



YEAR IN REVIEW

2024

EDITION



theo ventures



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Opening Reflection

As we close the chapter on an extraordinary year, I want to take a moment to thank our clients, partners, and team members who have made 2024 such a remarkable journey for Theo Advisors. Together, we've navigated challenges, seized opportunities, and achieved milestones that speak to the power of collaboration and innovation.

Looking ahead, I am filled with optimism about what we can accomplish together in the coming year. At Theo Advisors, we remain steadfast in our commitment to empowering visionaries, driving impactful solutions, and building partnerships that inspire meaningful change.

If you'd like to connect with us to discuss how we can support your goals in 2025, don't hesitate to reach out. Let's build the future, together.



Christopher C. King
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EXECUTIVE SUMMARY

As we reflect on 2024, Theo Advisors is proud to share the milestones and achievements that have defined our inaugural year.

From empowering visionary entrepreneurs to fostering key partnerships, our work has been centered around driving growth and strategic impact across industries including edtech, wellness, real estate tech, and proptech. In this first Year in Review, we highlight the initiatives, partnerships, and contributions that have propelled us forward in our mission to advise, support, and inspire entrepreneurs across the ecosystem.

LOOKING FORWARD

As we look forward to 2025, Theo Advisors is committed to continuing our mission of fostering growth and transformation for entrepreneurs across industries. We will expand our support for startups, drive strategic partnerships, and contribute to a more inclusive and diverse ecosystem of innovation.

THE YEAR AHEAD: SUSTAINING MOMENTUM AND IMPACT

Key areas of focus for the coming year include:

- **Expanding Partnerships:** We will work to deepen our relationships with partners like TattMe, Blacks in Technology Foundation, and District Angels, among others, to unlock new opportunities for our clients and the broader entrepreneurial ecosystem.
- **Scaling Advisory Services:** With over 50 entrepreneurs benefiting from complimentary reviews, we will continue to provide personalized, strategic advice to entrepreneurs at all stages of their journey.
- **Advocating for Diversity:** We will remain steadfast in our commitment to ensuring that underrepresented entrepreneurs have the tools, resources, and access they need to succeed.

We are excited for what's to come in 2025 and are grateful for the relationships we've built this year. Our success is a direct reflection of the strength and resilience of the entrepreneurial community we serve, and we look forward to continuing this important work.

FINANCIAL BREAKDOWN

This graph shows how we've spent our time this year. We'll explain more on the following page how we've allocated our time.



THEO SERVICE VERTICALS

We often asked our community with a variety of tools how they viewed their pain-points and we staffed our services specific to market demand.

Rank the service you need right now?

Marketing

Technical Talent

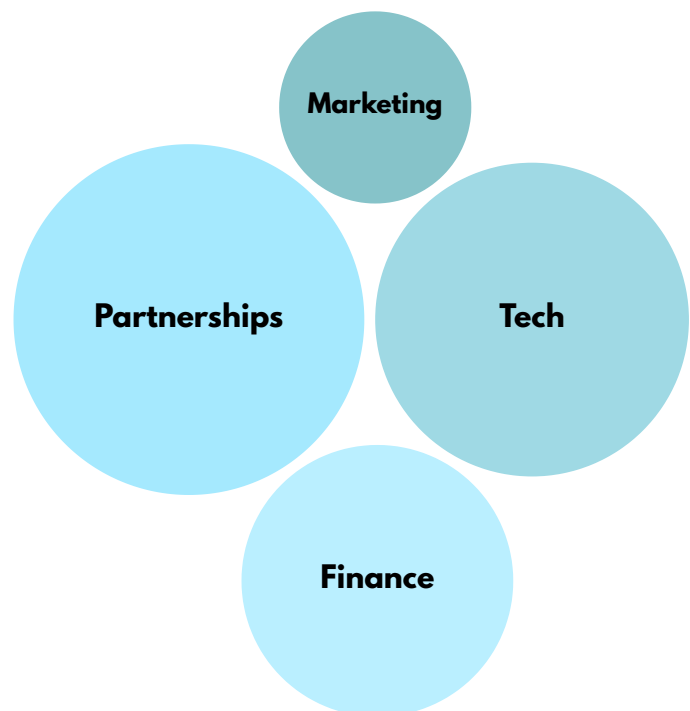
Strategic Partnerships

Financial Services

Submit

● Loading...

Our results, were strategic partnerships, technical development, and financial support were dominantly tied to early-stage ventures. While marketing projects are correlated with budgeting minimums. Should leadership at a firm require a marketing service, they achieved clarity of their spending range before engaging with Theo.



CLIENT HIGHLIGHT

1. TattMe: Empowering Digital Identity in the Tattoo Industry

Theo Advisors played a crucial role in helping TattMe, a pioneering beauty-tech company, navigate their go-to-market strategy. Through our strategic guidance, TattMe successfully secured key partnerships and positioned itself as a leading solution in the digital beauty space.

Our advisors worked on refining their customer acquisition strategy and expanding their footprint in an increasingly competitive market.



