

## Please provide the following information about your business

### Please select what best describe your business.

- Existing Business (in operation more than six (6) months)

#### Business Name

Water2Spirit

#### Form of Ownership

Limited Liability Company (LLC)

#### Business Address

3621 N 63rd St.  
Omaha, Nebraska 68104  
United States

#### Date the business was established

05/15/2021

#### Website Address

<https://water2spirit.com>

## Company representative

#### First Name

Denisha

#### Last Name

Seals

#### Phone Number

(954) 319-9832

#### Email

[johncartierlaw@gmail.com](mailto:johncartierlaw@gmail.com)

#### Name of Presenter

Denisha Seals

## More about your business

### Certificate of good standing from the Secretary of State's Office

- [Certificate-of-Good-Standing-2208160516.pdf](#)

**Nature of business - include a brief description of the product/service and the nature of your market. Submit product brochures, links to social media sites, and any other company literature. Please only share non-confidential.**

Our mission is to create and facilitate workshops and resources that are intended to cultivate critical thought and positive behavior within and on behalf of socially marginalized people and communities.

We are contracted through the Nebraska State Probation Department to empower female youth to better and love themselves through leadership, community action, and service. Our day and evening program focuses on female presenting youth in Omaha who would traditionally be defined as "challenged." It also works to indirectly target parents and legal guardians in providing them opportunities to interactively engage with their children and/or charges, an experience which will carry over into a more complete engagement in the progress of the relevant student in life.

Our program is based on the following:

- 1) The idea that actively providing resources for the emotional, mental, and spiritual healing will be effective at assisting such youth in developing discipline, commitment, self-respect, and responsibility
- 2) The proposition that the provision of role models and templates for engaging education and pursuing higher levels of educational attainment can improve the likelihoods that students will achieve in secondary education and aim toward post-secondary education
- 3) The idea that development of an appreciation for work in and for the community will lead to a long-term positive orientation towards commitment to that community and to a propensity for positive contributions towards it

### **Customer segment served**

Water2Spirit provides opportunities for children and families who have suffered from trauma to build awareness of the potential for collective healing. This is partially accomplished by giving them resources that influence positive behavior within and on behalf of such people and communities.

### **Goals for joining the accelerator**

Joining accelerator will help Water2Spirit finish development and implementation of its HOPE app, designed to be used by those encountering issues related to sexual assault and domestic violence. It is targeted towards young adults in general and women. The goal is to reach out to women from multicultural backgrounds.

We are having issues uploading our elevator pitch video below, but here is a link to a YouTube version:  
<https://youtu.be/NWAK9UjM4pQ>

### **Headshot of the company's CEO**

- [templImage2VqqAf.jpg](#)

### **Brief background of Principal Officer(s); please attach bio if available**

The major themes in my advocacy and artistic endeavors are empathy, accountability, and consistency. My experiences as a survivor of adverse personal circumstances, as a person of color, and as a woman in a society where the experiences of those like me are frequently marginalized, has given rise within me to an empathetic consciousness.

I have throughout my life and in my work empathized with those who are survivors of trauma, who have been victimized or negatively impacted by adverse social and personal circumstances, and who strive from those positions to better themselves to make a positive contribution to others. My experiences as one who has often been disappointed by people in positions of authority, and organizations who are supposed to be constituted to protect and support those who have such challenges, have highlighted for me the centrality of the idea of accountability.

My sense of accountability is at one level personal. In that I have a commitment to hold myself accountable for being true to myself and others in word and deed. It is also collective and social; in that I strive to demonstrate in the work I do for others, and the statements I make on behalf of the causes I support to embody the idea that I can be held accountable for following through and standing by those in my constituency. Connected to this concept of accountability is the necessity for consistency.

Though I will always maintain an evolving list of activities and programs, there has always been and always will be a central core to these that speaks to who I have been, and who I am, and who I am becoming. Grounded in core principles about ethics, spirituality, and the place of truth and knowledge; drawn from the traditions of my indigenous and African ancestors, and from the family and friends and those who are part of my personal support network.

