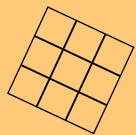




**START in
NEW HAVEN.**

A COMMUNITY PITCH NIGHT



Thank you.



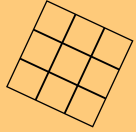
NXTHVN

ConnCorp

Volunteers

Presenters

and all of **you!**



How Tonight Will Work

PRESENTATIONS | 6:15-6:45pm

Six presenters will present their idea for 3-5 minutes

BREAKOUT GROUPS | 6:45-7:30pm

We will breakout into groups where you can discuss the idea of your choice further with the presenter.

ALSO

NAME TAGS

Starred name tags for those with ideas.

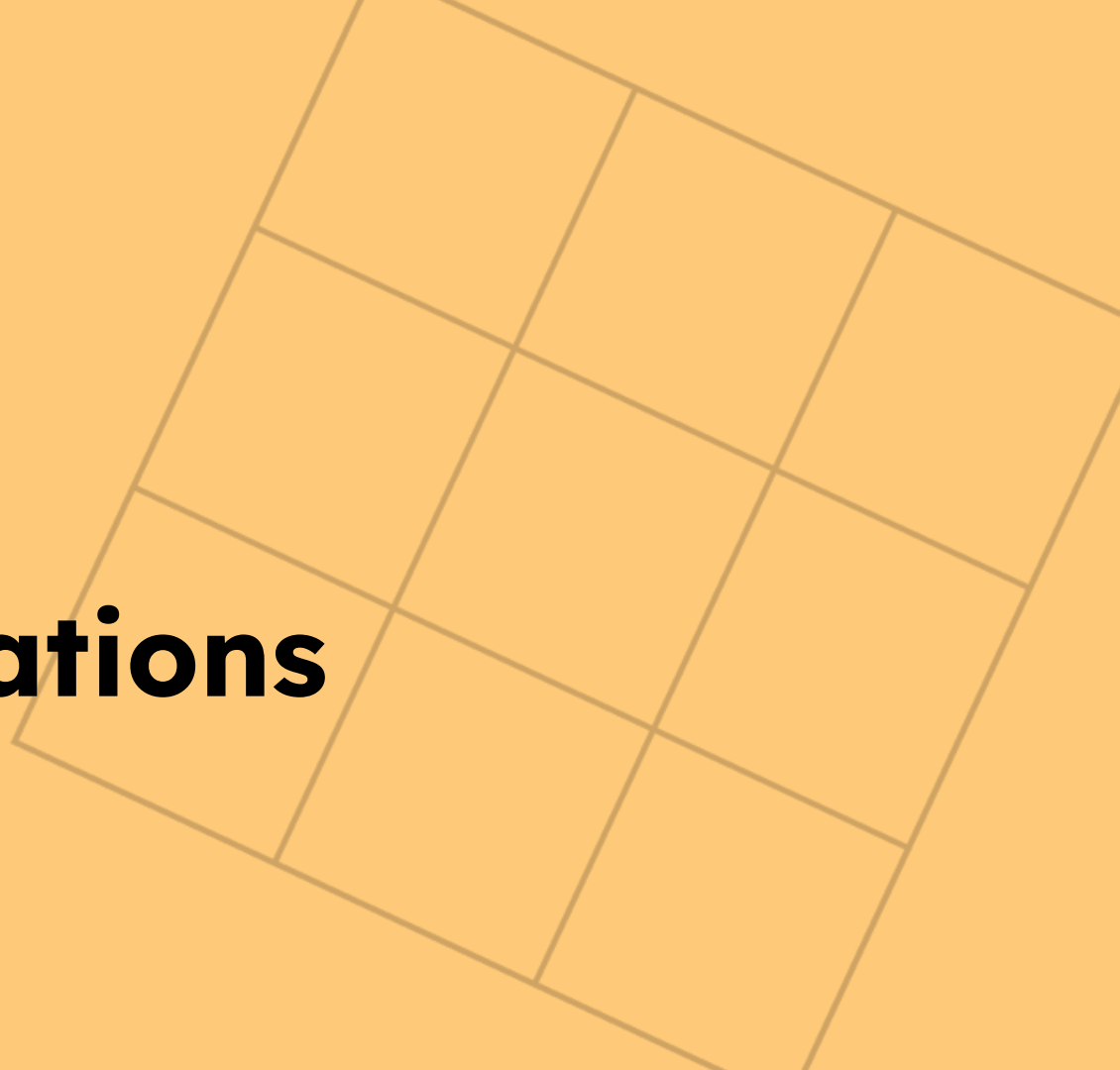
MORE IDEAS

During the breakout groups, more ideas that were submitted will be on the screens for viewing.

