



CONNECT

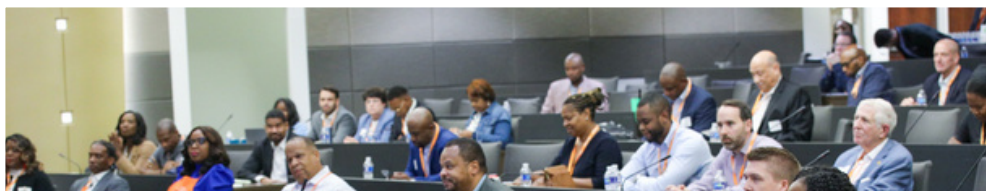
CONNECTING BLACK TECH ENTREPRENEURS
WITH PROCUREMENT

RECAP SEPTEMBER 2023

Look for an invitation for our Spring 2024 event

Our second [TAG Connect](#) on September 6th at the Home Depot Headquarters was another huge success! The event included **6 sellers, 7 buyers, and 2 TAG Connect alumni sellers.**

9/6/2023



Six Black Tech entrepreneurs (sellers) had an opportunity to present their tech business models to seven enterprise leaders (buyers) at our second TAG Connect event. Home Depot served as the host sponsor, and Andrew Fritts, Technology Senior Director, brought a high level of excitement to the room as he shared what makes Home Depot a team-oriented, customer-focused organization. Fritts emphasized their commitment to fostering diversity and inclusion in vendor operations. Additionally, two alumni TAG Connect Sellers shared their successful updates since the inaugural event in January of this year.

In a shark-tank-style sales presentation, our second TAG Connect event allowed Black tech entrepreneurs to present their innovative technology-based products or services directly to corporate decision-makers. This unique opportunity provided a venue for them to demonstrate the value of their services/products and establish potential business partnerships that can lead to long-term success. The event aims to empower Black tech entrepreneurs by providing them a platform to gain visibility and access to valuable procurement opportunities. By fostering these connections, TAG Bridge Builders is committed to creating a supportive ecosystem that encourages growth and diversity in the tech industry.

By establishing vertical connections between more established businesses, Georgia's Black tech businesses can facilitate long-term sustainability and overcome the barriers to being connected to corporate vendors. This proactive approach to fostering connections and empowering tech entrepreneurs contributes to a more diverse and inclusive tech industry, ultimately fostering mutual innovation and growth.



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MEET THE SELLERS



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HAKEEM ATWATER, CEO



ABOUT unboXt, Inc

Developer of leadership development toolkit intended to build better leaders and more effective teams. The company's software facilitates gathering details about employee sentiment, performance, motivation and team norms, offers trend analysis and provides actionable insights based on the analyzed data, enabling managers to have access to the tools required to build teams that are motivated, trusting and aligned with regard to the broader team and organizational goals.

TOBY EGBUNA, CEO



ABOUT Chezie

To help people from underrepresented communities belong at work. To create the most inclusive workplaces on earth. 57,000 companies around the world have ERGs, but we believe that ERGs are vastly under-utilized. We're helping companies build more inclusive workplaces by giving them solutions to connect their ERGs with business outcomes.

SAM ENIOJUKAN, CEO



ABOUT VoiceWorx

At VoiceWorx, we are creating a new way for humans to cooperate with computers to get things done in the digital world by training models that power AI Assistants and Teammates that help you get the job done.

Everyone can have an AI assistant that takes requests in plain natural language and knows what software systems, businesses or people to connect with to achieve your goals.

CLOE GUIDRY-REED, CEO



ABOUT Hire Ground

Hire Ground is a B2B software platform that connects enterprise buyers and government agencies with diverse suppliers. Our data-driven matchmaking, best-in-class management software, integrated risk & ESG scoring, and unparalleled thought partnership helps enterprises build best-in-class supplier diversity programs and bring their economic impact goals to life. With economic inclusion as our North Star, Hire Ground unlocks vast new contracting opportunities for minority-, women-, veteran-, and LGBTQIA-owned businesses.

LISA S. JONES, CEO



ABOUT EyeMail, Inc.

EyeMail enables video (up to a 60 seconds) to automatically play across webmail, email and mobile platforms, to increase customer engagement. Delivers at average 15kb in size with no downloads, thumbnails, or hyperlinks to external site.

