



ENTRENUITY

2024 ANNUAL REPORT
To God be the Glory

LETTER FROM THE FOUNDER

L. Brian Jenkins | Founder and CEO

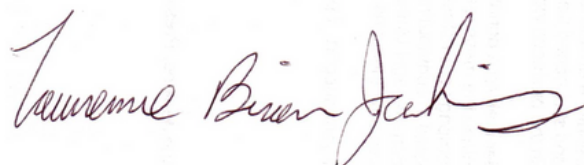
As I reflect on 2024, I'm deeply grateful for all God has done through Entrenuity. What began 25 years ago as a calling to help youth and young adults discover the power of entrepreneurship has grown into a thriving ecosystem of entrepreneurs, educators, and community leaders transforming lives.

This year's 25th Anniversary reminded us why this work matters and gave us the joy of celebrating with alumni, partners, and friends who share this journey.

In these pages, you'll meet people like Walter Mendenhall, Teirra Scott, and Jessica Williams—living examples of Entrenuity's heartbeat: creating opportunities for others to thrive in business, leadership, and life.

To every investor, partner, and friend: thank you. Your prayers, generosity, and belief in this mission make our work possible.

Sincerely,

A handwritten signature in dark ink, reading "Laurenne Brian Jenkins". The signature is fluid and cursive, with the first name "Laurenne" written in a larger, more prominent script than the last name "Jenkins".