CONTACTS

If you are not able to talk to a presenter, email start@startinnewhaven.com.

Presentations



East Rock



BREADS

Bringing Fresh Artisan Bread
to New Haven

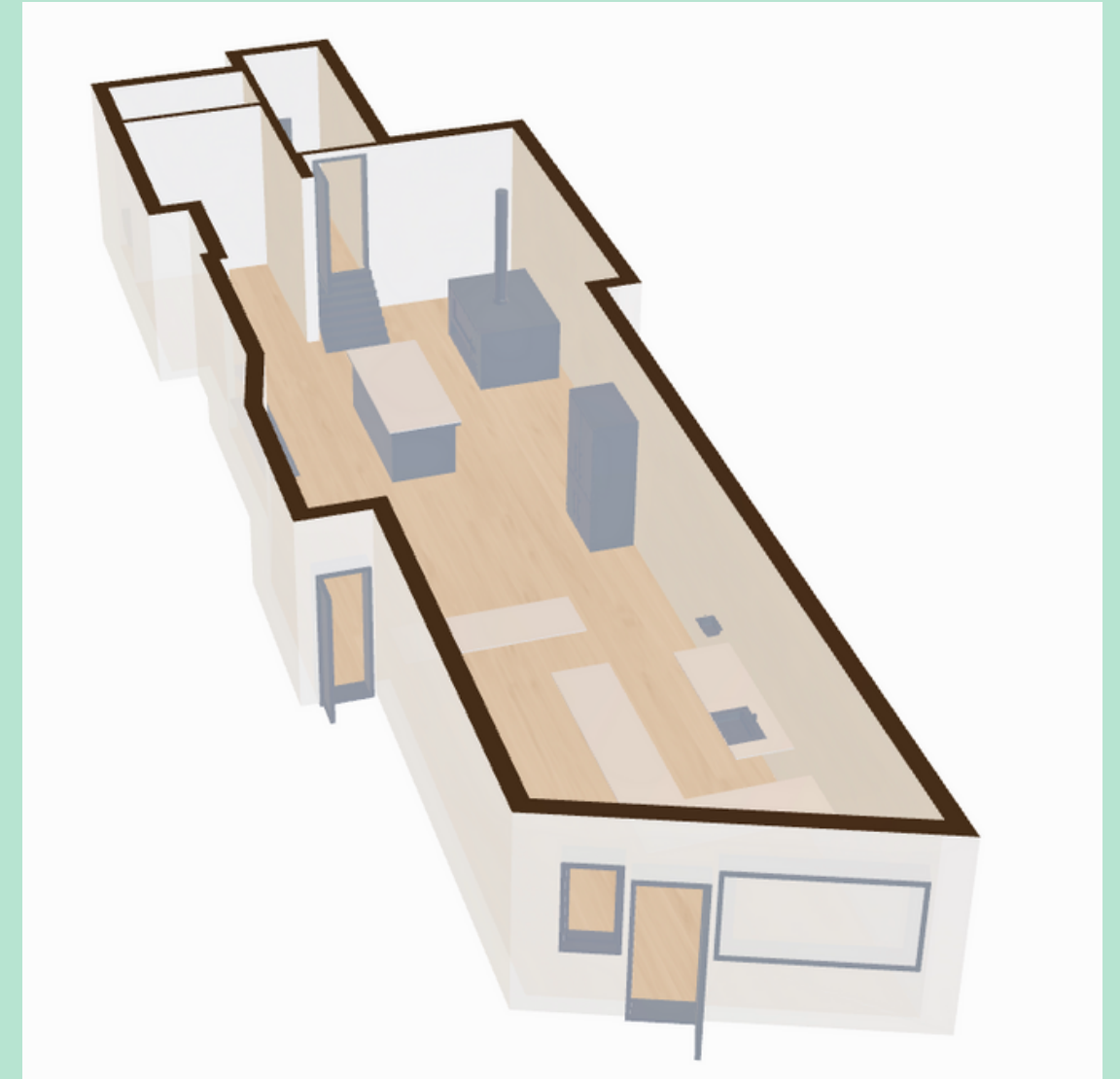


Why Here? Why Now?

