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DOLPHIN TANK Kansas City

Women in Tech

Take a look at our
inspiring presenters and
expert panelists for
today's event.



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Carlanda McKinney | Founder
 carlanda@bodify.io

Funding Stage	Seed Stage
Capital Raised to Date	\$90,000
Capital Seeking	\$1,200,000

Company Description

Bodify.io is a health and wellness start-up that provides personalized nutrition and fitness solutions. Utilizing cutting-edge technology and data analysis, Bodify creates customized meal and workout plans for each individual user based on their unique needs and goals.

Panelist Ask

Introductions to people in the clothing retail and fashion tech spaces.

Team Bio

Carlanda McKinney is no newcomer to starting a business. Following her undergraduate studies at Mizzou, Carlanda received her MBA focused in Entrepreneurship from UMKC. After a few fits and starts with varying business concepts over the years, she took a step back from founder life to focus on her family and corporate career. It was during this time that she expanded and sharpened her skills around leadership, team building, project management and end user workflow design. While working at a global health IT organization, she was a key player in pushing out software features now leveraged daily by thousands of physicians across the globe. In late 2019 Carlanda encountered a personal inconvenience that turned out to be a thorn in the side of the entire ecommerce apparel industry; buying clothes online that don't fit and the subsequent fallout of returning them. In a bid to solve this problem in a truly impactful way, and after extensive industry research and customer discovery, Carlanda founded her fashion tech startup, Bodify, in 2021.



POSHED™
LUXURY PAMPERING ON THE GO



Ruth Shrauner | Founder & CEO

ruth@poshedonthego.com

Funding Stage	Bootstrap / SelfFund
Capital Raised to Date	Over 6 figures invested in app development
Capital Seeking	\$500,000

Company Description

Poshed On The Go™ is a beauty app that provides on-demand beauty treatments right at your doorstep. With the goal of offering luxurious, convenient services at the tap of a button, Poshed™ also aims to create opportunities for beauty providers to build independent, successful businesses.

Panelist Ask

We are on schedule to launch our MVP in October. The app will launch nationwide, but our provider/ client marketing efforts are focused on KC at this time. We are seeking mentorship from tech founders, and PR + media to help us spread the news about our company. The right angel investors that align with our company values and mission. Connection to beauty industry leaders with salon/ spa contacts

Team Bio

Ruth Shrauner, Founder: built & manages a multi-million dollar online wellness business as a 1099-contractor with a nationally known brand. Jerica Wry, beauty industry consultant: cosmetologist industry expert & specializes in strategic & sales planning as she spent a decade as a Brand Growth Manager for Surface Hair. Derrick Wallace, technology consultant: computer engineer with over 25 years of experience in entrepreneurship and programming. Sofia Caputo, GTM specialist: spent the last two years working directly for Shark Tank VC Robert Herjavec. She now supports entrepreneurs in the areas of strategy, media, & operations, as they continue to develop & scale their companies. Kathleen Livingston, business manager: if she doesn't know how to do it, she'll learn it! World's best self-starter & go-getter! Manages all parts of Poshed On The Go.



PatientsVoices®

Mary Kay O'Connor | Founder

maryk.oconnor@patientsvoices.net

Funding Stage	Series A
Capital Raised to Date	\$1.5M
Capital Seeking	\$1M

Company Description

PatientsVoices' AI platform converts real time feedback into advanced analytics, displayed in interactive dashboards so health systems know exactly how to improve the experiences of their patients.

Panelist Ask

- 1) Introduction to health system decision makers
- 2) Advice on how to position the company's services

Team Bio

Mary Kay O'Connor, CEO. Her expertise is identifying the opportunities expressed by customers that can lead to new products and better financial results. Mary Kay recognized the sparse, incomplete patient feedback, long surveys and dated analytical tools in healthcare. PatientsVoices' Innovation makes it easy for health systems to improve patient experiences. Upon discharge the company asks patients to tell their stories. Their feedback is classified and labeled by next generation AI technology and converted into advanced analytics. Near real-time results are displayed in interactive dashboards so health systems know exactly what to work on next. Philip Duncan, Ph.D., Chief Data Scientist, brings over 10 years of experience as a linguist, teacher, and qualitative analyst to understanding what really matters to patients and how to convert their stories into rich, usable data for health systems. He developed the classification schema that PatientsVoices uses to train its AI models and identify key themes in patient feedback. Phil leads a sophisticated team of language analysts and specializes in building custom dashboards that visualize the insight from patient feedback so health system improvement priorities are clearly communicated. Joseph St. Amand, Ph.D., Chief Technology Officer, applied his expertise in natural language processing and machine learning to developing ground breaking AI models that accurately classify language. Joseph also built the company's SaaS applications in the cloud environment which include database design, full-stack web application development, cloud infrastructure design, server-less cloud computing for process automation, and deployment of predictive machine learning models for production environments.