L. Brian Jenkins
Founder | CEO

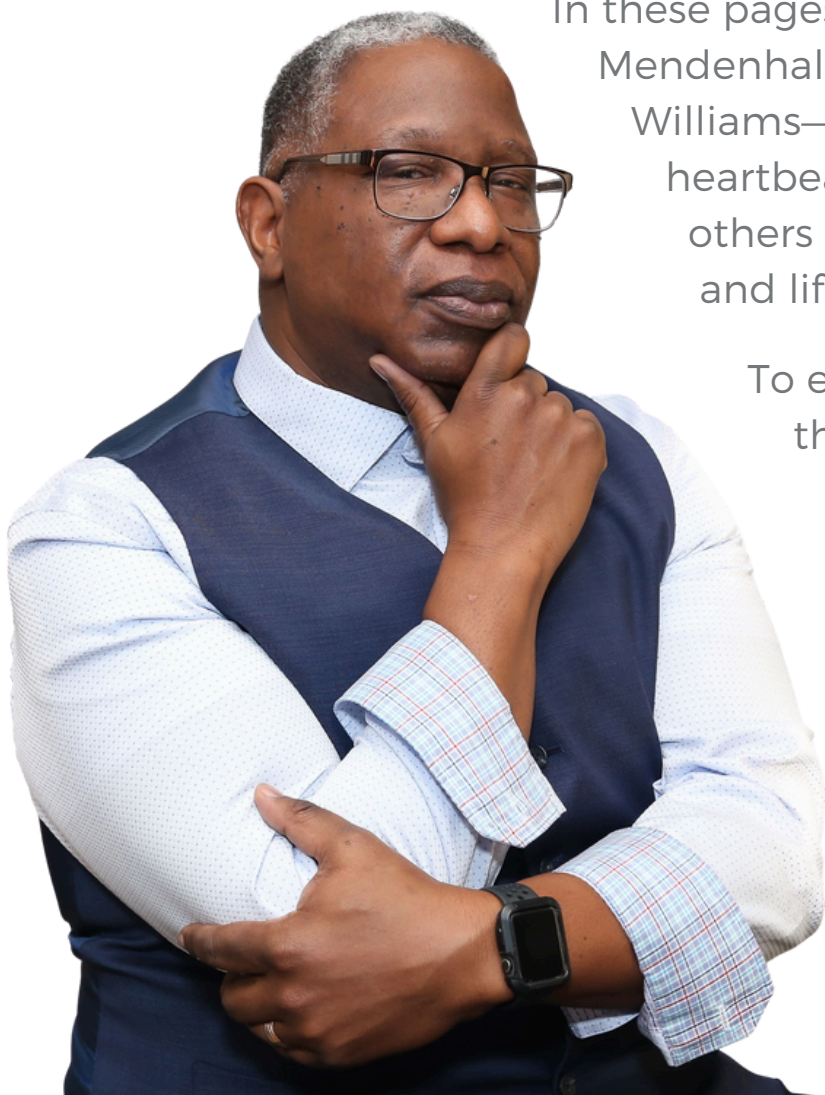


TABLE OF CONTENTS

Letter from the Founder/CEO	1
Table of Contents	2
Milestone: 25 th Anniversary Gala	3-4
Board of Directors	5
Programming	6
Entreenuity Accelerator Cohort	7
Meet the Entrepreneurs	8
EAC Spotlight: Walter Mendenhall	9
EAC Spotlight: Teirra Scott	10
Facilitator Training	11
SUN EDU & SUN BTW	12
Facilitator Spotlight: Charles Anderson	13
SUN Suite Spotlight: University of Iowa	14
OAD Productions	15
Entreenuity Enterprises	16
Mox.E Coworking	17
Member Spotlight: Jessica Williams	18
Overflow Coffee	19
The Common Cup	20
Entreenuity EOS Implementation	21
Financials	22



A MILESTONE YEAR

In 2024, Entrenuity proudly marked 25 years of impact. We commemorated this milestone with a joyful and inspiring gala at our headquarters at 1449 S. Michigan Avenue. The evening brought together entrepreneurs, alumni, investors, and friends to honor Entrenuity's legacy, celebrate the growth of our programs, and cast a hopeful eye toward the future. It wasn't just an event—it was a living testament to what's possible when entrepreneurship is fueled by vision, values, and a commitment to community.

25TH ANNIVERSARY GALA



TO GOD BE THE GLORY GREAT THINGS HE HAS DONE

Flute: Jenai Jenkins

Piano: Jennifer King Soderquist

Trumpet: Lyman Howell

ENTRENUITY BOARD OF DIRECTORS



James E. King
Consultant

Jim is a knowledgeable and trusted consultant with 30+ years of experience in the commercial construction industry, providing invaluable expertise, insight, and guidance on complex projects and regulatory requirements.



Ralph Kindred, J.D.,
MBA Corporate
Strategist |
Transformation Leader |
Growth Partner

Ralph is a corporate strategist and galvanizing leader with more than 20 years of progressive experience in strategy development, operational leadership, innovation, change management, business development, marketing, multicultural team leadership, and communication.



Vicki Kim
Founder - WKND
Collective | Managing
Partner - Mott St

Vicki is an entrepreneur and creative strategist who brings over a decade of experience as a restaurateur to the table.



Calmetta Coleman
COO, Chicago Urban
League

Calmetta is a senior communications leader with a track record of success serving in high-profile organizations in the non-profit, higher education, and corporate sectors.



Mark King, CFA
Impact Investor | Private
Debt | Venture Finance

Throughout his career, Mark has focused on providing debt capital to entrepreneurs. For over 20 years, Mark and his core team have invested \$1.6 billion in 560+ venture capital-backed companies at several different companies. He is currently the VP - Relationship Manager at the National Christian Foundation.

Entrenuity's Board of Directors provides visionary leadership, strategic insight, and steadfast support for our mission to unleash entrepreneurial talent. Their diverse expertise and deep commitment to equity fuel our growth and ensure that every decision we make advances sustainable impact for the communities we serve.

A close-up photograph of a woman with short dark hair, wearing a denim jacket and large hoop earrings, speaking into a microphone. A bright red light effect is cast across her face and the microphone. The background is blurred, showing a banner with the name 'Martin Luther King Jr.' partially visible. A solid red triangle is in the top right corner of the image.

PROGRAMMING UNLEASHING TALENT. TRANSFORMING COMMUNITIES.

Our enterprises are more than revenue streams—they're platforms for community building, skill development, and creating spaces where entrepreneurs thrive. In 2024, Mox.E Coworking, Overflow Coffee, The Common Cup, and OAD Productions continued to grow their impact, fueling Entrenuity's mission and expanding opportunities for those we serve.

ENTRENUITY ACCELERATOR COHORT

COACHING ENTREPRENEURS. CULTIVATING
LEADERS. CREATING CHANGE.

The **Entrenuity Accelerator Cohort (EAC)** is more than a business program—it's a launchpad for impact-focused entrepreneurs. Blending culturally relevant coaching, contextual insight, and a faith-informed commitment to equity, the EAC equips Black, Brown, and women entrepreneurs to overcome barriers and thrive within a supportive community.