East Rock Breads is striving to address a gap in the New Haven area's bakery scene. While artisan bread is gaining popularity, there is still a shortage of local bakeries that provide top-notch, fresh, and distinctive options.



Current Progress





Questions for you:

What items would you like to see on the menu?

What hours would you like to see the store open?

Cinnamon raisin bagel or everything bagel?

Things I Still Need:

Additional funding to cover costs for necessary equipment

Engineer/Architect assistance

Continued support buying bagels





**Thank you for considering East Rock Breads.
I hope to be your go-to spot for delicious
artisan bread in New Haven!**

**Find me on instagram
[@eastrockbreads](https://www.instagram.com/eastrockbreads)**



Luxury Mobile Salon

Self Care. Self Love. That's Not Selfish



Demeka Anderson, entrepreneur and licensed cosmetologist specializing in natural hair, skin and nail care for over 10 years. Learning to braid at the young age of just four was only the beginning. As her passion grew, so did her dreams. Wash and Go is Demeka's vision turned reality. Through many years of dedication and persistence, her expertise is now on the road; "Dependable is her middle name."



Mobile Hair Salon



Salon Services

Hair & Scalp
Treatments
Cutting
Coloring
Styling
Wig Care
Extensions

Vegan Beauty Products

The Rose
Collection
Rose Oil
Rose Water
Rose Butter
2n1 Shampoo and
Body Wash
The Everything Bar