I strive to be and remain, a person of significance and a person of principle for God, for my people, and for humanity. My documentary films, literary work, artistry, workshops, and presentations all bear the imprint of these core values which animate and sustain me as I seek to manifest the creative muse that God placed in my spiritual care. All through which I shall make a difference in the world.

**Does the business own all rights (including intellectual property) to the material submitted and presented for this competition?**

Yes

**Describe your business, product or service and what differentiates it from your competitors.**

Among the ethical issues modern society faces is the status and treatment of women and children, and certainly those characterized as “minorities.” At one level, there is a question as to whether they are both properly and ethically served by technology. At another, whether they are equally and equitably considered in the process of the creation of technology. As a woman of African descent, such concerns occupy a lot of my interest and concern as a scholar and as a person.

As a survivor of child molestation, rape, and gender -based abuse, and of the mental health challenges that arise from such an experience, I have occupied myself with creating avenues to fuse social media and modern technology, literature and film, in ways that can help to both prevent such experiences and also to ameliorate the effects for those who have already been victimized. To date, my creativity has manifested in the form of a documentary film on the PTSD created by trauma associated with child molestation and rape as well as a children’s book and workbook for multicultural children with mental illness.

**Current status or stage of development of business: (e.g. working on prototype, produce in advanced development, etc.)**

As of today, the HOPE app is in its development stage, with most of the planning on the front end done. The app is designed for Android and Apple. It is designed to be used by those encountering issues related to sexual assault and domestic violence. It is targeted towards young adults in general and women. The goal is to reach out to women from multicultural backgrounds.

It may be that those involved in such situations are in the presence of individuals responsible for their challenges. With that in mind, the first thing the app needs to have been a stealth mode which would involve some keypress that would immediately blank the screen and create a safe environment with music or photos or some other common functionality that would not create any aura of concern. That keypress would be reversible so that the individual could presumably go back to the main functionality when they felt secure enough to do so.

The first component of the app would be the library. The library would consist of a “reading room” which would allow the user to read information relevant to sexual assault and domestic violence and mental health challenges caused by these stored in a database. It would include a “resource guide” which would be a set of materials that point to services available for survivors and to materials to help them respond to incidents.

The second component would be the “urgent care” center. This section would be focused on those literally in the middle of danger. It would include a “Call Center” capability for dialing 911 and relevant local sexual assault and domestic violence lines connecting to law enforcement, social services, legal assistance, and analogous agencies. It would also consist of a “conference room” with two-way communication functionality where survivors could connect with an on-site social worker/ therapist for Assistance

The third component would be the “self-defense” center which would consist of resources related to basic self-defense techniques. The final component would be the “healing” center which would link to resources and techniques for self-care like meditation, yoga, aromatherapy, dietary regulation, etc....

The app needs to have the capacity to be updated periodically for additional information to be loaded into the respective databases, errant or out of data information to be corrected, and to of course update the software technology itself

The goal is to have the app interface with open-source software as much as possible and those technologies are preferred to proprietary connections.

## Objective

To reach as many multicultural survivors of domestic violence and/or sexual assault as possible with resources to deal with immediate threatening circumstances, pathways to personal healing, connections to therapy, and techniques for self-defense.

## Success

Success is reaching the target audience and hopefully lowering the incidence of sexual and domestic violence and helping those who are already survivors on the path to their healing and recovery.

This app will be sponsored and maintained by grants and nonprofits. Monetization will be connected to licensing of the app by agencies and interested parties. So, the app should be made of customizable components that can then be specified for different locales and agencies. A license would come with instructions on how to set up a local version of the app and customizable branding for the licensee.

## Regular user

Login (confidential and secure accounts for the main app) At the same time, it would be nice to have some emergency access control for the urgent care panel)

Opens to the 4 spheres which are alternatively selectable and then go full screen

“Stealth Mode” button or functionality should be present on all screens in recess

Library opens into the 2 different areas

Reading Room Selectable pieces of information

Resource Guide Selectable pieces of information

Possible audiovisual functionality for demonstration

Urgent Care Center

Dedicated button for 911

Links to Social Service Agencies

Links to Legal Assistance

Conference Room connection facility that could be tied to a windowed phone experience or chat experience that would be separated from the regular phone operation for security reasons and confidentiality

## Self Defense Center

Selectable materials related to various basic self-defense techniques

Possible audiovisuals for demonstration

Healing Center

Analogous to structure of the self-defense center

App is designed to be linked to a web application for its more complex functions, but should have some standalone capacity, particularly for the emergency functionality.