In 2024, two cohorts were actively engaged in the program, participating in intensive coaching, peer collaboration, and strategic planning powered by the SUN Suite tool from StartingUp Now. Together, they addressed the core challenges of early-stage ventures—building financial sustainability, refining business models, and expanding their networks.

Cohort 1 (Oct 2023–June 2024) achieved remarkable outcomes, including significant revenue growth, program expansion, and strengthened leadership capacity—positioning participants to scale their visions and better serve their communities. **Their combined total net revenue generation was \$1.1 million!**

Cohort 2 (Oct 2024–present) has already begun building on this momentum and is well on its way to achieving similar success.

“By providing valuable opportunities for underrepresented entrepreneurs to succeed, the Entrenuity Accelerator fosters a more inclusive and diverse business environment, while addressing systemic barriers, and creating pathways for equitable success.”

Sponsor

ENTRENUITY ACCELERATOR COHORT:

MEET THE ENTREPRENEURS

EAC COHORT 1

(Oct 2023 - July 2024)



Walter Mendenhall – Male Mogul Initiative | **\$100K+ revenue increase**



Kenya Beech – Unfading Beauty Skincare | **\$20–50K revenue increase**



Angelique Warner – GoGoVie Baby Carriers | **\$50K+ revenue increase**



Darryca Brim – Focus Fairies Mentoring | **\$20–50K revenue increase**



Teirra Scott – GODDESS Mentoring | **\$50K+ revenue increase**



Lesley Kennedy – Coaching & Consulting | **\$50K+ revenue increase**

EAC COHORT 2

(Oct 2024 - Present)



Hunter Guy and Kenneth Nelson – Study Aloud | Creating Personalized Learning Journeys with Advanced Technology



Kevin Banks – Just the Right Amount | Sourcing Scholarships for College-Bound Students



Clement Townsend – Video Pro Learning | Advancing Student Learning Through Media



Dr. Vachetta Dillard – Vibrational Acupuncture & Healing Center | Expanding Wellness Services



Shavon Francis – Fleurish Chicago | Luxury Floral Arrangements for Every Moment



Jeffrey Thrasher – FTU Cleaning LLC | Commercial Cleaning Services

EAC SPOTLIGHT:

WALTER MENDENHALL & THE MALE MOGUL INITIATIVE

Walter Mendenhall, a former NFL running back and proud Chicago native, took his first entrepreneurship class with L. Brian Jenkins in 2016, using the StartingUp Now curriculum. That experience sparked the vision for the Male Mogul Initiative, a nonprofit focused on equipping young men of color with the tools, training, and confidence to lead and succeed.

In 2023, Walter returned to Entrenuity—this time as a Founder and CEO—to join the inaugural Entrenuity Accelerator Cohort (Oct 2023 to June 2024). The EAC helps early-stage entrepreneurs and nonprofit leaders build sustainable, scalable organizations through intensive coaching, strategic planning, and tools like the SUN Suite.

Through the EAC, Walter deepened his understanding of organizational finance, strengthened his leadership, and secured the largest grant in Male Mogul's history, allowing for the purchase of a building and the launch of CoLab, Chicago's first youth-focused small business incubator.

Today, Male Mogul serves 3,000+ youth and has created more than 200 jobs, a testament to Walter's leadership and Entrenuity's enduring impact. Walter's journey reflects the full arc of Entrenuity's mission—from inspiration to transformation—and the power of entrepreneurship to shape communities for generations.



"Brian's coaching [through the EAC] is more than guidance—it's a transformative connection to vital resources, impactful funders, and invaluable mentorship. He gave me the insight, knowledge, network, and pedagogy I needed to grow my organization. I'm forever grateful."

**Walter Mendenhall | Founder
Male Mogul Initiative**

EAC SPOTLIGHT:

TEIRRA SCOTT & GODDESS MENTORING

Teirra Scott first encountered Entrenuity as a youth in one of Brian Jenkins' early financial literacy classes. Over two decades later, she returned—not as a student, but as the founder of GODDESS Mentoring, an organization dedicated to equipping young girls with confidence, purpose, financial literacy, and wellness.

In 2023, Teirra reconnected with Entrenuity as a participant in the Know More Nonprofits Innovation Challenge, where she was named the \$25,000 grand prize winner. The Challenge marked a turning point in her leadership journey.