Mentorship

Young Beauty
Professional
Beauty Career
Planning

Charity

Community
Outreach
Wig Donation
Hygiene Kits

Events

Special Occasions
Pop-ups
Fundraisers



Timeline





**Be A
Cheerful
Giver**

DEMEKA ANDERSON

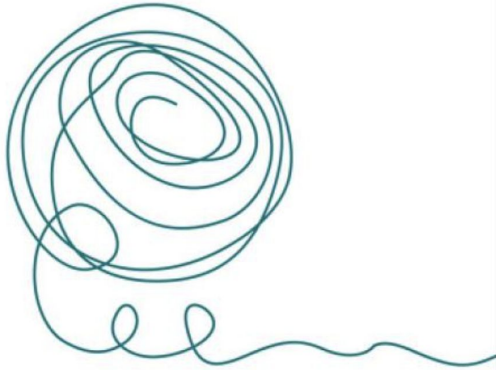
\$MobileSalon716

@WASHANDGOMOBILESALON

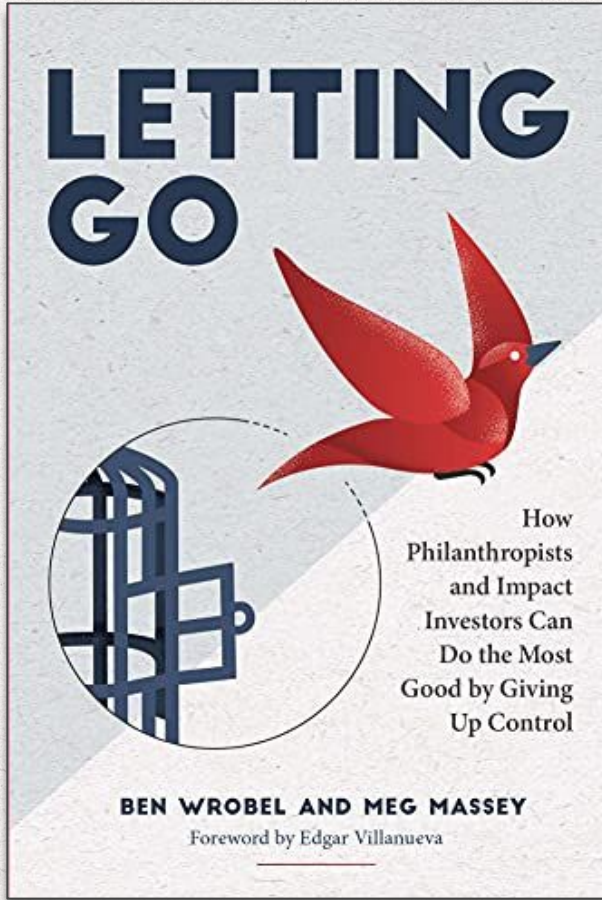
203.646.0234



WICKED PROBLEMS



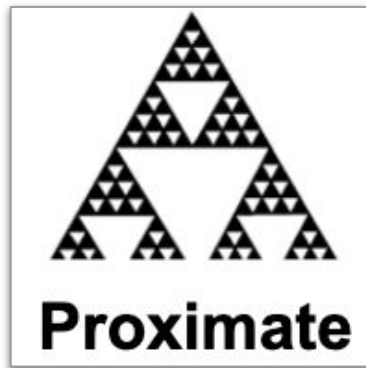
- **Wicked problems**
 - Difficult to define
 - Many stakeholders
 - No simple formula
- **Human-centered problems** → require **human-centered solutions**
- But **top-down** decision-making → **lived experience gap**



Participatory problem-solving

- Letting go of control
- **Shifting** decision-making power to people with **lived experience**





- Proximate (n/v) • A **nonprofit** magazine covering the **possibility** of participatory problem-solving.
- Our mission: inspiring leaders to embrace participation in governance – to **shift power** to people with lived experience (those **proximate** to the problem).
- Our focus: four centers of power

Philanthropy

Participatory **grantmaking**

Economy

Participatory **investing**

Democracy

Participatory **budgeting**

University

Participatory **action research**

Is Connecticut at the forefront of participatory problem-solving?

Philanthropy



arts council
GREATER NEW HAVEN



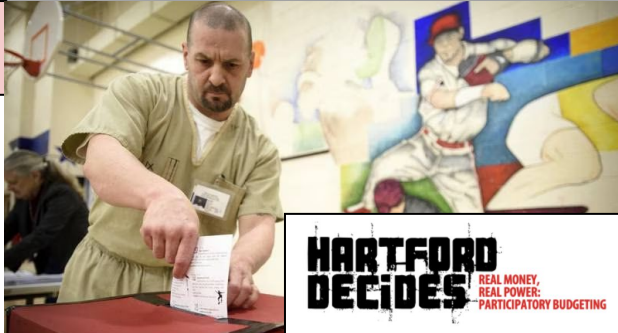
Economy



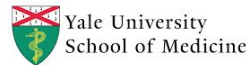
Democracy



Liveable City
Initiative



University



The Institute for
Community Research

The Project: The Proximate CT30

What it will look like:

- Release an issue of Proximate, celebrating **30 community leaders** across **4 sectors**
 - Community voting process

- Organize **4 'intentional gatherings'** to seed communities of practice
 - What's working? What's not?

- Hold 1 **statewide summit** in 2024
 - What can we learn across fields?

How you can help:

- Nominate a Proximate leader
 - Online voting system

- Sponsor the project
 - Hiring The Narrative Project?

- Be a platform partner
 - Media outlets
 - Event venues
 - Thought partners

Reach out!

ben@proximate.press

New Haven Design Week

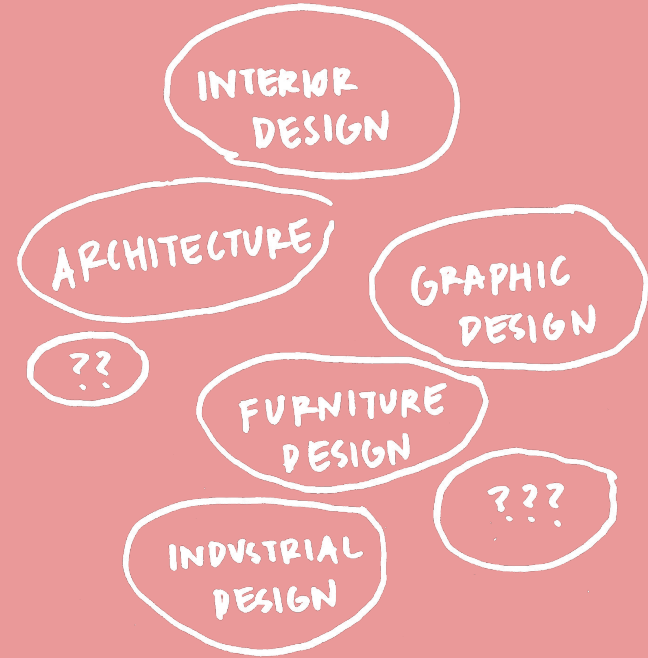
Ming Thompson
ming@chothompson.com



New Haven Design Week

Goals:

- To celebrate, and promote design, including architecture, interior design, graphic design, furniture design, and industrial design
- To recognize the design heritage and the incredible energy of contemporary design culture of New Haven
- To increase tourism to New Haven and to put the city on the map as a design destination
- Create positive community-based programming that shows how we can all shape our environment through design



New Haven Design Week

Potential Programming:

Kid Focus

- Kids workshops led by practicing designers
- 'Draw the city' walking tours
- Pop-up playhouse building project
- Poster design competition

Adult Focus

- Studio tours of architecture and design firms
- Building tours of landmark buildings and interiors
- Lectures by groundbreaking designers working in and around New Haven
- Tours of furniture collections
- Exhibition of graphic design and furniture



New Haven Design Week

New Haven Community

- Exhibitions focusing on great contemporary and historic work
- Tours of local studios
- Networking opportunities
- Projects to bring visibility to community issues

Global Audience

- Design Award recognizing excellence in design that aligns with the event's mission
- Design Sights online map showing design-savvy restaurants, shops, exhibitions, public art installations



New Haven Design Week

Next steps

- Put together a think tank of 8-10 designers and representatives of arts institutions to convene to hash out mission, strategic vision, and game plan
- Reach out to Ming, ming@chothompson.com, if you're interested in getting involved!

References

- San Francisco Design Week
- Denmark 3 Days of Design

A person wearing a green uniform with reflective stripes is handing a brown cardboard box to another person. The background is a blurred green foliage. The text 'X2X' is overlaid on the box.

X2X

A Community Driven Member-Based Cooperative Delivery System
“The New Co-Op”

ABOUT US

MAKING PARKING A BREEZE.

Visit ParkNewHaven.com to get your
Monthly Parking Permit today.

The New Haven Parking Authority is a quasi-governmental agency that has been in existence since the 1950's created to socialize the problem of properties and businesses needing private parking solutions. Our primary mission is to provide socialized and economical parking, and our secondary mission is to support the local economy in New Haven.



PARK
NEW HAVEN

X2X MEMBER COOPERATIVE

2023



Local control, by Members

Shared Profits

Community Focus

Sustainably Driven

PITCH DECK

3

PROBLEM

MARKET GAP

When the government regulated TNC's, a non-profit RideAustin grew to find new product lines and deliver customers safely.

COSTS

Using the backbone of the Parking Authority, we can expand business line to include mobility and delivery support.

FINANCIALS

Conscientious customers, struggling retailers, and hard-working delivery workers all want to have their dollars go to the right place.

CUSTOMERS

B2C, B2B, C2C, C2B

Everything needs to move, and we aim to help people and products get from A2B.

LOCAL DOLLARS SIPHONED

Presently the New Haven economy is being eaten alive by San Francisco and other tech regions.

MARKETABILITY

A publicly-owned entity can partner with all sectors to earn local market penetration and provide balance to the delivery ecosystem.



SOLUTION

OWNERSHIP MATTERS

A co-operative is a type of business organization with member-owners that are empowered to create the business that best serves Us.

COST SAVINGS

Presently upwards of 30% of sales go towards apps that are helping drive inequality in the country – as tech advances so can the model.

COOPERATING ECONOMY

Member owners
Shared profits
Community focus
Local control
Sustainability driven

EASY TO USE

Customers want ease of use and price competitiveness. Creation of a cooperatively managed and marketed app, customers will switch.

