

The Hood Incubator

ABOUT US

MISSION

The goal of The Hood Incubator is to **increase the participation of Black and Brown communities in the legal cannabis industry**- as investors, owners, workers, patients, and consumers.

To achieve this goal, we organize our work into 3 areas:

Community Organizing

We **ENGAGE** Black and Brown communities so we can recognize the power and economic opportunity we have in this moment, and to foster a sense of community that heals the isolation and stigma we have experienced as a result of the War on Drugs.

Programs

Monthly Member Meetings

Open Houses

Annual 420 Gathering

Annual Community Pitch Event

Legal Clinics

Health Clinics

Policy & Advocacy

We **EDUCATE AND MOBILIZE** the Black & Brown cannabis community to fight for progressive marijuana policy that addresses the needs and interests of communities most harmed by the War on Drugs.

Activities

- Supported City Council Members and community in developing Oakland's Cannabis Equity Program
- Advocating for progressive marijuana policy at the municipal, state and national levels
- Building strategic alliances with the National Cannabis Industry Association, Supernova Women and other organizations nationally, statewide and throughout the Bay Area
- Quarterly Legal Clinics

Economic Development

We work to **EMPOWER** Black & Brown community members to thrive as workers, owners and investors in the new cannabis business economy.

Activities

- Cannabis Business Accelerator
- Apprenticeships/Workforce Development Programs
- Urban Producer Co-op Model

BY THE NUMBERS

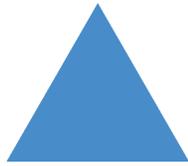
1,200 members



2,200 Followers



900+ Followers



The Hood Incubator

LEADERSHIP



Ebele Ifedigbo
Co-Founder/Economic Director

Gender Pronouns:
They/Them

Ebele Ifedigbo is Co-Founder and Economic Director of The Hood Incubator, directing the organization’s business development and fundraising efforts. Ebele is a Yale M.B.A. graduate committed to using business to foster innovation and racial equity in cannabis. Ebele has served as an NAACP Economics Fellow, working to develop federal and state policies and programs aimed at closing the national Racial Wealth Divide. Ebele’s other professional experiences include working as a Finance Analyst at Ameriprise Financial, a Legal & Compliance summer analyst at Goldman Sachs, and an M.B.A. summer intern for worker cooperative development organization Project Equity. Ebele received a joint B.A. in Economics and Philosophy, with a minor in African Studies from Columbia University in New York City. Ebele grew up in Buffalo, NY, and is a proud graduate of Buffalo’s City Honors School.

Lanese Martin
Co-Founder/Political Director

Gender Pronouns:
She/Her

Lanese Martin is Co-Founder and Political Director of The Hood Incubator, directing the organization’s political strategy, including base-building, community organizing, and policy advocacy work. Lanese began her professional career consulting small family businesses by systemizing their operations and developing growth strategies for them. While studying for an M.B.A. in Sustainable Enterprise she began to shift her professional focus from consulting to political organizing, focusing on progressive campaigns. Her work as the Field Director for an Oakland based nonprofit led to deep relationships with non-profits & Black & Brown communities not only in Oakland but across California. Alternatively, her work as the Field Director for Nancy Skinner’s successful 2016 CA State Senate race led to strong relationships with elected leaders as well as their staff across the Bay Area. Lanese attained a B.A. in Political Science & Minor in Business from Dominican University of California and later returned for a M.B.A.



ADVISORY MEMBERS

Jane West *Co-Founder, Women Grow; Founder, Jane West*

Troy Dayton *CEO, The ArcView Group*

Kathryn Cooney *Professor of Social Enterprise & Mgmt, Yale Business School*

Shaleen Title *Co-Founder, THC Staffing Group*

Nwamaka Agbo *New Economics Fellow, Movement Strategy Center*

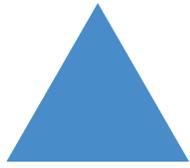
Sarah Ceti *Co-Founder, Green Rush Consulting*

Patrick Rea *CEO, Canopy Boulder*

Jazmin Hupp *Co-Founder, Women Grow*

Amanda Reiman *VP Community Relations, Flow Kana
Former CA Policy Manager, Drug Policy Alliance*

