

## 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

Divine Living

#### Form of Ownership

Limited Liability Company (LLC)

#### Business Address

6657 Sorensen Pkwy  
Omaha, Nebraska 68152  
United States

#### Date the business was established

02/18/2021

#### Website Address

<https://divinelivingne.com>

## Company representative

#### First Name

DaShawn

#### Last Name

McGary

#### Phone Number

(402) 213-8417

#### Alternate Phone Number

(402) 315-3593

#### Email

[dmcgary@divinelivingne.com](mailto:dmcgary@divinelivingne.com)

#### Name of Presenter

DaShawn McGary

## More about your business

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

- [Certificate-of-Good-Standing.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.**

Divine Living is an approved Nebraska and Iowa DHHS provider of Medicaid Home and Community based services for children and adults with developmental disabilities. We are certified to provide residential and day services. Residential services we provide include continuous residential, shared living, supported family living, independent living, and respite. The day services we provide include community integration, child day habilitation, day support, and medical & behavioral in-home habilitation. We provide all individuals enrolled in services with a person-centered approach accommodating all their personal needs, wants, and goals.

### Customer segment served

In the state of Nebraska, 8.9% of the population has a cognitive disability. This is about 127,000 people who live in the state who would be somewhat eligible for Medicaid services. Out of 127,000 people, about 60,000 of them are

ages 18-44. For ages 45-64 there are about 41,000 individuals with a cognitive disability in Nebraska, and 65+ there are about 25,000 according to data from 2019. Our target market would be enrolled individuals who are ages 18-44 as there are more individuals in that age group than any other with cognitive disabilities. According to data from 2019, there are more females (about 70,000) with cognitive disabilities than males (about 50,000). Our plan is to enroll both males and females into our services but will plan to reach out to women's health centers regularly to ensure there aren't any individuals who have a Medicaid waiver for services who may not be receiving services. A goal of ours is to bring any individual off of the streets or any setting they may be unhappy at and to welcome them into our Divine Living family.

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

Divine Living's goal for joining the accelerator is to connect with other like-minded business owners in their start-up phase. We would also love to connect and learn from some of the experts in the business industry. We have high hopes to secure funding from the PBA program at the finale in July. We believe in our mission and vision of the company and would love to get feedback from investors and/or other entrepreneurs. Divine Living looks to seek help in areas of hiring and managing staff, preparing financial/accounting documents that makes sense for our unique business.

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

Tiffany McGary is an Omaha Native who obtained a Bachelor of Science in Human Services from Bellevue University in 2010. She has worked in the hospital setting and residential setting directly with individuals as a caseworker and/or caregiver for over 10 years. Her passion is to care for others through teaching, nurturing, and setting a great example for those with developmental disabilities. With this being, opening up an agency has been a dream come true. With Tiffany's connections already within the industry, we have gained relationships with service coordinators, and guardians of individuals who are wanting to apply to receive services plus more.

DaShawn McGary is an Omaha Native who obtained a Bachelor of Science in Business Administration and Finance in 2021. With his business degree, he is to oversee the operations and financial obligations of Divine Living. Although his passion is business, he's been brought along during his upbringing to see his mother, Tiffany work with individuals with developmental disabilities. While in college, DaShawn worked for an agency providing Medicaid Home and Community Based Services for those with developmental disabilities. DaShawn worked for this agency for one year and four months. During this time this is when he saw he was a natural nurturer and individuals adapted to him very well. DaShawn had also gotten the chance to work in the position he is now managing. He got to see things he loved the agency he worked for and things he would do differently within his own agency. Gaining this experience in the field before starting his own agency with his business partner has boosted his leadership and management skills with his staff.

Tiffany and DaShawn McGary are the perfect mother-and-son duo providing services for those with developmental disabilities. With the goal to provide a family-like environment to individuals served, they will succeed in the industry as many other agencies focus more on the programming side of things making it more institutionalized for individuals who are enrolled.

### **Please attach bio(s) if available**

- [DaShawn-M.-Bio.pdf](#)

### **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.**

Divine Living provides Medicaid Home and Community Based services to those with developmental disabilities. Something significant we offer that many other competitors do not is a person-centered approach. In our agency we complete assessments assessing the needs, wants, preferences, and goals of all enrolled individuals. Once

assessments are completed, programming and developed in order to monitor progress and ensure all individuals are accommodated, steering away from an institutionalized setting. We are also a family-owned business and are able to provide our individuals with a family-like environment.

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

We are still in the start-up phase of our business. As we have learned a lot while in business the past two years we are still developing more ideas in order to serve our members enrolled in services. As we continue to expand, we are able to see more of our potential and want the best for our members and their families'.

**Current sales revenue (dollar volume per month)**

\$70,000.00

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

\$750,000.00

**Number of employees (include principals)**

Part Time	Full Time
4	10

**Projected Number of employees in 12 months**

Part Time	Full Time
7	13

**Projected number of employees in 24 months**

Part Time	Full Time
10	20

**Is this your primary business?**

Yes

**Is this your original concept?**

Yes

**Please specify your ethnicity.**

African-American

**What is your age?**

18-30 years old

**Is the business owned by a veteran?**

No

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

No

**Is your company a small business?**

Yes

**Do you have any investors or partners?**

Yes

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

Yes

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

100% African American owned

**Type of financing used to operate a business to date**

- Venture Capital Firms
- Private Investors
- Personal Resources

**Status of Business Plan**

Completed (please attach a copy)

**Attach copy of business plan**

- [Divine-Living-Business-Plan-NEW.pdf](#)

**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
- Accounting and Finance
- Legal/Patent Services
- Business Networking Opportunities
- Administrative Support/Office
- Commercialization
- Hiring and managing employees
- Service Training/Educational

**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:**

Divine Living is able to offer others in the healthcare industry advice on policy implementation and networking connections. We are also able to provide mentorship to any new business needing assistance with registering their business with the state, developing a complete application for funding opportunities, and share grant opportunities.

**Other relevant information**

N/A

**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**

DaShawn McGary

**Applicant's Title**

Director of Finance & Co-Founder

**Date**

02/07/2023

**Signature**

DaShawn McGary