MARKET OVERVIEW

\$143
B

Food delivery business has seen a large uptick since 2020 and projected to grow at 7.5%

\$105
B

Transportation Network Companies grow at an impressive 19.8% annually

\$34.6
B

Personal vehicle share businesses include bikes, scooters, and cars



GROWTH STRATEGY

How we'll scale in the future

SUMMER
2023

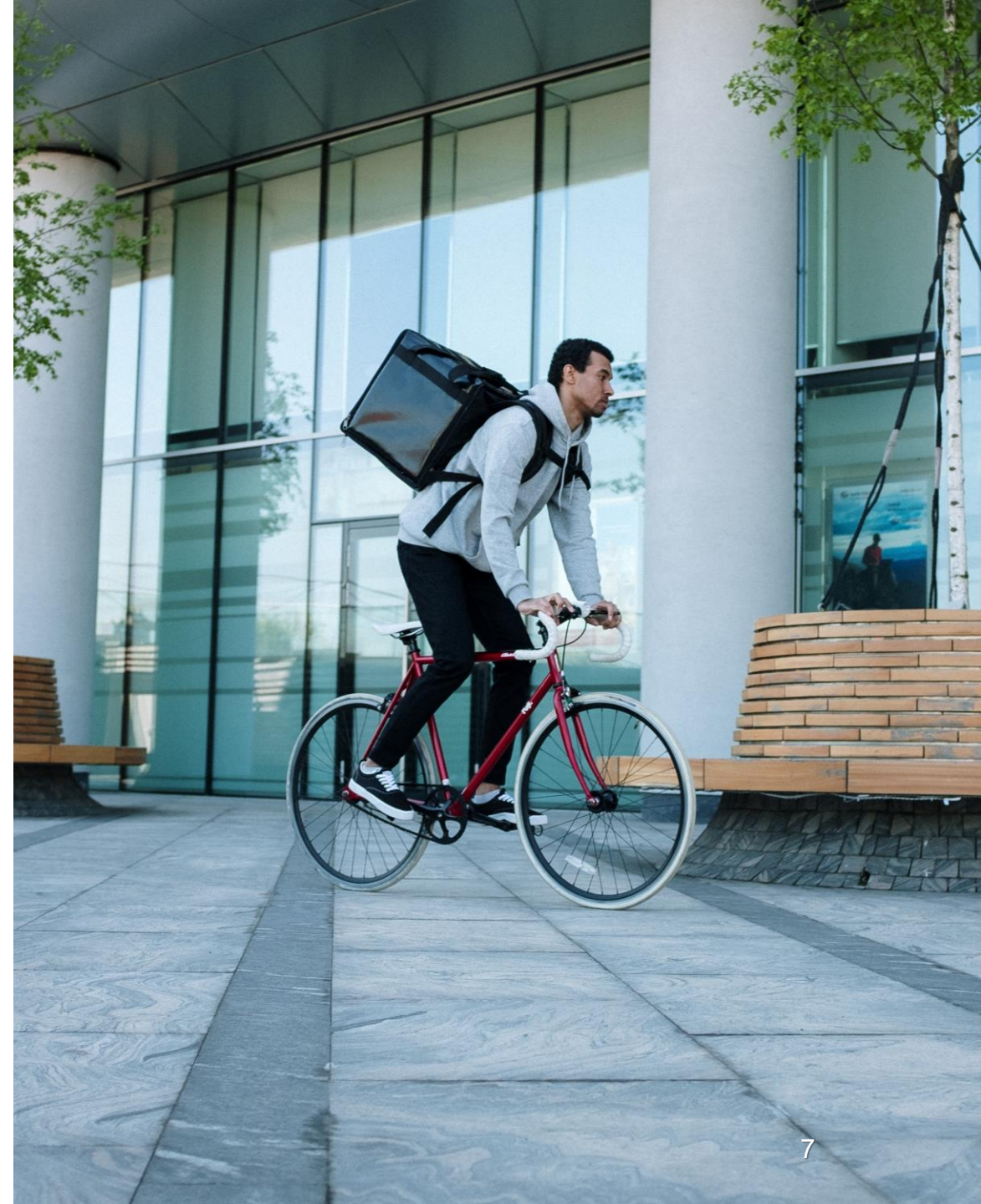
Gather seed capital in form of revenue bonds, patient capital, and mission related investments

SPRING
2024

Receive \$3million from Congressionally Directed Spending to launch electric mobility share business line

FALL
2024

Launch services including B2C delivery, TNC, and shared electric mobility system



SUMMARY

The New Haven and Connecticut economy need an option that keeps more money circulating locally. The NHPA is a quasi-governmental public agency with a business model that can support growing business lines to solve more problems than socialized parking. A mobility-for-all and delivery-for-us-by-us will create a more sustainable system of X2X transportation. A cooperative business model creates a feedback loop with profits shared by all members.