“Entrenuity’s Innovation Challenge has been nothing short of transformative. It reshaped how I see leadership, entrepreneurship, and my role in underserved communities. It awakened a deeper understanding of the limitless potential within us.”

**Teirra Scott | Founder
Goddess Mentoring**

Following the Challenge, Teirra joined Entrenuity’s inaugural Accelerator Cohort, deepening her strategic leadership and scaling her impact. Since founding GODDESS Mentoring, she has mobilized over 50 volunteers, led youth conferences impacting 300+ girls, and developed SEL-aligned curriculum that helped reduce suspension rates for Black girls by 37% in participating schools.

Teirra was also selected as an Obama Foundation USA Leader for 2024–2025. Teirra’s journey reflects Entrenuity’s full-circle impact: inspiring youth, equipping leaders, and fueling sustainable change—one entrepreneur at a time.

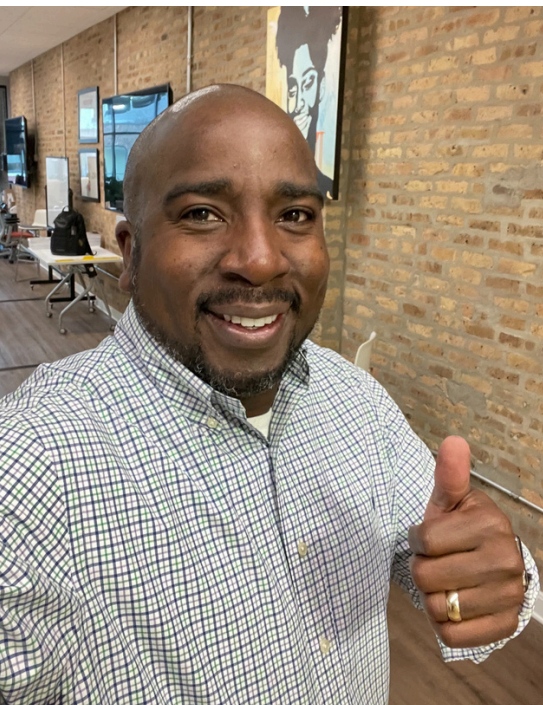
FACILITATOR TRAINING: EQUIPPING LEADERS TO MULTIPLY IMPACT

A TRAIN THE TRAINER

Entrenuity's Facilitator Trainings empower aspiring entrepreneurs—and the educators, mentors, and community leaders who support them—with the tools to launch sustainable businesses and guide others on their path to ownership. Through our partnership with StartingUp Now, participants receive hands-on training in a proven entrepreneurship model that has helped thousands turn ideas into real ventures.

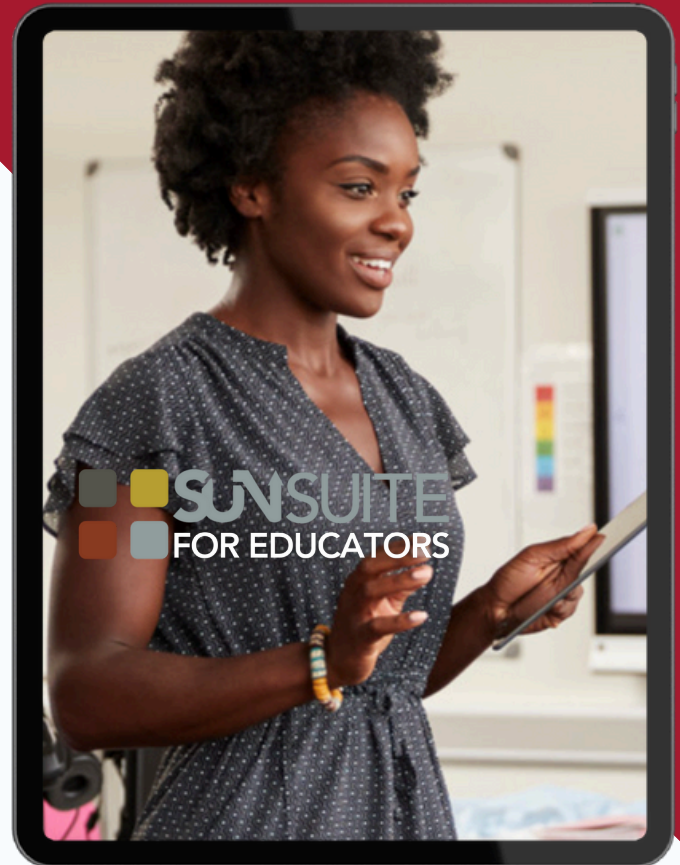
In 2024, StartingUp Now (SUN) expanded its impact with the launch of two powerful new tools: **SUN for Educators (SUN EDU)** and **SUN Behind the Walls (SUN BTW)**.

