

Please provide the following information about your business

Please select what best describe your business.

- Startup Business (in operation less than six (6) months)

Business Name

Caring Expertise Homecare LLC

Form of Ownership

Limited Liability Company (LLC)

Business Address

4611 S. 96th Street
Sutie 134
Omaha, Nebraska 68127
United States

Date the business was established

01/10/2024

Website Address

<http://www.caringexpertisehomecare.com>

Facebook Business Page

fb.com/caringexpertisehomecarellc

LinkedIn Business Page

fb.com/caringexpertisehomecarellc

Instagram Business Page

@caringexpertise.com

Company representative

First Name

Breonna

Last Name

Kellogg

Phone Number

(402) 714-2414

Alternate Phone Number

(402) 312-7038

Email

bkellogg@caringexpertise.com

Name of Presenter

Breonna Kellogg

More about your business

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

- [CEHCletterofgoodstanding](#)

Nature of business - include a brief description of the product/service and the nature of your market and what differentiates it from your competitors. Submit product brochures, links to social media

sites, and any other company literature

At Caring Expertise Homecare, we understand that maintaining a comfortable and nurturing home environment is vital for overall well-being. Our dedicated team of caregivers is committed to providing personalized assistance, ensuring that individuals can age in place with dignity and independence. Whether it's helping with daily tasks or offering companionship, we strive to enhance the quality of life for our clients and their families. We help with transportation, meal prepping, bathing, grooming, dressing, and cleaning to ensure your daily routines are managed with dignity and respect.

What makes Caring Expertise Homecare LLC different is our business is owned by 4 black women who are nurses and take pride in catering to our black community. Our staff are CPR certified and trained by medical staff to provide the best care tailored to the individual. We are catering to our black community by not discriminating against their background and make sure they feel heard and respected. We are reaching to close the gap and provide the advocacy that is lacking and make the proper change within our black community.

Website: www.caringexpertisehomecare.com

Facebook: fb.com/caringexpertisehomecarellc

Instagram: @caringexpertise.com

Customer segment served

Customers served consist of Seniors and Elderly, Individuals with Disabilities, Chronic Illness Patients, Palliative Care Recipients, and Family Caregivers Needing Respite.

Upload a 60 to 90 seconds Elevator Pitch Video

- [Caring-Expertise-Homecare](#)

Headshot of the company's CEO



Brief background of Principal Officer(s)

Breonna Kellogg, RN has 10 years of experience in the field of nursing, with a strong background in Home Health Services/Supervisor, bedside care, care plans, insurance authorizations, Critical Care, Acute Care, Geriatrics, Disabled individuals and much more. Her passion is to deliver high-quality healthcare services and dedicate herself to patient advocacy.

Please attach bio(s) if available

- [CEHCbio](#)

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

Yes

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

Caring Expertise Homecare is at the beginning stages and we currently have one client and one employee along with 4 potential clients. We have contracted with the ENOA (Eastern Nebraska of Aging) effective 3/1/24.

Current sales revenue (dollar volume per month)

\$3,584.00

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

\$35,840.00

Number of employees (include principals)

Part Time	Full Time
0	1

Projected Number of employees in 12 months

Part Time	Full Time
0	50

Projected number of employees in 24 months

Part Time	Full Time
0	100

Is this your primary business?

Yes

Is this your original concept?

Yes

Please specify your ethnicity.

African-American

What is your age?

30-45

Is the business owned by a veteran?

No

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

Yes

Is your company a small business?

Yes

Do you have any investors or partners?

No

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

Yes

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

Yes, African American

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

02/27/2024

Consent 1

✓ I understand the Pitch Black Program is designed to support the Midlands African Chamber emerging businesses to succeed and thrive. Participating in the Pitch Black 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 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 Program](#).

Applicant’s Name

Breonna Kellogg

Applicant’s Title

Co Founder

Date

02/16/2024

Signature

Breonna Kellogg

Approved? (Admin-only)

- Approved