THANK YOU

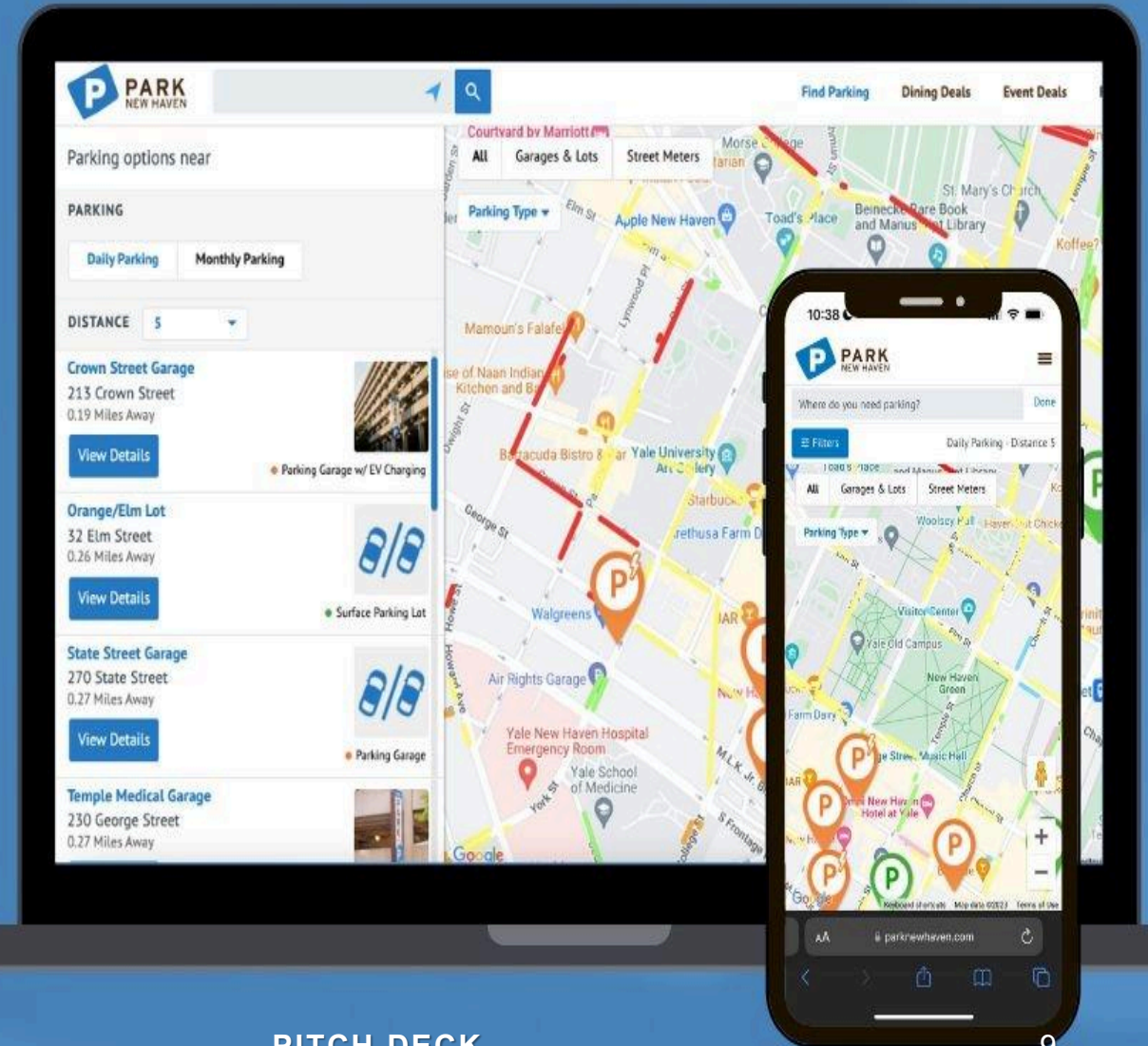
Douglas Hausladen

Executive Director

New Haven Parking
Authority

dhausladen@nhparking.com

www.parknewhaven.com



Fruit Of The Earth



Family owned and operated



Team Members

- **Family Owned : Eric, Jocelyn, Skylar, Eryc Jr.**
- **Background: Born and raised in New Haven, CT. Eric Sr. Is an ambassador of NeighborHood Health, and a pillar within the community. Jocelyn is a nursing student at Gateway Community College.**
- **Skylar and Eryc, ages 10 and 8 are three sport athletes, as well as honor roll students.**

