

The community-as-a-service platform for the Black business economy

PITCH VIDEO INVESTOR PANEL

rialto Powered by MINWO

At MINWO, we've created a digital ecosystem. Using our custom built platform, **Rialto**, we provide community-as-a-service and prioritize Black business development.

minwo.co Woodbridge VA

Technology Software Minority Owned Social Impact SaaS

LEAD INVESTOR

 **Ikechukwu Chukwumah**

I am always impressed listening to founder/CEO Melanie speak with passion on the vision of MIMWO. So making the decision to invest in MIMWO was a no brainer. I was not only looking to invest in a business focused on minorities but a business willing to provide an ecosystem of products to build and scale black businesses and backed by a founder's genuine passion and commitment to the vision. MIMWO has also showed commitment in building wealth in the black community by her willingness to work with other businesses in Africa to help bridge the technological divide by investing and developing talents in the IT space.

Invested \$10,000 this round & \$5,000 previously

Highlights

- 1 Techstars Social Impact c/o 2021
- 2 2021 WBJ Fire Awards Winner: 50 D.C.-area companies, people and organizations on fire.
- 3 4 customers/communities onboarding with strong pipeline.
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- 4 Scalable impact: leveraging smart-matching technology (AI) to provide data-as-a-service.
- 5 Partnership with outsourcing company in Nigeria to source top technical talent.
- 6 Exponential impact: our success fuels success for others.
- 7 In-house development and marketing team.
- 8 Venture Atlanta 2021 Showcase Company

Our Team



Melanie Akwule Founder & CEO

UC Berkeley MBA, Georgia Tech BSBA. | D1 Athlete and Nigerian Olympic Trials. | Former: Product Management @ GE (Data Science Software). | Georgia Tech 40 Under 40

I'm building the company and platform I wish existed when I started my founder journey. After 3 years in Silicon Valley of walking into rooms where I was the odd woman out, I finally began to discover the organizations that were design specifically to support me. Rialto is centralizing Black business development to accelerate the next generation.



Kimberly Gant VP of Digital & Design

Made in the Future Design Fellow. | Web & Digital Marketing Manager for Top Tech & Financial Services Companies | Design & Digital Strategy Consultant for Non-Profits & Startups



Tyrome Sweet Head of Engineering

2021 AWS CTO Fellow | NSF Research Traineeship (NRT) Program Fellow. | GEM Fellow. | PhD Candidate (Bio Informatics)



Adriane Lanier CyberOps Manager

JMU MBA, Computer & Info Systems Security/Information Assurance.

About Rialto



eventbrite

Source: Ventures of the Playful Mafia

The community eventually became an ecosystem as those individuals became leaders who hired others and investors that powered the next generation of unicorns.

Our Mission

Our mission is to **create generational wealth** within the Black community through **scaling Black businesses.**

Backed by

techstars

BLACK ENTERPRISE

COX ENTERPRISES INC.

Berkeley SKY JECK

Problem

Statistics show that the Black businesses still suffer from the systemic barriers that prevent sustainable growth and while there are amazing efforts being made to fix these issues, it's happening in silos.

In essence, we lack the ecosystem cohesion we need to start, build, and scale our businesses systemically.

rialto

Black Community Empowerment Movement, Chicago

Two 2 programs launched to support Detroit's Black-owned Businesses, Detroit

Supporting North Virginia's Minority-Owned Businesses, Virginia

Working to Increase Opportunities for Minority-owned Businesses, Dallas

Black Ecosystem Report, Birmingham

Emerging Ecosystems For Supporting Black-Owned Businesses, Oakland

Solution

INTRODUCING rialto

Rialto is the community-as-a-service platform that brings together key players in the Black business ecosystem to work together more effectively by leveraging AI.

Hustle Forward

Melanie

Bulletin Board

Kimberly Gant

Customer & Traction

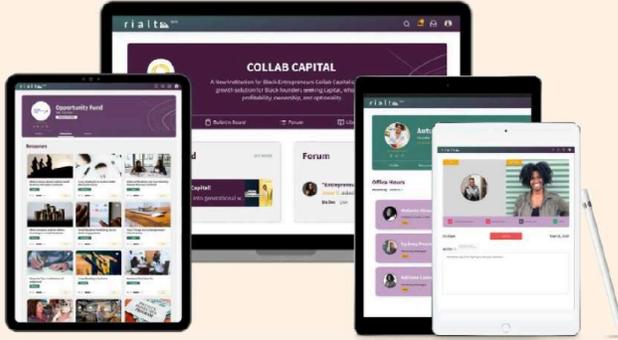
Our customers are using Rialto to:

Collab Capital

CVM Worldwide

GoProxie

- Centralize their Network of Businesses
- Connect Businesses to Experts & Each Other
- Connect Businesses to Resources & Capital



Business Model

Grassroot 50 Members	Collective 250 Members	Ecosystem Unlimited Members
\$125 Monthly	\$475 Monthly	\$2,000 Monthly
\$1,200 Annually	\$4,500 Annually	\$18,000 Annually



Growth Strategy



Building the Ecosystem
Centralize the Black business ecosystem



Data-As-A-Service
Entrepreneurs: Access to people and resources that's tailored to your businesses' needs

Programs & Organizations: Insight to how to better serve your community

Capital & Resource providers: Access to high quality & diverse deal flow



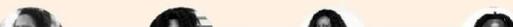
Business Development-As-A-Service
Revenue Generation Support; Hiring & Growth Support



Market Opportunity



Leadership Team



Leadership

- Melanie Akwule**
Founder & CEO
- Kimberly Gant**
VP of Digital & Design
- Adriane Lanier**
CyberOps Manager
- Tyrone Sweet**
Head of Engineering

Advisors

- Joey Womack**
Founder, CEO at Goodie Nation
- Kevin King**
Activate Product Manager at Amazon Web Services
- Lisha Bell**
Product Manager at PayPal, Co-Founder of BUNCC
- Marcellus Haynes**
Founder, Director at Technologies of Color
- Vennard Knight**
President, Fractional CIO at Wave Welcome

We're going further, together, and I encourage you to join us.

For more information

rialtoapp.co

Or email me directly
melanie@minwo.co

APPENDIX

Competitive Advantage

- COMMUNITY
- INCLUSION
- ECOSYSTEM

Team Members

- John Akinsola**
Senior Full Stack Developer
- Samson Samuel**
Full Stack Developer
- Chiamaka Odoboh**
Frontend Developer
- Gift Chukwuweinke**
Frontend Developer



2022 User & Revenue Goals

	Price Point (Per Year)	Target Communities Sold	Total
Grassroots Plan (50 Members)	\$1,200	36	\$43,200
Collective Plan (250 Members)	\$4,500	12	\$54,000
Ecosystem Plan (Unlimited)	\$18,000	10	\$180,000

2022 Project Revenue: **\$277,200** | 2022 Project User Count: **9,800**

This slide contains forward-looking projections that cannot be guaranteed.

Downloads

[The Rialto 5-Year Vision](#)

[Rialto Community Manager Media Kit.pdf](#)