Sunshine Lencho *Co-Founder, Supernova Women;
CA Counsel, Privateer Holdings*



The Hood Incubator

BOARD OF DIRECTORS



JAMES ANTHONY

Law Offices of James Anthony

James Anthony is a long-time leading lawyer and political strategist in California medical cannabis permitting, land use, and local government. Since January 2006, he has worked exclusively in Cannabis Law, Policy, and Political Consulting—focusing primarily on California local government. Before that he was a zoning prosecutor for the City of Oakland. He is licensed to practice law in California and Hawaii. He has worked with all the major dispensaries in Northern California. He has written dozens of winning applications for cannabis business permits and licenses throughout the state.

BOUAPHA TOOMMALY

Operations & Financial Mgmt. Consultant

Bouapha Toommaly has worked for the past 20 years for a variety of national and local social change, social service, and governance organizations as an agent of change. Bouapha has also worked on prominent political campaigns including the 2006 Ronald V. Dellums Oakland Mayoral Campaign and the 2008 Obama-Biden Presidential Campaign. In 2007, Bouapha was appointed Special Assistant to Mayor of Oakland Ronald V. Dellums to track legislation from City Council, and to manage the City's workforce development program budgets.

aMANDA GREENE

Co-Director, Youth Impact Hub Oakland

aManda was raised between the Bay Area and Rio de Janeiro, Brazil. Her bi-cultural upbringing has had a strong influence in her beliefs, values, and how those manifest through her work in the world. In 2013, she received a gMBA in Social Enterprise driven by the belief that the current paradigm of 'development' can be transformed into one that is valued based on ecological regeneration and social equity. Since 2009, aManda has been engaging with young leaders to address problems in their own communities by supporting the development of youth-led social enterprises. aManda is a Steering Committee member of Oakland's Youth Ally Alliance.

CHARLES PHILIPS

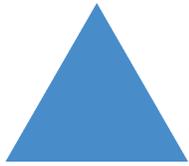
Director of Business Development, Flrish

Charles Phillips has been a sales, marketing and operations executive at a variety of new ventures and established firms in the arenas of infrastructure, software, telecommunications, and professional services. Most recently, he was CEO at IWTS, a market-leading industrial wastewater treatment company. He has an A.B. in Government from Harvard University and an M.B.A. from the Stanford University Graduate School of Business.

COLIN HICKS

Political Campaign Organizer & Cannabis Industry Investor

Colin Hicks has led political and non-profit campaigns across the country that have bridged community engagement, digital technology, and data analytics. Colin is currently a freelance consultant helping candidates and organizations reach their goals.



The Hood Incubator

KEY MILESTONES



Organizational Launch/
Start of Inaugural
Pre-Seed Accelerator
January 12, 2017



Community Canvassing
for Equity
February 11, 2017



2nd Annual 420
Community Gathering
April 20, 2017



1st Annual
Community Pitch
Event
May 6, 2017

KEY FUNDERS

- Echoing Green
- Harborside Health Center
- Drug Policy Alliance
- Individuals
- Advesa
- Valerie Viterbi Donor Fund
- Alameda County

Awarded 2017
Echoing Green Global
Social Entrepreneurship
Fellowship
June 8, 2017

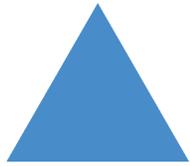


Herban Mixer:
National POC
Cannabis Gathering
June 13, 2017

Awarded 2017
Oakland Townie
"Biz of the Year"
June 22, 2017



Making Cannabis Equity
Work: 2 Part Workshop
July 2017



The Hood Incubator

EVENTS AND REACH

MAKING EQUITY WORK SERIES

We partnered with Green Rush Consulting, Law Offices of James Anthony, Attorney Joanna Hossack, Oakland Cannabis Creative, and to provide an in depth two part workshop aimed at assisting equity applicants with submitting Oakland cannabis permit applications and supporting equity applicants in connecting with general applicants interested in incubating equity applicants. Through this event series, we brought together and assisted over 75 equity and general applicants.



