

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

GreenLexi LLC

Form of Ownership

Limited Liability Company (LLC)

Business Address

8005 North 85th Street
Omaha, Nebraska 68122
United States

Date the business was established

03/30/2019

Website Address

<https://greenlexi.com>

Company representative

First Name

Artez

Last Name

Young

Phone Number

(402) 980-2764

Alternate Phone Number

(402) 980-2849

Email

artez@greenlexi.com

Name of Presenter

Artez D. Young

More about your business

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.

The nature of GreenLexi is to encourage vibrant business activity, growth, and sustainability in the African American community by creating a network linking small, mid-sized, and large businesses, knowledgeable professionals, and the people they strive to provide excellent products and services to.

GreenLexi is a platform that houses a collective of black-owned business in a directory. The ultimate goal of GreenLexi is to be a hub/knowledge base to consumers in the marketplace while facilitating connectivity to businesses and or professionals that can service needs and/or provide products based on the library of information shared with them.

<https://www.facebook.com/GreenLexi/>

Customer segment served

GreenLexi has duality in serving both consumers and businesses. The goal of GreenLexi is to connect any and all consumers to black-owned businesses within the community. Additionally, GreenLexi endeavors to provide a

platform to businesses to show where they can found and patronized by customers who are ready to buy.

Goals for joining the accelerator

My goal for joining the accelerator is to connect with other businesses that are seeking support in growing their businesses. Having a cohort of entrepreneurs and mentors to assist with growth and expansion of my business is very exciting to me. I also would enjoy critique and refinement of my business concept. Finally, but not least, additional mentorship opportunities is something that I covet.

Upload a 3-minute Elevator Pitch Video

- [video3881246168.mp4](#)

Headshot of the company's CEO

- [Artez-Young-GreenLexi-LLC-Headshot.jpg](#)

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

Principal Officer Bio

ARTEZ D. YOUNG

My name is Artez D. Young, and I am the Owner/Principal Officer of GreenLexi, LLC. I am a business professional with over 20 years' experience of relationship management in the financial industry. In addition, I have nearly a decade of (State Government) experience working with businesses in the area of Unemployment Insurance Tax Compliance. My interpersonal and communication skills are well known. I interact well with consumers, small business owners, and executive-level contacts. Challenges are welcome because I enjoy solving problems.

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.

GreenLexi is an online business directory. However, GreenLexi is not only a directory (like Yelp or Angie's List), but a resource that is designed to inform and educate consumers in relation to products and/or services that they seek to use. GreenLexi is a forum creating a economic habitat seeking to strengthen black-owned businesses while empowering consumers.

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

GreenLexi is actively in business. The organization is going through a refresh, i.e., changing the website's look and feel, adding services for businesses, and generating content for the website.

Current sales revenue (dollar volume per month)

\$0.00

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

\$0.00

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.

African-American

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?

45 or Above

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

No

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.

African-American (self)

Type of financing used to operate a business to date

- Personal Resources

Status of Business Plan

Completed (please attach a copy)

Attach copy of business plan

- Greenlexi-Score-Business-Plan-August-2018.docx
- [GREENLEXI-DIRECTORY-BUSINESS-MODEL-CANVAS.docx](#)

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
- Technical Support
- Promotion and marketing assistance
- Funding for start-up and maintenance
- Business Networking Opportunities
- Programs Sales/Marketing

Do you need help building your Pitch Black registration material?

Yes

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

Services my organization can offer clients of the Business Accelerator program includes the promoting of businesses by placing them within our directory; advertising on the website; and promotion on social media platforms. In addition, my government experience can be used to educate and inform business owners regarding unemployment insurance taxes and business taxes in general.

Other relevant information

The Score Business Plan is mostly finished. However, some assistance would be needed to refine some sections. In addition, a business Canvas has been included as a part of the Business Plan. The Business Canvas also requires some refinement as well.

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

Artez Young

Applicant's Title

Principal Officer

Date

12/31/2022

Signature

Artez D Young

Approved? (Admin-only)

- Approved