, creator of Akio's Glorious Heroes, in conversation with BCAN Entrepreneurship + Innovation Director Sharayna Ashanti Christmas; and Prioritizing Your Accounting and Tax Needs with Keila Hill-Trawick, founder of Little Fish Accounting.

“I truly appreciate being given the opportunity to participate. Being in the beginning stages of a new cycle in your life can be truly scary and it was really awesome to be a part of a great experience with wonderful energy and honest experienced hosts and speakers. I have tried to network in other spaces here in Baltimore and haven’t always felt welcomed. The Scale Your Passion experience was not only welcoming but informative and inspiring.”

— SYP Pilot Participant



SYP PILOT COHORT 3

Name

Company

Benjamin Joseph Jancewicz

Zerflin

Kyrah Price

Clarifying Balance KP LLC

Charity Fisher

& love yours

Ashley Johnson

Ashytj Creates LLC

Tyron Harper

Harp vision LLC

Black Is

Lia Latty

Black Is Magazine

Mohamed Jalloh

Jaliyaa Coffee & Art Gallery

yeló

Yele Oladeinde

Yele LLC

SYP PILOT COHORT 3 (CONTINUED)**Name****Company**

Nyla McKraken

Prism Hair

Lore Fadrowski

Prism Hair

Elisa Milan

The Empanada Lady



Sydney Fitch

Sunzen

Maxi Adelstein

Gratitude Garden Co.

Kayla Garner

Solo Nerd Bird Podcast

Catrice Greer

Catrice Greer, Literary Artist

Bridgette Burton

Oh to Dream

Tiersa Sullivan

Warped Vortex Art

Helen Yuen

Helen Yuen Marketing

Antoinella Peterkin

Queen Tu: The Royal Collection

SYP PILOT COHORT 3 (CONTINUED)

Name	Company
Siobhan Vicens	Pretty Gritty Creative
Micknai Arefaine	Habesha Flavor
Marketa Wilson	Nevaeh's Way
Sherry Jones	I Am Her "Teal Sand Project"
Bakari Jones	Good Quemistry dba Her Sweet Release
Burgundie Fulton	Writing/Journaling for Wholeness



Kyler Wingfield	The Influence
Stephanie Ray	Baltimore Music Box, LLC
Sarah Bowman	Elemental Visual Artistry
Krista Alexander	Inside Voices Studio

SYP PILOT COHORT 3 (CONTINUED)

Name	Company
Nakira McCrea	Suede Rosé
Akilah Johnson	Smoke Daily
Sharde Hoff	Share Your Soul LLC
James Demery	Independent/ Freelance Illustrator
Jamal Davis	Design-Art
Kimberly Haven	Reproductive Justice Inside/BOOB'R



Corinne Zmoos	Messy Happy Music Lab (currently dba Crescendo Communication)
Kyra James	Own Your Funk, LLC
Solomon Mercer	Solomon Ade Photography & Videography
Andrew Copeland	Helennson LLC, DBA Thing Design
Nichol Martin	Less Than 10 LLC
Ma'issa Wright-Kerr	Soular System LLC