This compelling media experience delivers a competitive advantage to stand out from the inbox clutter, as a differentiator.

RICHARD MAKERSON



ABOUT BlueFletch

BlueFletch Enterprise is built for shared Android environments. BlueFletch allows enterprises to secure workforce devices with custom launchers and single sign-on (SSO) integration, manage shared devices, and collect support / device information.



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BUYERS

1. **BlackRock** – Maranie Brown, Vice President, Data Platform & Solutions
2. **Cox Enterprises** - Evelyn Bolden, Senior Director of Strategy & Investments
3. **Home Depot** - Geri Williams, Assistant General Counsel - Strategic and Enterprise Contracts
4. **Honeywell** – Lisa Farinetti, Vice President & CFO
5. **Maast** – Kattia Sigui, Chief Operating Officer
6. **UPS** - Melissa Adams, Supplier Diversity Manager
7. **Wells Fargo** – Greg Skrzpek, Treasury Management Consultant



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ALUMNI SELLER'S UPDATES

**FARAH ALLEN, CEO-
Labz**



1. **Salesforce and Shopify E-commerce Platform Integration:** This integration offers seamless commerce transactions and a powerful backend customer management tool. The direct integration between the two platforms boosts operational efficiency by automating processes, enhancing data sharing, and optimizing customer management, and is beneficial for large organizations looking to improve their e-commerce sales operations. Benefits include:

- Centralized Customer Data**
- Enhanced Customer Engagement**
- Automated Processes**
- Marketing Strategy Improvement**

2. **Introduced Scenario-Based Gamification:** Scenario-based gamification provides organizations with an innovative way to motivate and challenge their employees using real-world simulations. Our gamification program rewards players with points, badges, and virtual currencies for completing tasks and mastering new skills. By combining gamification with scenario-based training, organizations can:

- Enhance Employee Engagement**
- Increase Learning and Retention**
- Foster a Culture of Fun and Collaboration**
- Better Performance Analysis**

**RON ROBINSON, CEO -
3D Printer Technology**



1. **ANDURIL / AREAI** a Georgia Tech Startup has awarded 3D Printer Technology a contract to manufacture Battery Pack Parts for Drones.
2. **CDC** – Final reverse engineering almost completed for Blood Lab Test Trays. Recent test successful for Form / Fit into robotic assembly
3. **Mytop Corp contract award** to help produce prototype parts for new Ford Bronco Add-Ons
4. **Galaxy Tool contract award** to manufacture test fixtures for aircraft parts
5. **Georgia Tech contract award** to manufacture test probe parts for lab gas testing
6. **Audi / VW** has asked us to participate in a bid to manufacture tooling for their Mexico manufacturing facility
7. **US AIR FORCE Award** to provide maintenance services for Network Appliance Storage Systems
8. **Daltile Corp contract** to reverse engineer old machine parts for mass manufacturing of tile at their Alabama manufacturing facility



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PROGRAM HIGHLIGHTS



ABOUT TAG Connect

Technology Association of Georgia launched **TAG Bridge Builders** to remove the barriers impeding progress and diversity in Georgia. Bridge Builders is a Social Justice & Equity initiative designed to bring the technology and business community together to drive change.

TAG Bridge Builders has developed **TAG Connect**, an event that connects Black tech entrepreneurs (sellers) with access to procurement opportunities from buyers.

GET INVOLVED

We are looking for venues, reception sponsors, and nominations for "Buyer" and "Seller" companies for our 2023 events. **Contact loretta@tagonline.org.**

EVENT CO-CHAIRS

TAG Connect is designed and led by our co-chairs, Dr. Loretta Daniels, Director of TAG Bridge Builders; Louis Gump, President of Digital Current, LLC; Stephen D. Hassett, Technology CEO; Ann McDonald, Director of Business Development, Morris, Manning & Martin, LLP and; Larry K. Williams, President & CEO of the Technology Association of Georgia

TAG's Commitment to Social Justice & Equity

To Ensure:

- Georgia's technology workforce reflects the state's overall workforce
- Black tech professionals advance to mid-level managerial and senior leadership positions
- Black tech entrepreneurs participate fully in Georgia's growth economy



THANK YOU TO OUR TAG BRIDGE BUILDERS INVESTORS

