



DiversiFind

Discover. Connect. Engage.

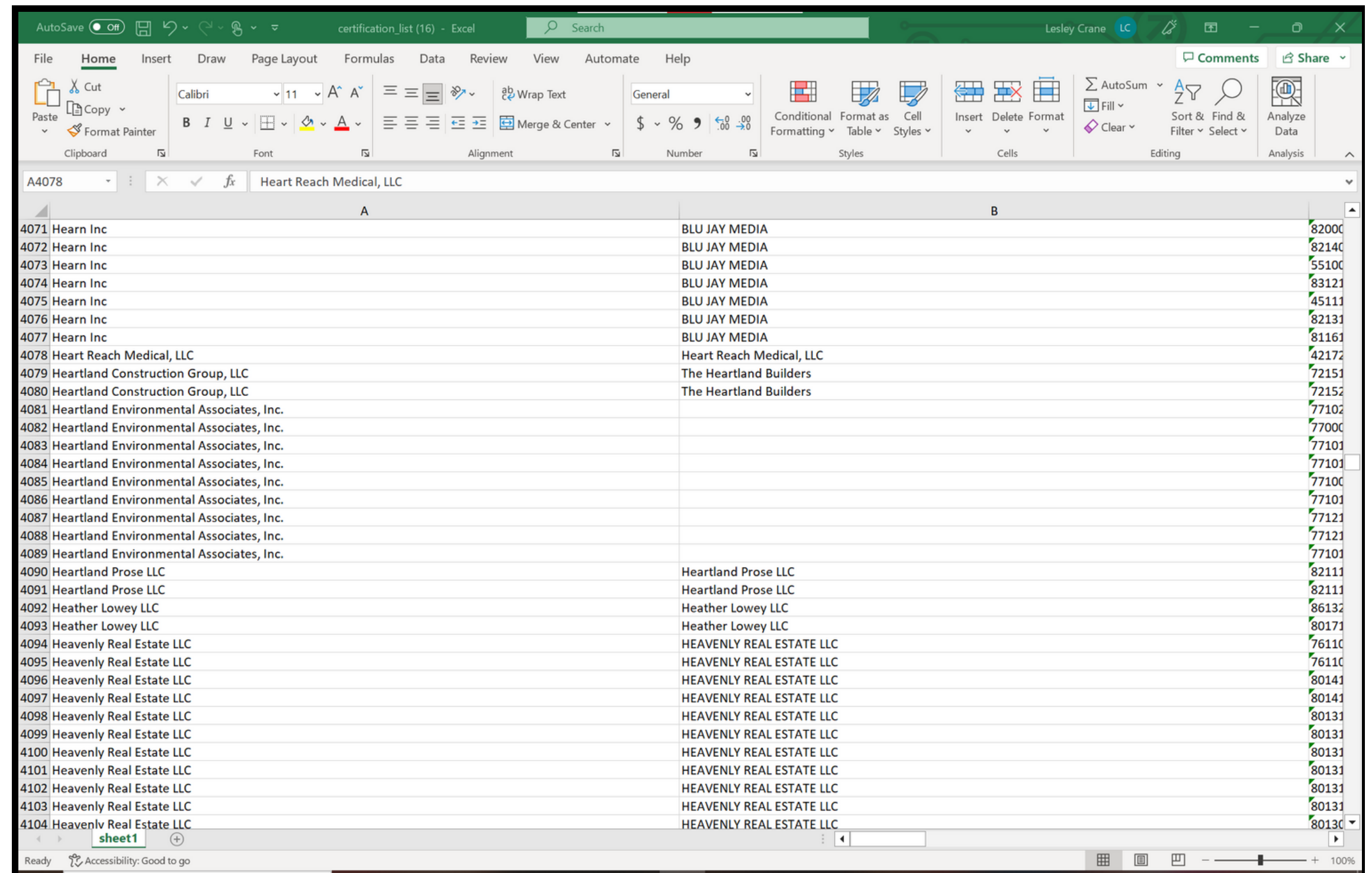
Lesley Crane | lesley@diversifind.com

PROBLEM

Companies struggle to find diverse businesses to meet their supplier diversity metrics.

Certifying organizations use excel spreadsheets.