Entrenuity trained 20 new Facilitators last year, who in turn trained over 150 entrepreneurs across schools, prisons, ministries, and nonprofit organizations. Together, they are multiplying the reach of entrepreneurship—community by community, one leader at a time.



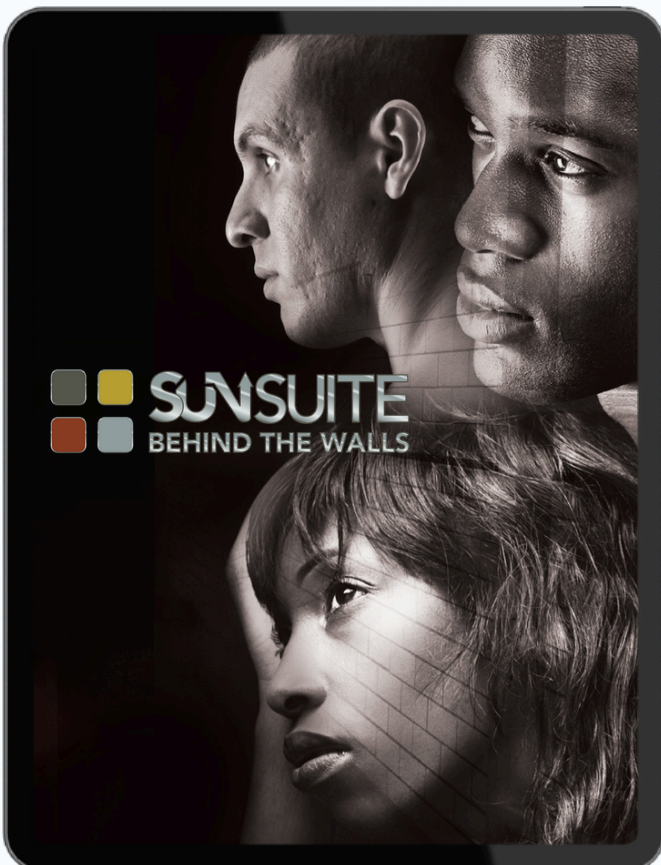
SUN FOR EDUCATORS (SUN EDU)

A streamlined, turnkey entrepreneurship curriculum built specifically for high school classrooms. Featuring ready-to-teach lesson plans, rubrics, and interactive tools, SUN EDU integrates seamlessly with Google Classroom and Canvas, making it easier than ever for educators to bring real-world business learning into their schools.



SUN BEHIND THE WALLS (SUN BTW)

A native application designed to equip incarcerated individuals with the knowledge and structure to plan, launch, and sustain a business—both during incarceration and after release. Built for use without internet access, SUN BTW offers a transformative path to self-sufficiency through entrepreneurship.



FACILITATOR SPOTLIGHT:

Charles Anderson



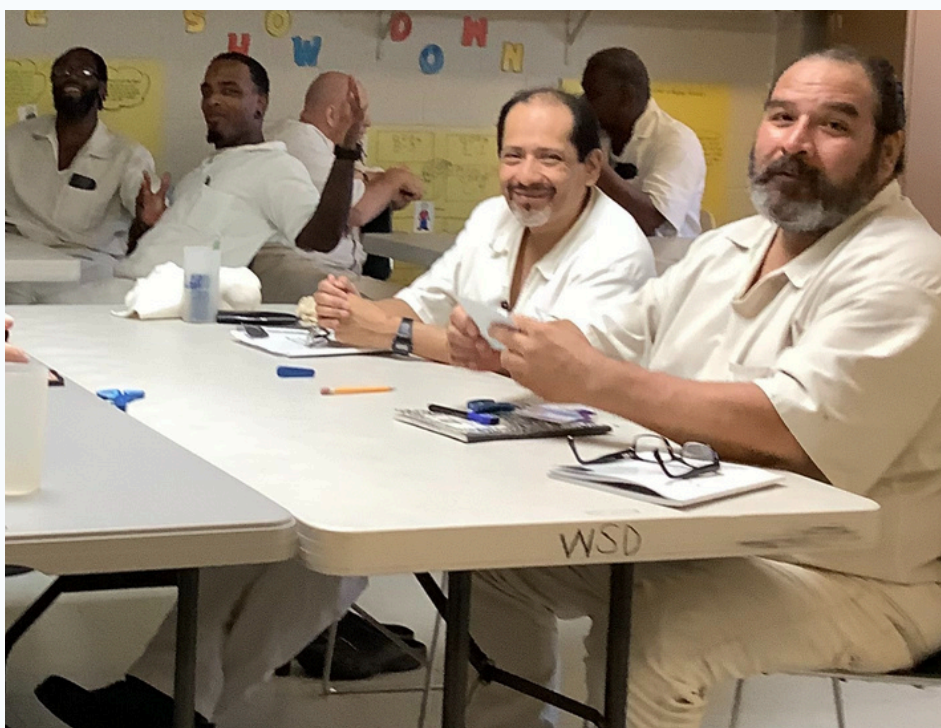
Charles Anderson, Founder and CEO of **Epiphany Life Change**, was one of the first instructors to implement **SUN Behind The Walls (SUN BTW)** inside a correctional facility. Anderson describes **SUN BTW** as a powerful tool for helping incarcerated men reclaim their sense of purpose, agency, and possibility.

For many participants, reentry brings uncertainty—years out of the workforce, limited options, and atrophied decision-making skills. **SUN BTW** addresses this by offering a hands-on tool to develop a business plan, explore market strategies, and make real choices that mirror life outside. ***“Incarceration weakens the decision-making muscle,”*** Anderson says. ***“SUN BTW helps them work that muscle again.”***

Unlike traditional book-based teaching, **SUN BTW** allows participants to engage with the comprehensive technology of the **SUN Suite**, providing full access entirely offline. Anderson structured the use of **SUN BTW** around group collaboration, fostering teamwork and restoring social skills essential for reentry.

With no internet access, participants also reached out to family members for research support—reigniting relationships and creating a shared sense of investment in their futures.

Anderson’s takeaway regarding SUN BTW: ***“It worked wonders for my class! SUN BTW isn’t just business education—it’s restoration in motion.”***



SUN SUITE SPOTLIGHT:

University of Iowa Collaboration

In 2024, Entrenuity expanded its collaboration with the University of Iowa's Jacobson Center (part of the John Pappajohn Entrepreneurial Center (JPEC), providing Iowa educators free access to both the University's BizInnovator curriculum and the SUN Suite from Entrenuity and StartingUp Now. This pilot allowed teachers to explore two complementary entrepreneurship programs at no cost—bringing innovative tools directly to their classrooms.

Dawn Bowlus, Director of the Jacobson Institute, joined Entrenuity for a three-day Facilitator Training, which provided her with a deeper understanding of the curriculum and insight into how these resources can collectively support aspiring young entrepreneurs in Iowa classrooms.

The partnership continues to empower Iowa educators with innovative, complementary entrepreneurship resources while honoring Entrenuity founder L. Brian Jenkins' deep connection to his alma mater. **Go Hawks!**



"I loved having the opportunity to participate in the StartingUp Now SUN Suite Facilitator Training! The three-day program gave me the opportunity to get hands-on experience using the curriculum. I also enjoyed collaborating with other participants—this is a huge added benefit—being able to connect with like-minded individuals who are running programs with similar goals. Entrenuity has built a strong curriculum and companion web-based app solutions that support anyone in their business startup endeavors."

[Dawn Bowlus](#) | Director

[Jacobson Institute for Youth Entrepreneurship](#)

OAD PRODUCTIONS

CELEBRATING CULTURE, CREATIVITY & COMMUNITY

In 2024, OAD Productions continued to thrive as Entrenuity's creative production arm, bringing people together through live music, storytelling, and intentional curation. From civic engagement to cultural celebration, OADP transformed Overflow Coffee into a vibrant venue for both local talent and national conversations, hosting 16 public events, supporting over 160 artists, and facilitating 24 private rentals. Local artists praised OADP for creating a sacred, transformative space for diverse expression, calling OADP a launchpad for growth, healing, and connection. For many artists, OADP became both a platform and a family.