Health Is Wealth



- **Black men & women 50%-70% higher risk of cardiovascular disease compared to White counterparts.**
- **59% of Black adults have hypertension**
- **Black adults have the highest prevalence of obesity.**
- **BIPOC heavily affected by Type 2 Diabetes diagnosis**

Fruit Of Thee Earth



- Introduce a "live-it" culture
- Help people identify barriers
- Finding joy in the journey
- "Healing on wheels"

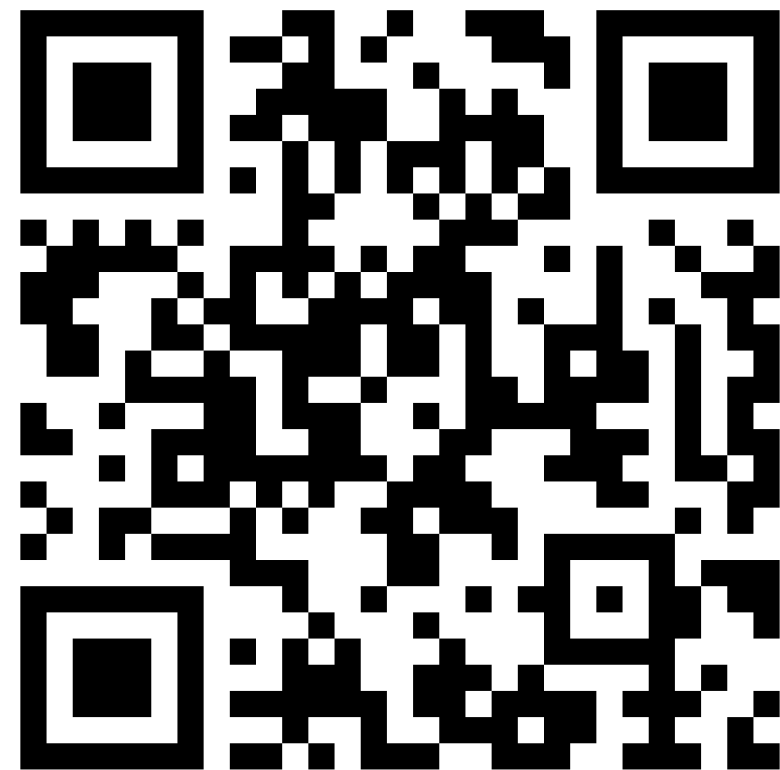


Ask

- **Employees**
 - **Financial Management Team**
 - **Executive Assistant**
 - **Startup Funding**
-
- **Fruit Of Thee Earth**
 - **Eric Sanford (203)-928-7762**
Eric.sanford3@gmail.com

Breakout Groups

A tilted grid pattern in the background, consisting of several rectangular cells arranged in a grid, tilted at an angle. The grid is composed of thin, light-colored lines on a solid orange background.



Start Station Accelerator

**A free, 5-week program for scalable,
non-VC backed ventures**

**Cohort 2 starts this June! We're looking for
more teams :)**

Matt Gira

matt@startstation.co

startstation.co



Bring a team
Bring a food
Bring a game
Bring yourself

New Haven Competitive Picnic

SAVE THE DATE

Aryella Edwards in Partnership with C.A.R.E. Present
New Haven Mental Health Awareness Fair



Welcoming Dancers,
Artists, Lyricists,
Activists
Clergy &
Community Leaders

Founded
by Ary



Remidy Shaschi



Manuel Camacho



Phyllis aka Phyl Withers

Brother Lamar Johnson



Mental Harmony Corporation

mentalharmonycorporation@gmail.com



Thank You For Your
Continued Support

Jocelyn Square Park
470 East St.
New Haven, CT 06511

The New ^{3RD} ANNUAL
Haven
Mental
Health
Awareness
Fair

Saturday,
June 10, 2023
2-5pm



Come thru to the:

FREE STORE

SATURDAY APRIL 15TH

11am-3pm

AT Q HOUSE (197 Dixwell Ave, New Haven, CT 06511)

Clothes, Crafts, Music, Food.

ALL FOR FREE

**Share
feedback with
presenters.**