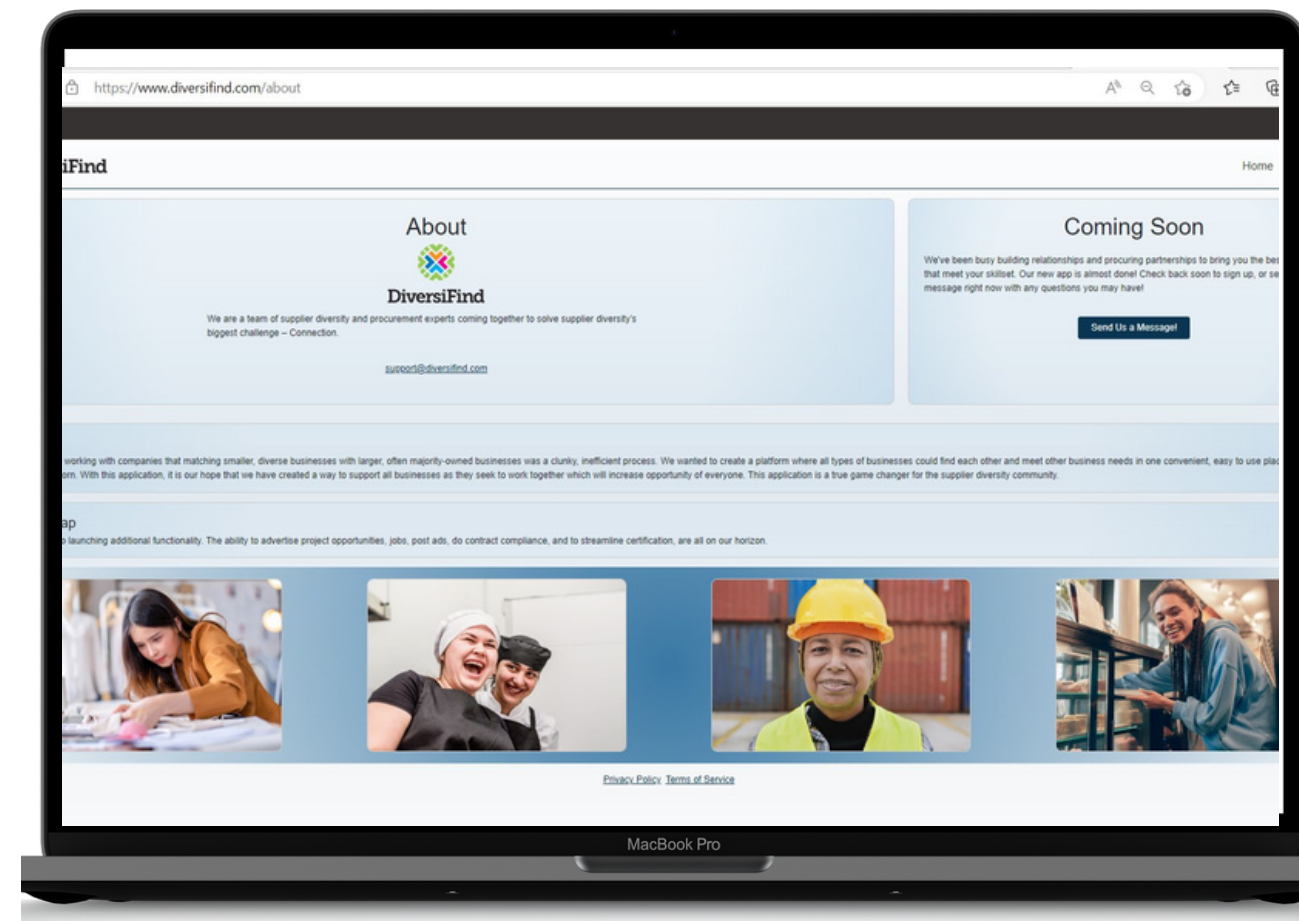
- ✓ Stagnant,
- ✓ Non-comprehensive,
- ✓ Manual.



The screenshot shows an Excel spreadsheet with the following data:

ID	Company Name	Supplier Name	Value
4071	Hearn Inc	BLU JAY MEDIA	82000
4072	Hearn Inc	BLU JAY MEDIA	82140
4073	Hearn Inc	BLU JAY MEDIA	55100
4074	Hearn Inc	BLU JAY MEDIA	83121
4075	Hearn Inc	BLU JAY MEDIA	45111
4076	Hearn Inc	BLU JAY MEDIA	82131
4077	Hearn Inc	BLU JAY MEDIA	81161
4078	Heart Reach Medical, LLC	Heart Reach Medical, LLC	42172
4079	Heartland Construction Group, LLC	The Heartland Builders	72151
4080	Heartland Construction Group, LLC	The Heartland Builders	72152
4081	Heartland Environmental Associates, Inc.		77102
4082	Heartland Environmental Associates, Inc.		77000
4083	Heartland Environmental Associates, Inc.		77101
4084	Heartland Environmental Associates, Inc.		77101
4085	Heartland Environmental Associates, Inc.		77100
4086	Heartland Environmental Associates, Inc.		77101
4087	Heartland Environmental Associates, Inc.		77121
4088	Heartland Environmental Associates, Inc.		77121
4089	Heartland Environmental Associates, Inc.		77101
4090	Heartland Prose LLC	Heartland Prose LLC	82111
4091	Heartland Prose LLC	Heartland Prose LLC	82111
4092	Heather Lowey LLC	Heather Lowey LLC	86132
4093	Heather Lowey LLC	Heather Lowey LLC	80171
4094	Heavenly Real Estate LLC	HEAVENLY REAL ESTATE LLC	76110
4095	Heavenly Real Estate LLC	HEAVENLY REAL ESTATE LLC	76110
4096	Heavenly Real Estate LLC	HEAVENLY REAL ESTATE LLC	80141
4097	Heavenly Real Estate LLC	HEAVENLY REAL ESTATE LLC	80141
4098	Heavenly Real Estate LLC	HEAVENLY REAL ESTATE LLC	80131
4099	Heavenly Real Estate LLC	HEAVENLY REAL ESTATE LLC	80131
4100	Heavenly Real Estate LLC	HEAVENLY REAL ESTATE LLC	80131
4101	Heavenly Real Estate LLC	HEAVENLY REAL ESTATE LLC	80131
4102	Heavenly Real Estate LLC	HEAVENLY REAL ESTATE LLC	80131
4103	Heavenly Real Estate LLC	HEAVENLY REAL ESTATE LLC	80131
4104	Heavenly Real Estate LLC	HEAVENLY REAL ESTATE LLC	80130

SOLUTION



Market Company

Document Storage

Supplier Directory

Connection



DiversiFind

Open To Work

Home

Company Search

My Company

Admin

Privacy Policy

Terms of Service

Search

women



Open to Work



Gifted Hands Academy LLC

Gifted Hands Academy is a Allied Health school located in Hammond Indiana. Gifted Hands Academy offers 8 – 10 weeks programs with certification for Phlebotomy and EKG. Upon completion of the 8 – 10 weeks program and passing the certification students will be prepared to launch a rewarding career in health care. .

Minority Owned Woman Owned

www.giftedhandacademy.net

Open to Work



UnEarthed Coaching & Consulting

As a coach, I leverage my unique combination of educational and personal experience to empower men that struggle with finding the confidence needed to overcome their inner personal & outer social challenges. As a consultant, I lean into the skills that I developed from my public service (political) & professional careers to advise organizations and small businesses in the areas of relationship & crisis management, public relations and strategic planning.

Minority Owned Woman Owned

www.unearthedcc.com

Open to Work



Cindy Schum

AG Maas Company is your complete facility supplies partner. We work with our customers to help understand their facility needs and look for solutions. We can supply products and services for your "inside needs" including janitorial supplies and equipment, breakroom supplies, softener salt, restroom partitions and accessories and "outside needs" including outdoor furniture: picnic tables, benches, bike racks, mats, and ice melt. In addition, we can

Open to Work



Norden Marketing

Norden was started in January of 2020 with the goal of making effective marketing accessible to small business owners. With a background in marketing for both highly technical B2B companies and B2C services organizations, Norden has the background to assist a variety of companies to reach their growth goals. We believe that marketing shouldn't be nebulous and that effective strategies can help organizations achieve measurable success.

Open to Work



Thought Kitchen, LLC

State: IN

Thought Kitchen ("TK") is a consulting and coaching firm that provides a range of services within the fields of supplier diversity, mindful life and work, and public policy.

Woman Owned

www.thought-kitchen.com



Open to Work!



Thought Kitchen, LLC

Description:

TK's supplier diversity team helps entities of all sizes demonstrate a tangible commitment to increasing DEI by intentionally diversifying their supply chain. TK's mindful life and work team offers training and coaching to support stress reduction, enhance brain function and emotional regulation, and increase DEI by strengthening cultural competency. TK's public policy team offers consulting to those who need help with government-related matters.

