



**FOR IMMEDIATE RELEASE**

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**MEDIA CONTACT**

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**Inaugural Northwestern Mutual Black Founder Accelerator cohort graduates  
at Virtual Premiere Night**

**MILWAUKEE** - gener8tor and Northwestern Mutual will showcase the inaugural Northwestern Mutual Black Founder Accelerator cohort at a virtual Premiere Night (“Demo Day”) at 5 p.m. CT on June 17, 2021.

“We’re excited to provide more insight into the new accelerator at Premiere Night,” said Precious Drew, Co-Managing Director of the Northwestern Mutual Black Founder Accelerator, which is powered by gener8tor. “Our mission has been to invest in and support Black entrepreneurs to help close the funding gap and advance their companies and our communities. Premiere Night is an opportunity to hear firsthand from the companies of the inaugural cohort.”

There’s been a robust amount of behind-the-scenes activity leading up to this event. The cohort has spent the past 12-weeks receiving 1:1 coaching from gener8tor and Northwestern Mutual’s network of mentors, investors and industry experts while validating their business models, attracting customers and preparing their pitches.

“Over the past three months, each company has connected with more than 90 mentors, met 1:1 with executives from Northwestern Mutual, established product-market fit, grown their customer base and pitched more than 90 individual investors in the final weeks of the program,” Drew said. “They’ve all worked tirelessly to create the best product for their customers. We’ve been fascinated with the inaugural cohort and the grit they’ve shown over the past three months.”

Premiere Night is a celebration of the inaugural Northwestern Mutual Black Founder Accelerator class of innovative startups, and of entrepreneurship. For the three months leading up to Premiere Night, the entrepreneurs have been validating their business models, attracting customers and preparing their pitches. Premiere Night offers an opportunity for Northwestern Mutual Black Founder Accelerator, Northwestern Mutual and gener8tor companies, entrepreneurs and investors to commingle.

Each Northwestern Mutual Black Founder Accelerator company will give a five-minute pitch in front of a captive audience of investors, entrepreneurs and community members at Premiere Night.

Startups interested in learning more about participating in the program should contact Northwestern Mutual Black Founder Accelerator Program Manager YaaJoy Engel (yaajoy@gener8tor.com). For more information or to register for Premiere Night, visit

<https://gener8torblackfounderaccelerator.com/premiere-night/2021>

## Northwestern Mutual Black Founder Accelerator | Spring 2021 Cohort



**Freeman Capital** offers a suite of financial planning tools designed from the ground up for underserved communities. Freeman Capital's platform provides culturally relevant personalized action plans with access to human financial planners. **In its first year, Freeman Capital increased clients' net worth by an average of 40%. Freeman Capital has +6,700 users and is on pace for \$100K in ARR with a paid user retention rate of 98% month over month.**

**Location:** Raleigh, NC

**Founder & CEO:** Calvin F. Williams, Jr., [calvin@freemancapital.co](mailto:calvin@freemancapital.co), freemancapital.co

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**HUED's** healthcare engagement solution addresses the needs of Black and Latino populations. HUED provides access to culturally-competent healthcare providers, offers health literacy and dismantles barriers that prevent BIPOC populations from accessing high-quality healthcare. **HUED recently announced their partnership with [Vaseline](#) and has 8,000 patients and 600+ healthcare providers on the platform.**

**Location:** Washington, D.C.

**Founder & CEO:** Kimberly Wilson, [kimberly@huedco.com](mailto:kimberly@huedco.com), huedco.com

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RiftPay

RiftPay provides the easiest way to pay with others. RiftPay's platform enables groups to spend money together and split payments in real time. **RiftPay has raised over \$250K and recently launched its money functional MVP to a select-group of beta testers on the platform.**

**Location:** Dallas, Texas

**Co-Founder & CEO:** Haafiz Abdurrahim, [haafiz@riftpay.io](mailto:haafiz@riftpay.io), riftpay.io

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**SoLo Funds** enables an online community where members can request and fund short-term needs. SoLo is a multifaceted advanced lending solution powered by individual capital, enabled by insurance and A.I. SoLo provides an alternative to short-term loans that are non-predatory, simple, and community-driven. SoLo

is an LA-based Delaware C-Corp. **Since 2018, SoLo has processed 100,000+ loans, redefined lending for 300,000+ users and is currently on a \$4.5M annualized run-rate.**

**Location:** Los Angeles, California

**Co-Founder & CEO:** Travis Holoway, [travis@solofunds.com](mailto:travis@solofunds.com), solofunds.com

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**Tip a ScRxipt** **Tip a ScRxipt** offers a last-dollar payment solution for prescription expenses. Through prescription-only payment accounts, Tip a ScRxipt allows members to request and collect financial contributions from family and friends, healthcare providers and pharmaceutical companies. **Tip a ScRxipt was named one of the 21 startups to watch in 2021 by Milwaukee Business Journal - Wisconsin Inno.**

**Location:** Milwaukee, Wisconsin

**Founder & CEO:** Chad Johnson, [info@tipascrxipt.com](mailto:info@tipascrxipt.com), tipascrxipt.com

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### **About gener8tor**

gener8tor's turnkey platform for the creative economy connects startup founders, musicians, artists, investors, universities and corporations. The gener8tor platform includes pre-accelerators, accelerators, corporate programming, upskilling conferences and fellowships.

### **Northwestern Mutual Black Founder Accelerator**

The Northwestern Mutual Black Founder Accelerator is a joint collaboration between Northwestern Mutual and gener8tor to advance Black tech startups based in the United States focused on fintech and digital health. gener8tor is the administrator of the 12-week accelerator, which will run up to two cohorts of five Black-led tech startups per year.

### **About Northwestern Mutual**

Northwestern Mutual has been helping people and businesses achieve financial security for more than 160 years. Through a holistic planning approach, Northwestern Mutual combines the expertise of its financial professionals with a personalized digital experience and industry-leading products to help its clients plan for what's most important. With \$308.8 billion in total assets, \$31.1 billion in revenues, and \$2 trillion worth of life insurance protection in force, Northwestern Mutual delivers financial security to more than 4.6 million people with life, disability income and long-term care insurance, annuities, and brokerage and advisory services. The company manages more than \$200 billion of investments owned by its clients and held or managed through its wealth management and investment services businesses. Northwestern Mutual ranks 102 on the 2020 FORTUNE 500 and is recognized by FORTUNE® as one of the "World's Most Admired" life insurance companies in 2021.

Northwestern Mutual is the marketing name for The Northwestern Mutual Life Insurance Company (NM), Milwaukee, WI (life and disability insurance, annuities, and life insurance with long-term care benefits) and its subsidiaries. Subsidiaries include Northwestern Mutual Investment Services, LLC (NMIS) (securities), broker-dealer, registered investment adviser, member FINRA and SIPC; the Northwestern Mutual Wealth Management Company® (NMWMC) (fiduciary and fee-based financial planning services), federal savings bank; and Northwestern Long Term Care Insurance Company (NLTC) (long-term care insurance).