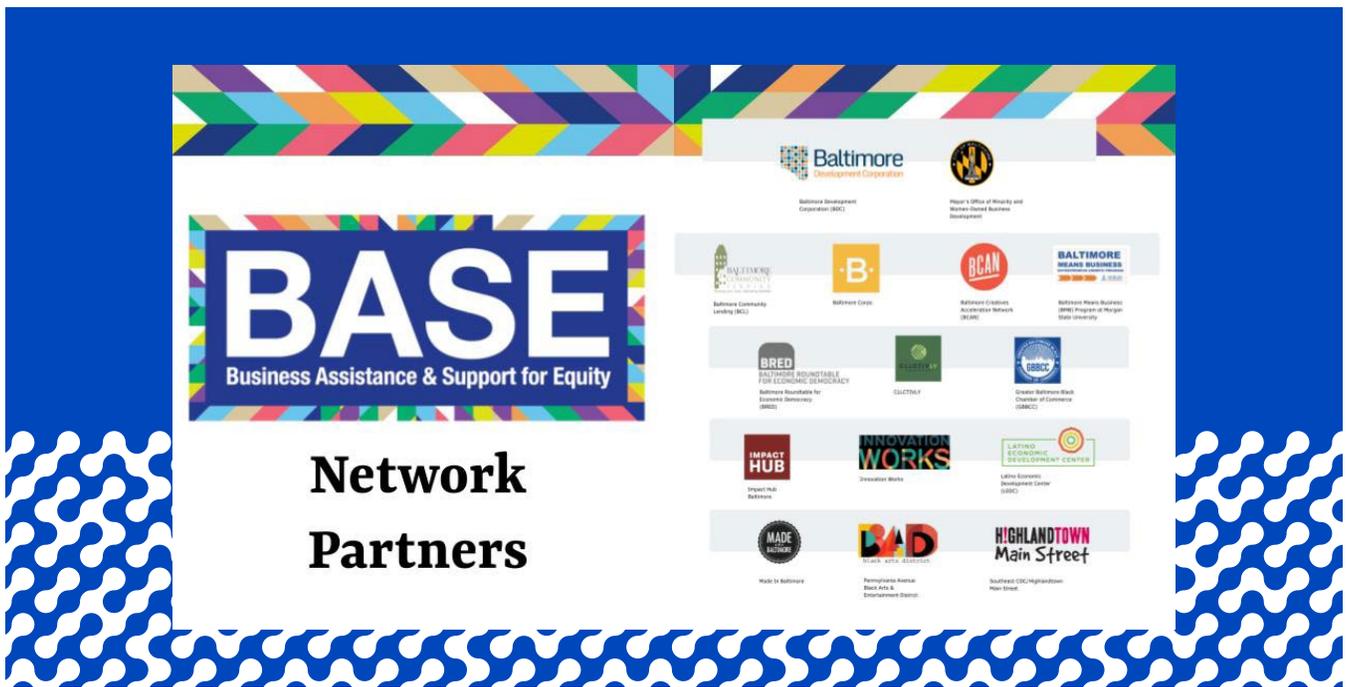
BALTIMORE TOGETHER

Over the last two years, BCAN has worked in partnership with the Baltimore Development Corporation (BDC) as part of the development of the city's Comprehensive Economic Development Strategy: Baltimore Together to provide insight into the needs and nuances of the local creative economy. The plan, released in November 2021, and approved by Baltimore's planning department in December 2021, solidifies the creative industries as a priority in the city's economic development strategy over the course of the next five years. A more detailed report and focused strategy for the Creative Industries will be developed in the near future, and BCAN will continue to offer support and advocate for the unique needs of creative entrepreneurs.



FIND YOUR TRIBE

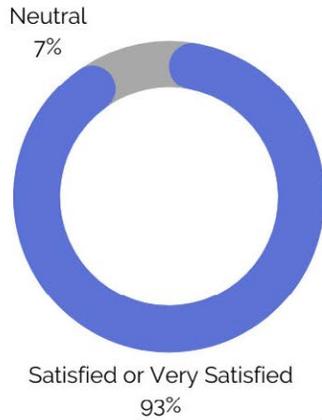
Amazing things are possible when creatives come together. On May 24, 2022, BCAN teamed up with our friends at Cahoots Brothers to present Find Your Tribe - a free networking event for Baltimore creative entrepreneurs. The evening featured creative speed dating, music curated by Queen HD the DJ and local bites and beverages from Sporty Dog Creations and Bar 5200. As creatives, we thrive in spaces where we can inspire each other and collaborate with one another. The creative power in the room was undeniable and we can't wait to see all of the creative connections made flourish.



BALTIMORE BASE NETWORK

Since the onset of the COVID-19 pandemic, BCAN has been an active member of the Baltimore BASE Network—a coalition of over a dozen entrepreneur support organizations across the city who came together to coordinate resources, services and knowledge-share to advance small businesses and micro-enterprises in their economic recovery from the pandemic. The Network was recently awarded funding through the American Rescue Plan Act and will be supporting the BDC in its efforts to invest over \$8M in Baltimore small businesses over the course of the next two years. BCAN was pivotal in advocating for creative entrepreneurs to be eligible for these funds. Collectively, the BASE Network has deployed over \$4.7M in grants to 221 small businesses to date. 88% of these small businesses are BIPOC owned and 78% are women owned.

93% of Respondents are Satisfied or Very Satisfied with BCAN Programming



PROGRAM SATISFACTION

Most SYP participants are satisfied or very satisfied with BCAN programming. Some quotes from the interviews and surveys include:

- BCAN has provided me many **gems** for my business.
- I'm grateful to the BCAN team for **believing** in my idea and for **supporting** my work.