Tax ID:

863040594

Address:

11846 North Mann Road
Mooresville, IN 46158

Email:

lesley@thought-kitchen.com

Phone:

13176274527

Website:

www.thought-kitchen.com

Tags:

Woman Owned

Shared Documents:

[Thought Kitchen - amended.pdf](#)

Company Skills:

- ⚡ Consulting
- ⚡ Diversity, Equity, Inclusion, and Belonging Consulting
- ⚡ Mindful Life and Work Coaching
- ⚡ Supplier Diversity Consulting

NAICS Codes:

- 541611** Sector: 54 - Professional, Scientific, and Technical Services
Sub-Sector: 1 - Professional, Scientific, and Technical Services
Industry Group: 6 - Management, Scientific, and Technical Consulting Services
Industry: 1 - Management Consulting Services
Industry Group: 1 - Administrative Management and General Management Consulting Services

UNSPSC Codes:

- 80101504** Segment Type: Services
Segment: 80 - Management and Business Professionals and Administrative Services
Family: 10 - Management advisory services
Class: 15 - Business and corporate management consultation services
Commodity: 04 - Strategic planning consultation services
- 80101506** Segment Type: Services
Segment: 80 - Management and Business Professionals and Administrative Services
Family: 10 - Management advisory services
Class: 15 - Business and corporate management consultation services
Commodity: 06 - Organizational structure consultation
- 80101508** Segment Type: Services



DiversiFind

Open To Work

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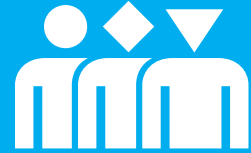






[Show Detail](#)

Indiana Bidding Opportunities

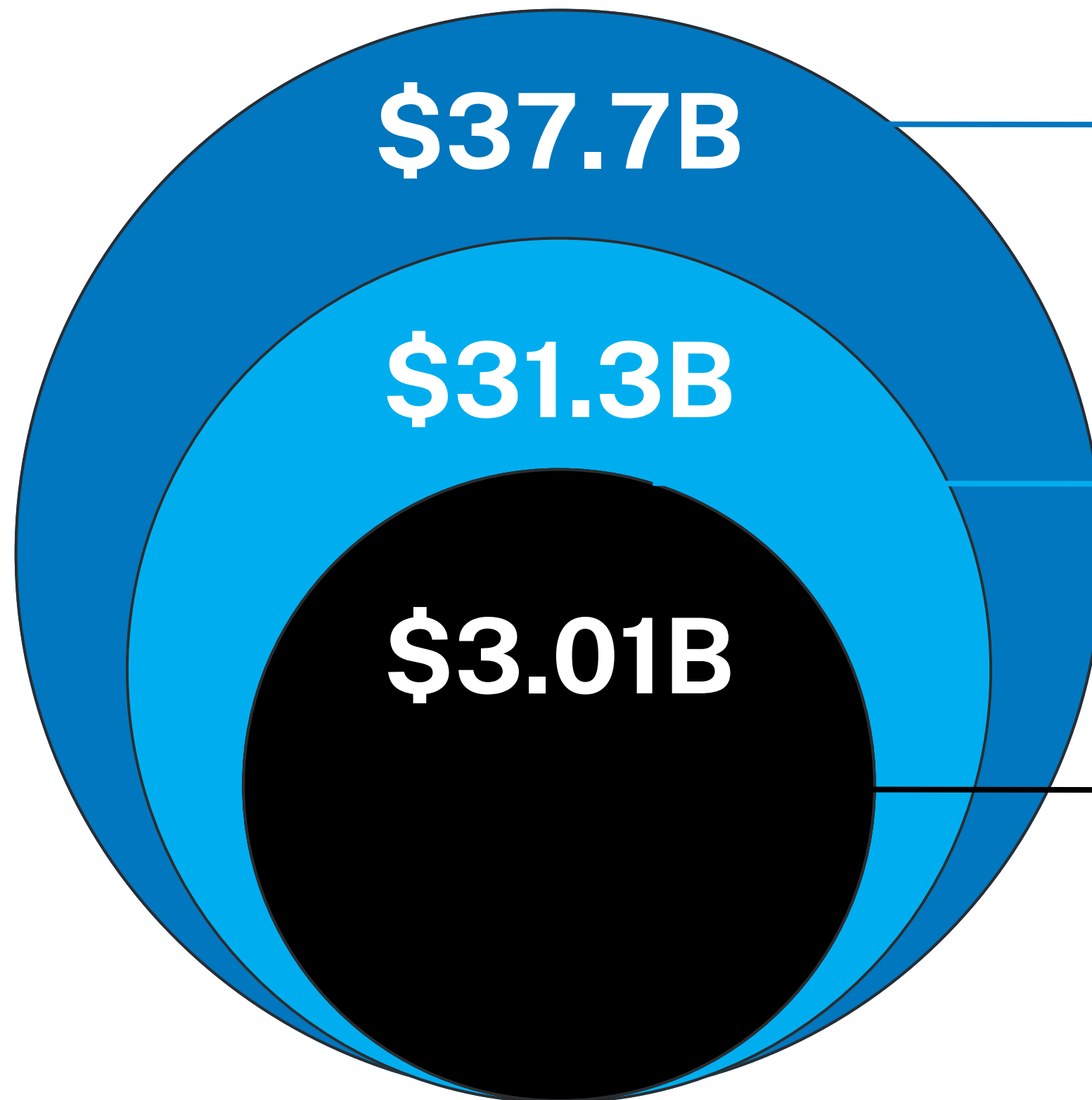
DiversiFind has gathered bidding opportunities from around the State of Indiana (public and private) for easy access to our users. Links for bidding opportunities may take you directly to the bid documents or to the main opportunities page for the entity.