The goal is to ultimately create a back-end server system to store the data. We would prefer open source but are willing to consider functionality through Azure and other proprietary systems if we find it cost efficient.

The goal at this point is to work primary on the GUI and do an estimate of the background infrastructure and costs that will be needed in preparation to prepare grants for further development.

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## Current sales revenue (dollar volume per month)

\$2,500.00

## What is your gross annual revenue? (dollar volume per year)

\$30,000.00

## Number of employees (include principals)

## Projected Number of employees in 12 months

## Projected number of employees in 24 months

Part Time

Full Time

Part Time

Full Time

Part Time

Full Time

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Is this your primary business?

Yes

Please specify your ethnicity.

Two or More

Is the business owned by a veteran?

No

Is your company a small business?

Yes

Is your business currently licensed or registered in the State of Nebraska or Iowa?

Yes

Is this your original concept?

Yes

What is your age?

30-45

Is at least 51% of the business owned and controlled by a woman?

Yes

Do you have any investors or partners?

No

Is at least 51% of the business is owned, and controlled by an ethnic minority and please specify which one.

Yes. Denisha identifies as afro-indigenous

Type of financing used to operate a business to date

- Personal Resources

Status of Business Plan

In preparation and available by

Indicate date available by

01/09/2023

Would you like free business advisory assistance in writing a business plan?

Yes

Types of business assistance needed (Check all that apply)

- Business Strategic Plan development
- Funding for start-up and maintenance
- Promotion and marketing assistance
- Commercialization
- Business Networking Opportunities

Do you need help building your Pitch Black registration material?

No

Please explain what services you or your organization can offer other clients of the Business Accelerator Program:

Water2Spirit engages in a variety of programming. Denisha is available for workshops. Another priority project is

the 5000 Menstrual Pad Project. This program's goal aims to provide women and girls in marginalized communities the economic and emotional security from the societal shame and financial burden of not being able to afford feminine hygiene products.

Our youth in our day program will be involved in fundraising for the pad project. We are asking your organization to participate with them by fundraising a box(es) of pads, tampons, or panty liners to build relationships with women living in marginalized communities which will assist with dismantling feminine shame, and provide security for their community.

A large box will be housed at your site. Individuals will be able to drop off their donations in the box. A board member from Water2Spirit will pick up the donations once a month until the goal is reached.

In the past, we have had the pleasure of sharing donations with:

- Metro Area Youth Services (M.A.Y.S.)
- Nellie Beyan-Olabige of UNO (helping girls and women in Liberia)
- Single Moms

### Other relevant information

Thank you for your time and consideration for our HOPE project! Again we had issues uploading our video but here is a YouTube link for the pitch: <https://youtu.be/NWAK9UjM4pQ>

### Consent 1

✓ I understand the Pitch Black Accelerator Program is designed to support the Midlands African Chamber emerging businesses to succeed and thrive. Participating in the Pitch Black Accelerator Program necessitates interaction with the assigned mentor, attendance at educational and networking sessions, and reporting to the Midlands African Chamber on business changes. Once selected as a Pitch Black Accelerator participant, I must become a member of the Midlands African Chamber.

### Consent 2

✓ By registering and participating in this program, I consent to the recording of my likeness, image and/or voice and authorize the Midlands African Chamber to use photographs, videos, and audio recordings containing my likeness, image and/or voice in any medium for any purpose

### Consent 3

✓ I agree to the terms and conditions of the [Pitch Black Accelerator Program](#).

### Applicant's Name

Denisha Seals

### Applicant's Title

Founder/CEO

### Date

12/14/2022

### Signature

Denisha Seals