BCAN Impacted or Very Impacted the Professional Development of **9 out of 10** Respondents

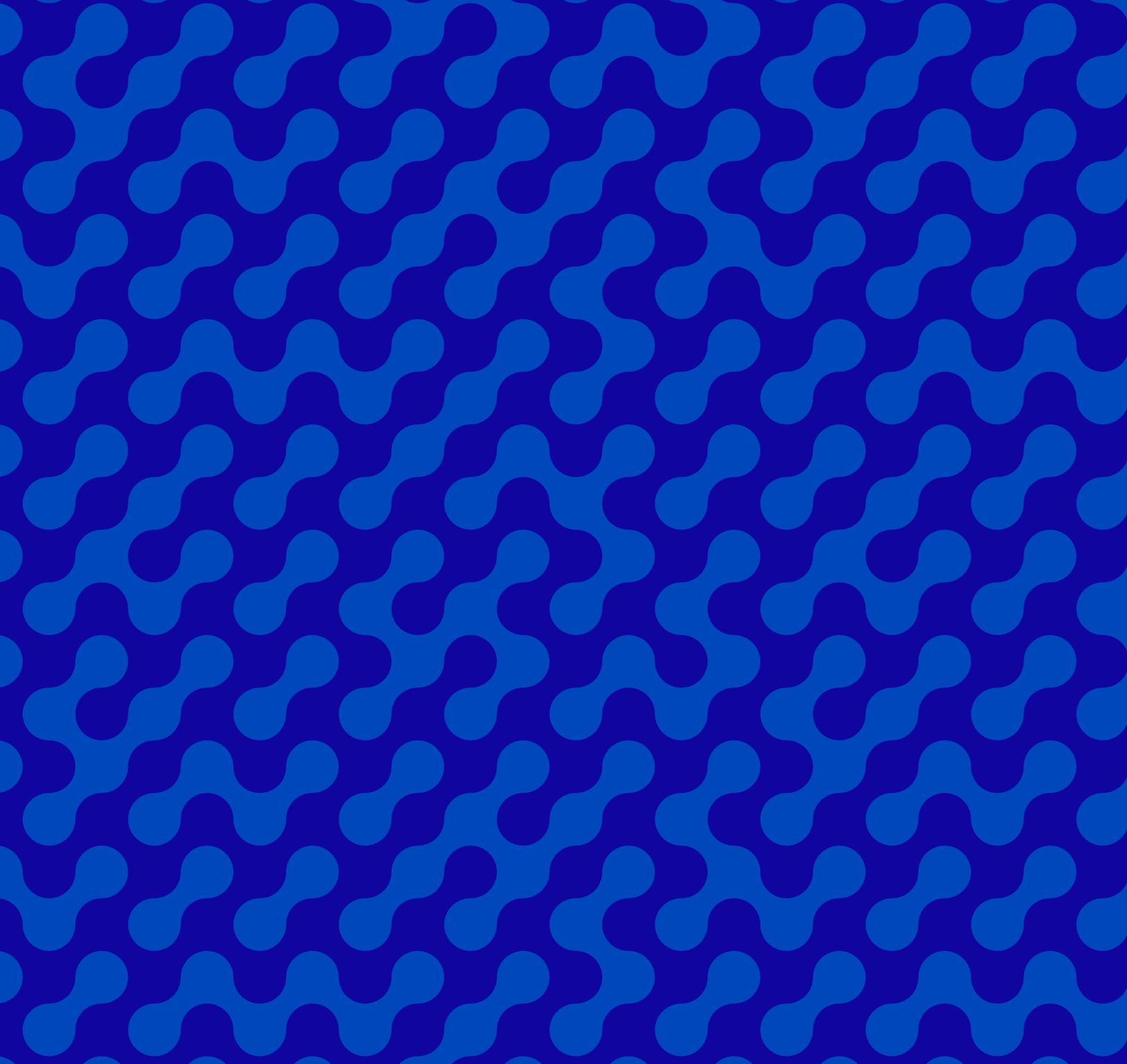
PILOT PHASE IMPACT EVALUATION STUDY

This fall, BCAN partnered with The Mirror Group LLC to conduct an independent evaluation of our impact since launching in fall of 2017. As part of their research process, Mirror Group surveyed past participants of BCAN programs, conducted interviews and analyzed BCAN's existing in-house program evaluations. This process was completed in December 2021, and will directly result in programmatic enhancements, a clarified logic model for the organization, new capacity-informed evaluation processes and will serve as the foundation for BCAN's forthcoming Pilot Phase Impact Report.



RESOURCE II ACCELERATOR

BCAN was selected to join a national cohort of 10 Entrepreneur Support Organizations led by and focused on founders of color as part of the Resource II accelerator program launched by Black Innovation Alliance and Village Capital. The program is designed to back the organizations that back diverse founders by connecting leaders to each other, building up leaders' financial, social and human capital, as well as connecting leaders to potential funders and skill building opportunities.



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