Entity	Bid Number	Bid Description	Type	Due Date	Link
Purdue University	C.40.12470	Purdue Memorial Union Rooms 231, 234, and 230 Renovation	Construction	8/10/2023 3:00PM EST	Select
City of Indianapolis DPW	RFB-14DPW-1588	SD-22-102 Thoroughfare Drainage Improvements Program - Area 3	Construction	8/10/2023	Select
City of Indianapolis Dept. of Parks & Recreation	RFB-17DPR-263	Indy Parks Playground Renovations - Group C	Construction	8/10/2023	Select
City of Indianapolis DPW	RFB-14DPW-1582	Term Agreement for Police Pursuit Tires	Supplies	8/10/2023	Select
State of Indiana Correctional Industries	0000076084	Chemical Products	Supplies	8/10/2023 3:00PM EST	Select
State of Indiana INDOT	800-24-021	Blank Aluminum Sheets	Supplies	8/11/2023 11:00AM EST	Select
State of Indiana INDOT	0000317767	I Beam Hardware Kits	Supplies	8/14/2023 11:00AM EST	Select
Ivy Tech Community College of Indiana	RFP # GS-23-002	Security Service: Ivy Tech Downtown Campus Buildings, Automotive Training Center, and Fairbanks Center	Services	8/14/2023 12:00PM EST	Select
Indianapolis Airport Authority	I-20-042B	Interim Roof Repairs, Phase II (2nd Re-bid)	Construction	8/15/2023 11:00AM EST	Select
State of Indiana FSSA Mental Health & Addiction	0000076106	CCBHC Market Research	Services	8/15/2023 3:00PM EST	Select

COMPETITION

	AdaptOne	B2GNow	Gainfront	Prism	Supplier.io	DiversiFind
Supplier Explorer/Database 						
Spend Reporting/Mgmt. 						
Certification 						
Diverse Business Focus 						

MARKET SIZE



Total Addressable Market (TAM)

Our market includes all majority-owned businesses with at least one employee and the number of diverse suppliers identified with the U.S. Census data equal to [\\$37,713,600,000](#).

Service Addressable Market (SAM)

83% of companies in the U.S. have DEI initiatives, making them more likely to buy our services and narrowing our SAM to [\\$31,302,288,000](#).

Serviceable Obtainable Market (SOM)

Initial focus is on utility and construction companies, due to these industries' requirements and goals for supplier diversity, which comprise of 9.6% of the economy and equal to [\\$3,005,019,648](#).

REVENUE MODELS

Diverse Suppliers

Freemium & Subscription

Basic version of platform; free; intended for small, diverse businesses. Enhanced versions of the platform with more functionality are available at a monthly subscription.



Corporations/ Partners

Subscription

Full version of the platform through a monthly subscription and full search functionality intended for companies or organizations looking to diversify their spend.