COMMUNITY PITCH DAY

Our Community Pitch Day is the culmination of our Cannabis Business Accelerator-- the day where we introduce our fellows and their businesses to the cannabis community and to the larger Oakland community. This event is educational as it highlights a practice of formal investment that, up until now, has not been accessible to Black & Brown communities. We are building culture of shared community and collaborative economics among the larger Black & Brown cannabis community. Our 2017 inaugural pitch event turned out 150 people.

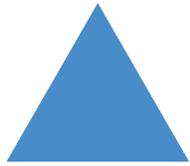
NCIA HERBAN MIXER

The Hood Incubator partnered with Denver Relief Consulting, Minority Cannabis Business Association, Law Offices of James Anthony, Supernova Women, and the Diversity and Inclusion Committee of CCIA to welcome the national POC cannabis community to Oakland during the NCIA conference. The event turned out close to 300 people.



ANNUAL 420 GATHERING

Our annual 420 Community Gathering is a culturally-curated space for the Black and Brown cannabis community to come together for cannabis education and community building. We invite a cross section of the community, including city officials, community nonprofits, business owners, MMJ patients, and everyday community members. The 420 Gathering is one way we to heal our community from the legacies of stigma and isolation born of the war on drugs. Our 2017 event turned out close to 200 people.



The Hood Incubator

MEDIA

Rolling Stone

Can Oakland Help Solve the Weed Industry's Diversity Problem?

July 19, 2017

San Francisco Chronicle

Oakland begins foray into equalizing cannabis industry

July 16, 2017

The Case for Weed Reparations



April 27, 2017

Entrepreneur

Oakland Strives to Rejuvenate Economically by Becoming California's Cannabis Capital

July 13, 2017

Oakland Nonprofit The Hood Incubator Helps Entrepreneurs Of Color Break Into The Cannabis Industry



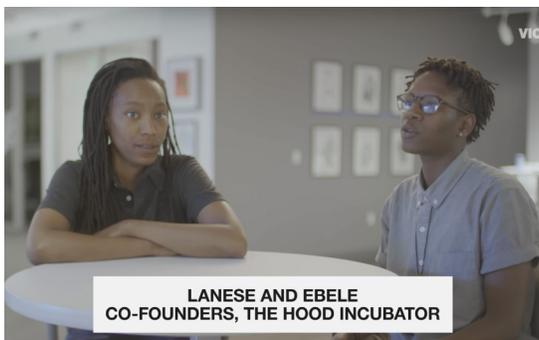
April 12, 2017

Cannabis Now

Hood Incubator: Empowering People of Color with Cannabis

Feb. 28, 2017

VICELAND



LANESE AND EBELE
CO-FOUNDERS, THE HOOD INCUBATOR

April 20, 2017



June 7, 2017



Echoing Green Announces ‘the Talent to Change the World’ with Its 2017 Fellowship Awards

Ebele Ifedigbo, Co-Founder of Oakland-based The Hood Incubator, joins group of 36 transformational leaders bringing innovations to the social good sector

Oakland, California – June 8, 2017

Today, Echoing Green announced the winners of its highly competitive annual Fellowship awards. Echoing Green is a global organization that spots social entrepreneurs with the greatest potential and invests deeply in their success. The organization accelerates tomorrow’s transformational leaders today. With the help of this award, which comes with seed-funding, Ebele will continue to fulfill The Hood Incubator’s mission of building political and economic power for people of color in the legal marijuana industry through community organizing, political advocacy and economic development.

Every year, Echoing Green provides funding and leadership development to a new class of Fellows. The organization embraces “smart risks” by providing seed funding of up to \$90,000 for two years to support the continued growth of leaders and organizations with tremendous potential. These individuals are also welcomed into a lifelong global network of philanthropists, investors, and entrepreneurs who help one another experiment with bold, new ideas.

The Hood Incubator was formed in Oakland in response to the wave of cannabis legalization happening in California and across the country. The Hood Incubator seeks to mobilize communities of color around the disproportionate impact of the War on Drugs. The Hood Incubator advocates for policy reform on the local, state, and federal level from a perspective that centers low income communities and communities of color, and they provide direct support to individuals and communities most impacted by the war on drugs to ensure they receive the maximum positive economic and political benefits from drug policy reform and cannabis legalization.