ENTRENUITY ENTERPRISES

MISSION-FUELED BUSINESS

Our enterprises are more than revenue streams—they're platforms for community building, skill development, and creating spaces where entrepreneurs thrive. In 2024, Mox.E Coworking, Overflow Coffee, and Common Cup continued to grow their impact, fueling Entrenuity's mission and expanding opportunities for those we serve.

MOX.E COWORKING



ADVANCING BUSINESS & BUILDING COMMUNITY

In 2024, Mox.E Coworking thrived as a dynamic hub for entrepreneurs, professionals, and event hosts—highlighted by a multi-day, full-floor booking from an international production company that showcased the space’s versatility. Steady growth in memberships, virtual mail clients, and rentals reinforced Mox.E’s essential role in supporting small business operations in the South Loop.

Mox.E deepened its role as a community hub in 2024, offering workshops, networking events, and curated experiences designed to equip and inspire. From branding and customer discovery to newsletter launches, vendor markets, and seasonal socials, Mox.E created spaces where entrepreneurs—especially women and men of color—could sharpen their skills, grow their networks, and build with purpose.

Each gathering fueled growth, connection, and momentum—making Mox.E more than a place to work, but a place to grow.





MEMBER SPOTLIGHT:

JESSICA WILLIAMS

FROM SIDE HUSTLE TO SUCCESS: FINDING BELONGING AT MOX.E

In 2021, while working remotely and caring for her grandmother during the pandemic, Jessica found Mox.E Coworking. What began as a weekly retreat to focus on her side hustle soon became a transformative chapter in her life. Filled with light and warmth, the space nurtured her creativity, confidence, and purpose.

Over the next three years, she grew her business, scaled back her day job, built lasting friendships, gained new clients, and stepped into leadership—hosting workshops and launching newsletters to help others grow, too.

“Mox.E is more than a coworking space,” she shared. “It’s a place that supports every part of who I am—entrepreneur, employee, caregiver, creative.”





OVERFLOW COFFEE



Rebuilding, Refocusing, and Reimagining

2024 was a year of reset and renewal for Overflow Coffee. After a brief fall closure, we reopened Overflow in late October with Jason Poleon, the general manager of Common Cup, assuming leadership of Overflow as well. Jason moved quickly to stabilize operations and reconnect with the community. Despite the restart, Overflow served over 16,000 customers—a testament to strong demand and loyal support. A full calendar of events and private rentals brought new energy and expanded brand awareness.

Looking ahead, we remain committed to exceptional coffee, fresh baked goods, and warm, reliable service—continuing to grow as a trusted gathering place in the South Loop.



THE COMMON CUP



Brewing Growth and Community in 2024

2024 was a record-breaking year for The Common Cup—our busiest and most impactful yet. Serving over 18,000 customers, the café solidified its role as both the neighborhood favorite and a key revenue stream for Entrenuity’s mission. Strategic pricing and a focus on innovation drove year-over-year sales growth.

The Common Cup continues to be a hub for connection, conversation, and caffeine—rooted in service, hospitality, and entrepreneurship. Looking ahead, we’re energized by new possibilities and deeply grateful for the community that makes it all meaningful.



ENTREPRENEURIAL OPERATING SYSTEM: STRENGTHENING FROM WITHIN

In 2024, Entrenuity partnered with Malik Khan, a Professional EOS Implementer, to sharpen our systems, align our leadership, and build stronger habits of communication and accountability. Through focused planning, leadership meetings, and simple but powerful tools, EOS helped us stay centered on what matters most—serving entrepreneurs with excellence and integrity.

OUR VALUES

Integrity: We commit to honesty and ethical conduct in every situation.

Commitment: We are reliable, responsible, and committed to meaningful outcomes.

Teamwork: We leverage individual strengths to achieve organizational goals.

Service: We take initiative to support, uplift, and empower those around us.

Community: We embrace a culture of belonging, connection, and care.

WHAT IS EOS?

EOS stands for the Entrepreneurial Operating System—a set of simple tools and practices that help organizations like Entrenuity clarify their mission, improve communication, and work more efficiently as a team.