Other Opportunities

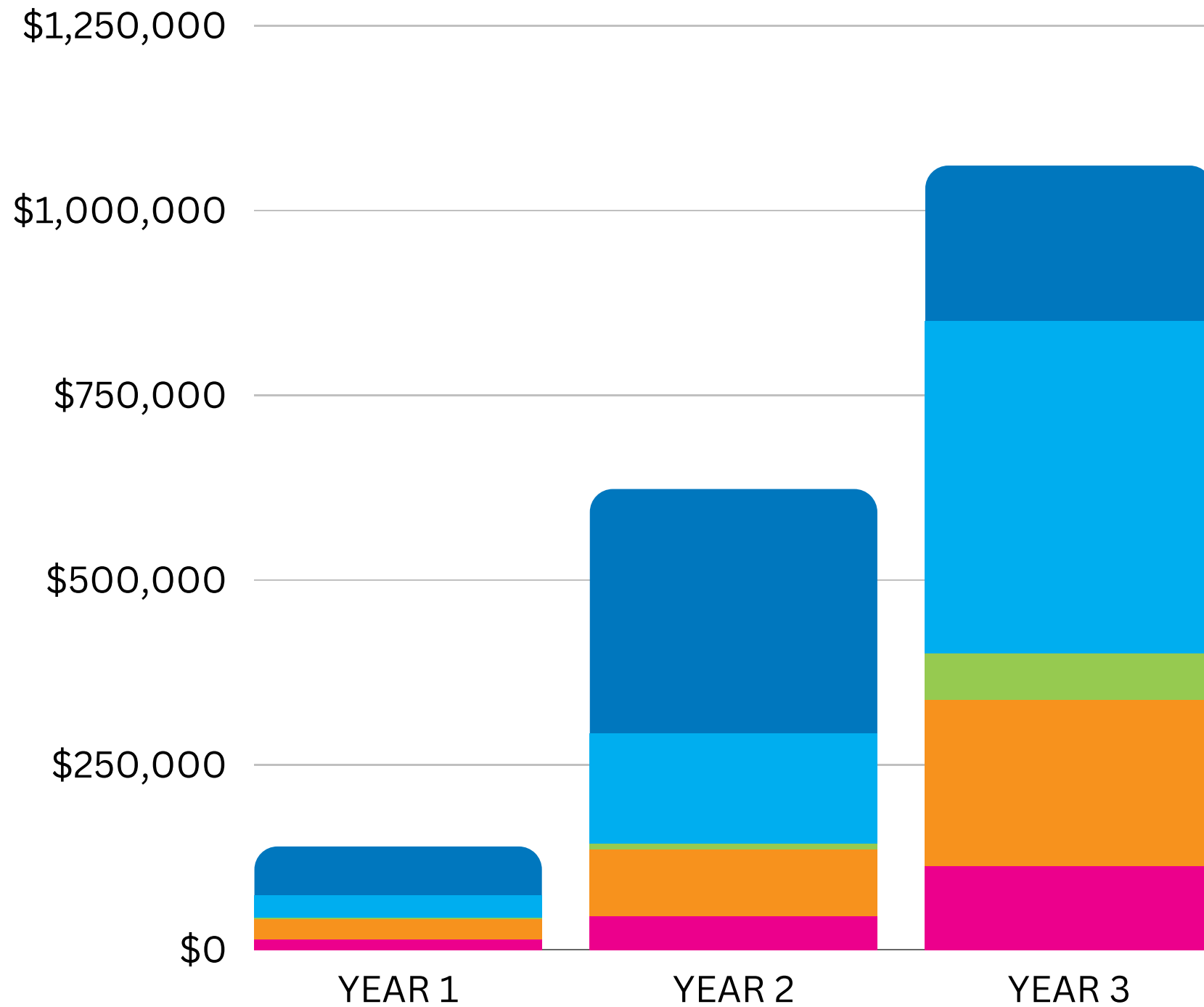
Advertisements

Ad sales for companies to advertise jobs, projects and RFPs.