Echoing Green is among the most selective fellowships for social entrepreneurs. This year, Echoing Green reviewed 2,879 applications from 164 countries. See additional statistics in the [2017 Applicant Snapshot](#).

“For the past 30 years Echoing Green has identified leaders with bold ideas that are important to the progress of the world,” says Echoing Green President Cheryl L. Dorsey. “In this year -- Echoing Green’s 30th anniversary -- we’re especially proud to continue to grow our community and welcome such a diverse group of innovators to our best-in-class network. We look forward to advancing their leadership journey.”

Support of Echoing Green’s 2017 Fellowship class is made possible through private contributions and the generous support of funders, including the Jerome L. Greene Foundation and the ZOOM Foundation.

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About The Hood Incubator

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The Hood Incubator

PRESS RELEASE

We use a popular education model because we recognize our members come to the Hood Incubator with as much experience & expertise to offer as they have to gain.

We catalyze the community's existing capacity to help each other rise to the next level of socioeconomic access in the cannabis industry.

The US cannabis industry is slated to grow from \$7.3 billion in 2015 to \$20.7 b by 2020. It's an economic shift unlike any we've seen in our time but while Black communities have borne the brunt of cannabis prohibition's ill effects, reports show that Black ownership in the legal industry is <1%.

However, there's significant Black participation in the underground economy that's currently unaccounted for; the moment is ripe to shift that activity from underground to legal frameworks in order capture the economic value of existing business activity.

About Echoing Green

[Echoing Green](#) identifies tomorrow's transformational leaders today. Through its Fellowships and other innovative leadership initiatives, Echoing Green spots emerging leaders and invests deeply in their success to accelerate their impact.

Echoing Green has been ahead of the curve for 30 years, supporting visionaries around the world who are transforming economies, racial and gender equity, environmental sustainability, and more. Echoing Green's unparalleled community of talent consists of 760+ innovators who have launched Teach For America, City Year, One Acre Fund, SKS Microfinance, Public Allies, and more. The organization provides seed-funding and leadership development to a new class of Fellows every year and welcomes them into its lifelong community of leaders.

Echoing Green accelerates talent that will change the world for the better. To learn more, visit EchoingGreen.org.



The Hood Incubator Partners with Harborside Health Center

Oakland, California – August 2017

The Hood Incubator is proud to announce a partnership with Oakland's very own Harborside Health Center, a leader in the East Bay cannabis movement. Harborside's \$25,000 sponsorship is the largest business sponsorship the community organization has received to date and will help the organization scale its efforts in growing its membership base and building a pipeline for entrepreneurs to enter into the legal cannabis industry.

Advocating for these big goals and shifting paradigms takes more than community support, and to kick off the organization's next phase, The Hood Incubator is launching the 2017 **[Insert name here]** Fund and challenging corporate sponsors and individual donors to meet their \$500,000 goal by the end of 2017.

The Hood Incubator was founded in 2016 to use cannabis as a vehicle for economic development and entrepreneurship for people of color. Based in Oakland, the group focuses on fulfilling its mission through three primary activity areas: Community Organizing, Policy Advocacy and Economic Development. The Hood Incubator's inaugural Pre-Seed Accelerator Cohort hosted 10 participants in a four month business intensive, culminating in May 2017. The organization's advocacy work has been recognized by the Drug Policy Alliance, a national leader in drug law reform. In May, The Hood Incubator became the first cannabis-focused organization to earn a competitive fellowship from Echoing Green to support the organization as it emerges as a leader in social entrepreneurship and innovation. Locally, The Hood Incubator received the Townie Business of the Year Award from progressive organization Oakland Rising for its dedication to cultivating business leadership for entrepreneurs of color.

To date, The Hood Incubator has hosted a number community events ranging from workshops about the Oakland cannabis business application process to hosting one-on-one consultations with industry experts and has grown to a community of over 1,200 members. The organization has also been featured on [Viceland](#), [Rolling Stone](#) and on the cover of cannabis industry publication [Dope Magazine](#).