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Judith Goldkrand | Senior Vice President

Judith Goldkrand, a Senior Vice President with Wells Fargo, is the National Women's Segment Leader and National Asian Segment Leader. Judith has more than 25 years of experience in banking including Corporate Finance, Private Banking, and Business Banking. She is a board member of the Women Presidents' Organization and the Chair of the Foundation of the Women Presidents' Organization.

Judith is the Vice Chair of the board of Equal Rights Advocates and is chair of the development committee. She is on the board of Women Business Collaborative and a co-chair of the Advisory Council. Judith is also a member of the advisory board of the Center for Women's Entrepreneurial Leadership at Babson and an advisory board member of Enterprising Women.

In addition, Judith is a member of the Wexner Gender Summit. Judith is a past board member of National Women's Philanthropy of the Jewish Federations of North America, is a past board member of the Jewish Community Federation of San Francisco and a past president of Women's Philanthropy of the Jewish Community Federation of San Francisco. She is a former board member of Pacific Community Ventures and chair of the loan policy committee. She is a Wexner Heritage Fellow alumna and a graduate of Yale University. Judith is passionate about women's leadership and influence, diversity, equity and inclusion, and the growth of women-owned businesses.

In 2016, Judith was honored with the President's Award from the Women Presidents' Organization. Most recently, Judith was awarded the Industry Leadership Award by Professional Business Women of California. Judith and her wife have two daughters and two dogs.



**WELLS
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SHEPARD
WEALTH MANAGEMENT GROUP
of Wells Fargo Advisors

Margo Shepard | CEO

Margo was named by Barron's as one of the Top 100 Women Financial Advisers in the country in 2006. She was also recognized by the Financial Times as a Top 400 advisor in the US in 2015. Margo has been recognized as a Forbes Best-in-State Wealth Advisor in 2018, 2019, 2020, 2021, and 2022.*

Margo was recognized as a Top Women Wealth Advisor in 2022 by Forbes. Margo is a Phi Beta Kappa graduate from the University of North Carolina where she was inducted into Beta Gamma Sigma, the business honorary fraternity, and also earned an MBA degree from the University of Kansas. She holds the CFP® certification and achieved the designation of Certified Investment Management (CIMA®) after successfully completing the course offered through the Wharton School of Business at the University of Pennsylvania in 1998.

Margo is a founding member of the Women's Capital Connection in Kansas City and the Carolina Angel Network in Chapel Hill, NC, both regional networks of accredited angel investors dedicated to identifying and funding promising start-up businesses. She has been very active in the community, serving on many boards and committees including the University of Kansas Business School Advisory Board, UNC Kenan-Flagler Alumni Council, the Diocesan Finance Council and the William Jewell College Board of Trustees.



Aviva Ajmera | CEO and Founder

Aviva is the CEO and Founder of SoLVE. A Kansas City Based consulting firm. After 25 years of leading strategy creation and implementation, new product development, brand management, consumer marketing and organization re-design, there's no marketing problem Aviva hasn't SOLVED.

Aviva founded SoLVE with the mission to help Kansas City businesses grow. Offering a unique, hands-on approach to business consulting, SoLVE's clients are both B2B and B2C. They range from \$600M national corporations to \$500M regional companies, and also include local small business owners and start-ups. Aviva supports clients across numerous industries including Consumer Product Goods, Construction, Publishing, Wealth Management, Higher Education, IT, Manufacturing, CCRCs and non-profit organizations.