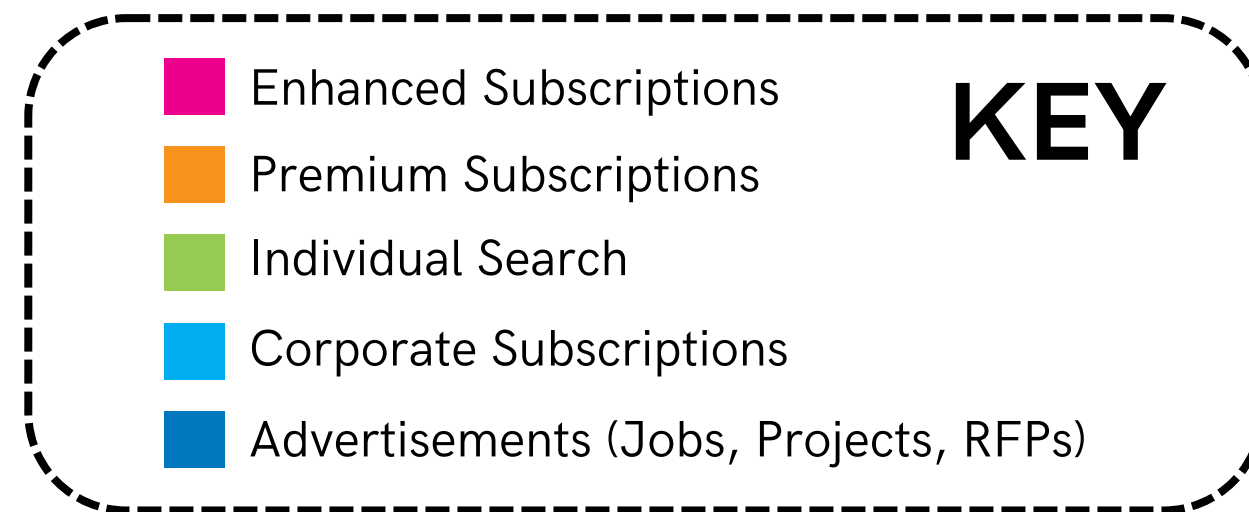
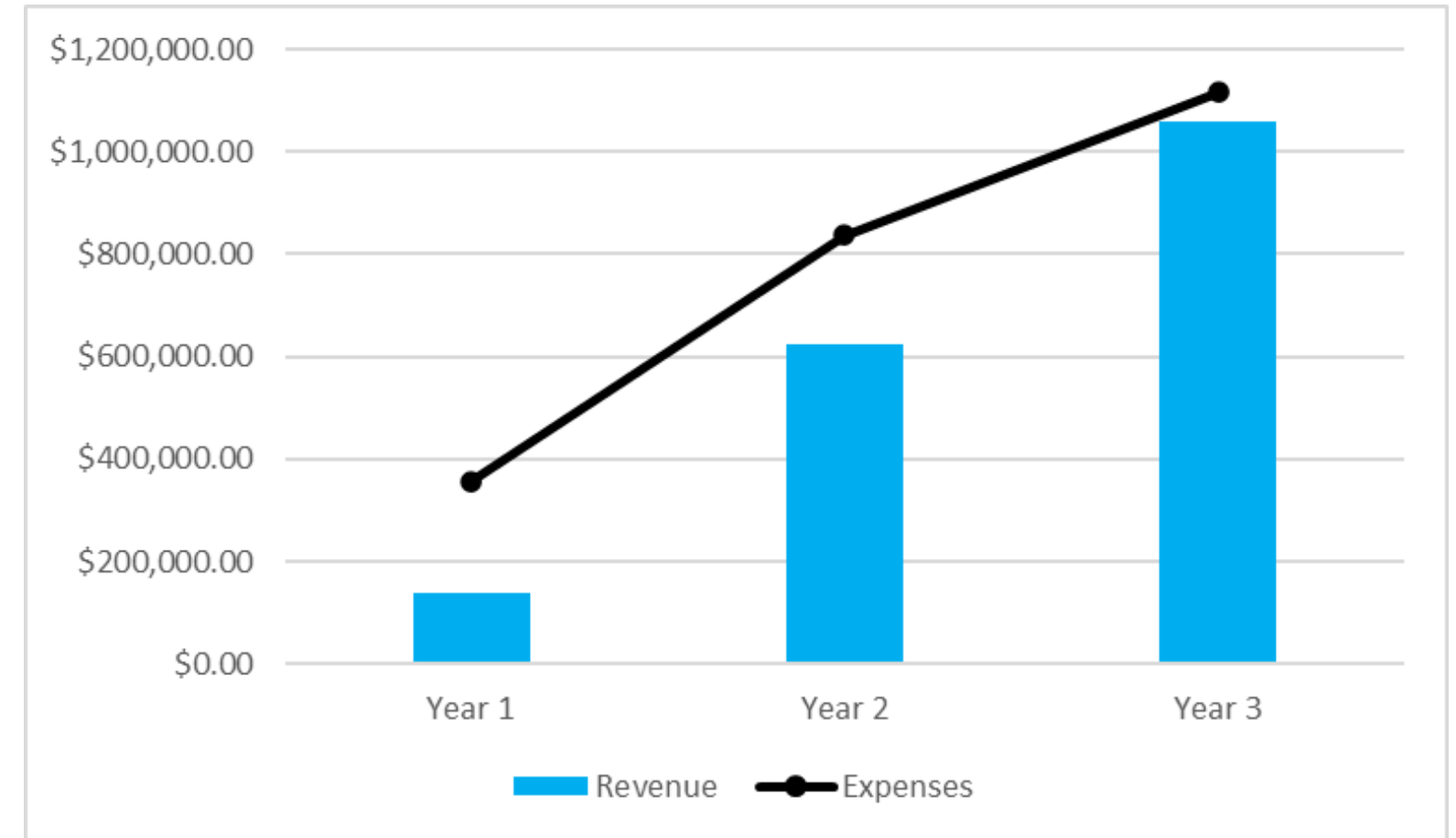


FINANCIALS

REVENUE



PROJECTED P&L BY YEAR



GO TO MARKET/ TRACTION



Building out the Supplier Database

- Working with not-for-profit partners to identify uncertified suppliers.
- Certified suppliers from IN, TN, & KY have been loaded so they can simply validate their profiles - 4,518 suppliers total.