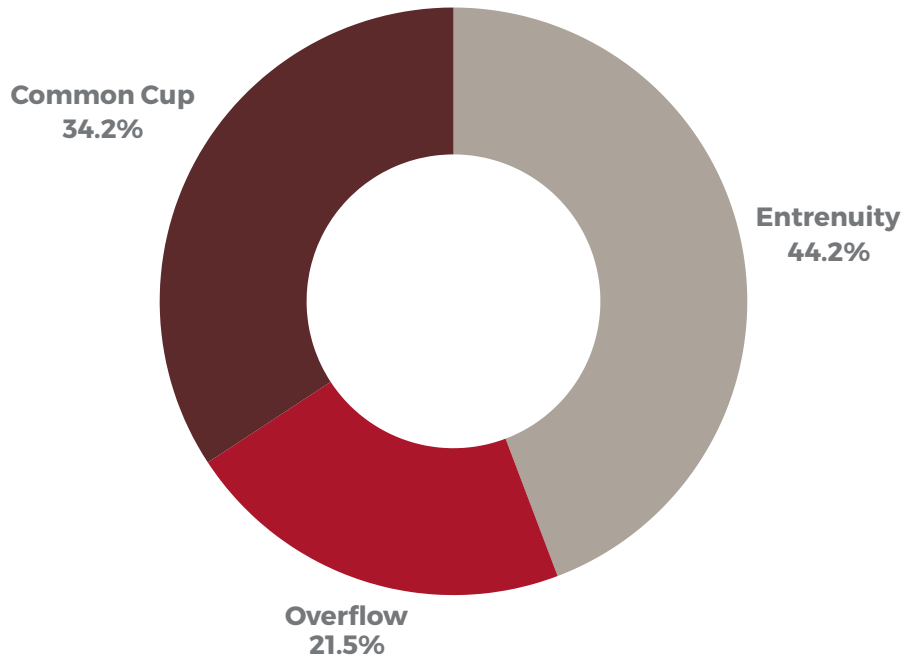
Why We're Using It:

- To stay focused on our mission
- To improve internal communication and accountability
- To set clear, achievable goals across all departments
- To strengthen leadership at every level of the organization



Malik Khan
**Professional EOS
Implementer**

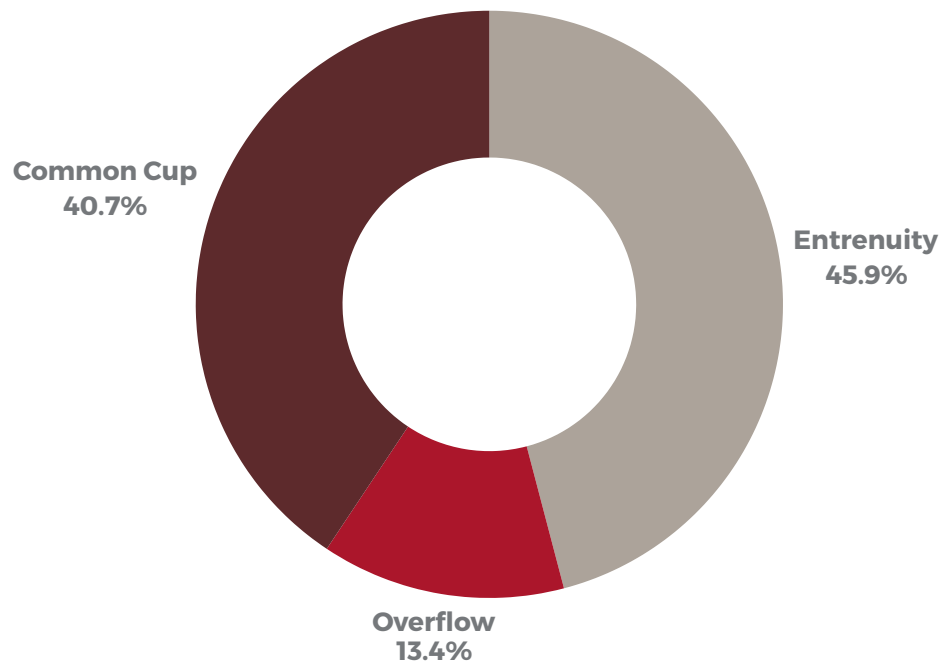
2024 Income



Income Total

\$1,724,773

2024 Expenses



Expense Total

\$1,668,558

Net

\$56,215

THANK YOU!

Entrenuity's work is made possible by the generosity of our donors, partners, and friends. Your prayers, contributions, and collaboration sustain our mission and empower the entrepreneurs, educators, and leaders we serve.

SCAN TO DONATE



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ENTRENUITY

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