With a passion to support, mentor, and teach small businesses and entrepreneurs, Aviva and SoLVE have partnered with many key organizations around Kansas City. A highly regarded speaker and presenter, Aviva has delivered keynote presentations and been on Entrepreneur panels for Startland News, Kansas City Business Journal, WIRED and NAAAP- KC. Aviva has taught SoLVE IT! Classes at The Central Exchange, Arvest Bank, Community America Credit Union, Microsoft, Johnson County Community College, Score Mentors, the Helzberg Executive MBA program at Rockhurst University, the Bloch Executive MBA program at UMKC and the Women's Business Center. Prior to SoLVE, Aviva was a partner with The Partnering Group and worked for Accenture. She's consulted for blue chip companies including Nestle USA, Post Foods, Sara Lee, Kimberly Clark, LG Electronics, Bauer Hockey, 3M, Northwest Airlines and Fingerhut.

As a Senior leader at Hallmark Cards, Aviva championed cross-functional teams in Product Development, Innovation, Retail, Corporate Strategy, Customer Strategy, and Business Transformation. She launched, grew and re-invented iconic marketplace programs, partnering with many brands and retailers such as Disney, Starbucks, The Komen Foundation, Walmart and Walgreens.

Aviva is an accredited Angel Investor and the former Board Chair with the Women's Capital Connection, Kansas City's only female Angel Investing group. She currently serves on several Kansas City Boards including the Kansas City Ballet, Children International, the Women's Employment Network and Starlight Theater. Aviva has also served as the Upper School Chair for Pembroke Hill School Executive Council and she has served on the Board of Tomboy X in Seattle, WA.



Bryan Shannon | Managing Director at Trevipay

The cornerstone for business and organizational growth is having an effective sales strategy. To position a business for massive growth, there is a necessity around building a capable, competent, and effective sales force. The ability to apply impactful sales methodologies to successfully accelerate ROI and achieve desired revenue goals is apart of the formula or massive growth. This is where Bryan Shannon's expertise enters the equation.

Bryan Shannon is a proven sales leader and executive with a strong track record of helping businesses drive sales, grow market shares, and increase revenue through strong leadership, effective communication, business development, along with team building, and cross-functional collaborations.

For over a decade, Bryan has devoted his career to sales leadership, business development and entrepreneurship. Much of his focus early in his career was designed around analyzing business needs and developing maximum impact strategies to improve KPI's and sales performance. Subsequently, Bryan became the founder and former CEO of a technology company; TicketRX. He successfully was able to lead the company from the concept through product launch and eventually a successful acquisition to fortune 100 FinTech company named as MSTs. Immediately following the acquisition, Bryan took over as the Managing Director of the acquiring company where he oversees all sales, marketing, technology and operations. Under his leadership, his division experienced a growth of 64% in sales within the first year.

As a result of Bryan's experience in leadership and entrepreneurship, he has been featured in various known publications such as Black Enterprise Magazine, the Kansas City Business Journal, Thinking Bigger, and Startland News. Outside of his profession, Bryan is also a non-profit board member, business advisor and advocate for small businesses.



Debra Ellies | CEO

In 2006, Dr. Ellies founded OssiFi Inc, and has worked to develop the unique business strategy, with a de-risked efficacious orally available drug and a spinal fusion synthetic device that will promote bone. Prior to launching OssiFi, Dr. Ellies was at the Stowers Medical Research Institute in Kansas City, MO. While at the Stowers Institute under the direction of Dr Krumlauf, Debra was the key scientist in the epochal discovery of Sclerostin as a modulator of the WNT pathway. Furthermore, Ellies & Krumlauf were the first to report that Sclerostin blocking antibodies function by blocking the WNT pathway. These discoveries were patented by Stowers Institute and were Licensed to Amgen. They then brought the blocking antibodies to market approval in 2019 to treat women with osteoporosis with high risk of fracture. Debra has been a prolific entrepreneur in the life sciences.

Prior to her work at Stowers, Dr. Ellies conducted basic research on the developmental significance of programmed cell death, the role in Wnt signaling and managed a laboratory at Ottawa Civic Hospital in Ottawa, Canada. In addition to her remarkable successes in the laboratory, Dr. Ellies co-founded the Brian Ellies Esophageal Cancer Prevention Fund, which works to educate the public and promote awareness of esophageal cancer prevention. Dr. Ellies is the author of several international key scientific manuscripts in the area of signal transduction, and over a dozen issued and filed patent applications, and a reviewer for Center for Scientific Reviewer at NIH, and a Trustee for MRIGlobal. She received her Ph.D. from Guy's Hospital London, UK, under the supervision of Prof. Andrew Lumsden, FRS; M.Sc. from University Ottawa, LOEB Research Institute, Canada.