Peer Partners

- InnoPower;
- MetaImpact;
- Accelerate Indiana Municipalities;
- IDOA Division of Supplier Diversity;
- More to come!



Creating Revenue

- We are beginning to generate revenue through paid subscriptions!

OUR TEAM



**LESLEY
CRANE**

Cofounder & CEO



**JILL
CARNELL**

Cofounder



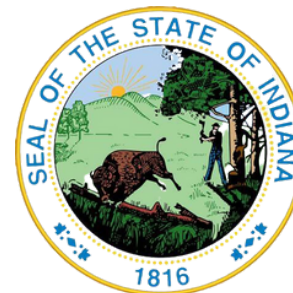
**MEGAN
LAWSON**

Business Development
& Project Management
Specialist

20yrs+ Legal (JD), Government &
Supplier Diversity



20yrs+ Legal (JD) & Government &
Supplier Diversity



15yrs+ Procurement & Supplier
Diversity



COMPARABLES



	ACQUIRER	VALUATION	DATE	REVENUE/ TRACTION	RELEVANCE
ConnXus		\$10M	2020	\$2.1M (December 2019)	Developer of cloud-based supplier management and reporting tools.
Scout RFP		\$513M	2019	2020	Cloud-based platform for strategic sourcing and supplier engagement.
CVM Solutions		\$99M	2019	2020 (December 2011)	Supplier diversity technology, data, and services.

* Data at time of Acquisition

SEEKING

Investment of

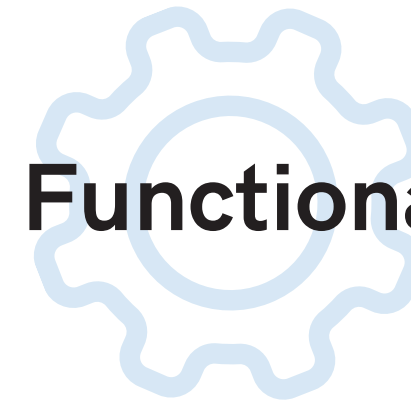
\$325K

A blue target icon with three concentric rings and a central bullseye, positioned behind the text '\$325K'.

Marketing Push



New Functionality



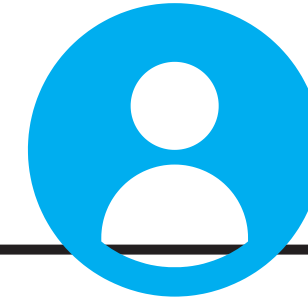
ASK



Meetings to discuss potential investment.



Names and/or introductions to others who might be interested in investing.



Contacts that might be helpful on our journey.



DiversiFind



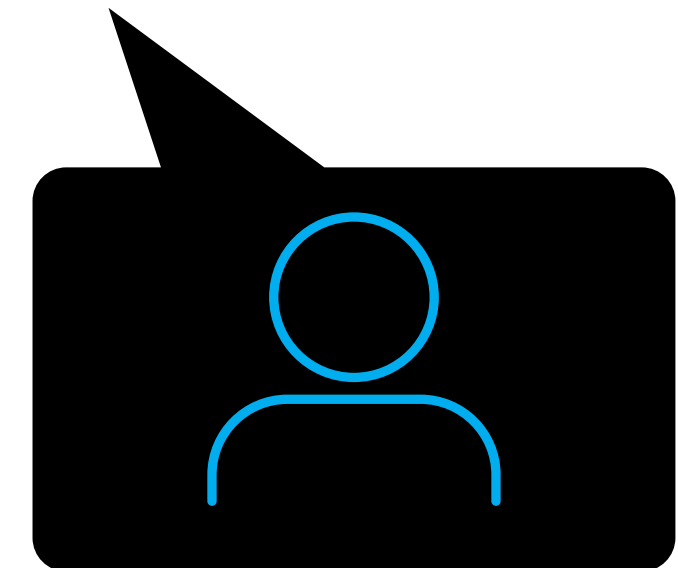
www.diversifind.com



lesley@diversifind.com



317-627-4527



APPENDIX

Roadmap

ROAD MAP