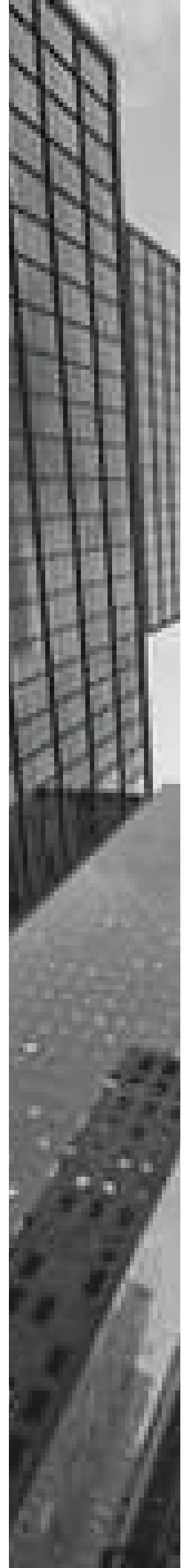


BLACKS IN TECH

2. **Blacks in Technology Foundation:** Building the Future of Tech for Black Entrepreneurs

Theo Advisors continued its support of the Blacks in Technology Foundation by offering pro-bono advisory services to enhance its operations and growth trajectory.

Our efforts focused on refining their strategic approach to outreach, community-building, and partnerships. This year, our collaboration contributed to the foundation's expansion into new markets, increasing visibility, and strengthening its leadership within the broader tech ecosystem.



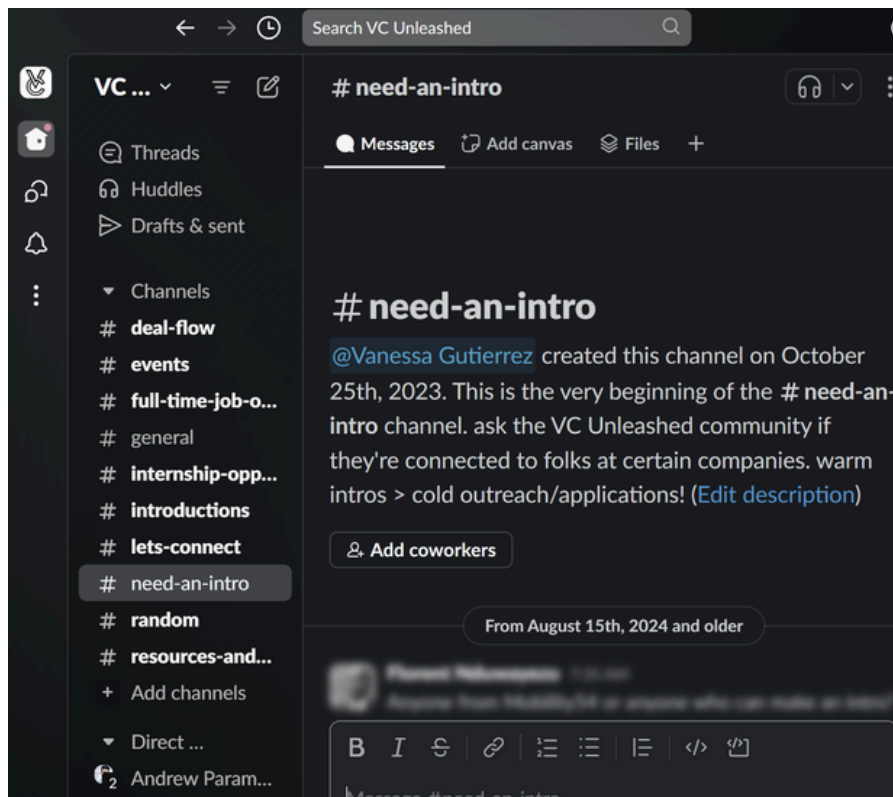
DC STARTUP WEEK

3. DC Startup Week: Championing Innovation and Startups

As a proud partner of DC Startup Week, Theo Advisors helped create impactful sessions and networking opportunities for emerging entrepreneurs in the D.C. area. Through curated workshops, we provided valuable insights on fundraising, scaling strategies, and overcoming the unique challenges faced by early-stage founders.

Our advisors facilitated connections between startups and investors, helping drive new collaborations that are set to redefine the D.C. startup landscape.



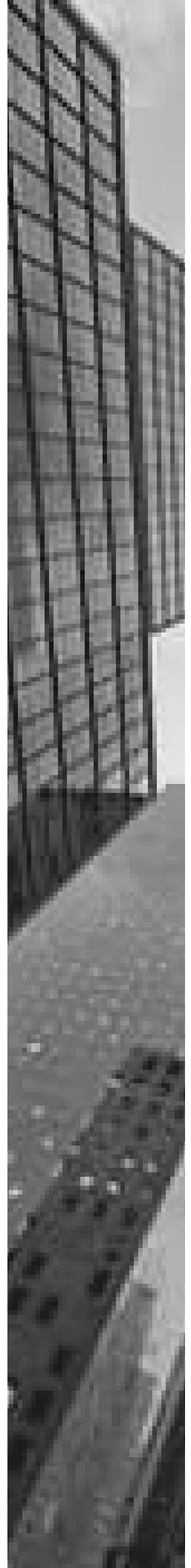


VC UNLEASHED & HUSTLE NETWORK

4. Hustle Network: Connecting Entrepreneurs with Strategic Partnerships

Theo Advisors supported the Hustle Network in connecting minority and women entrepreneurs to crucial resources, mentorship, and funding opportunities. Sometimes its a digital community and monthly zoom, and it's all helpful.

Our involvement in the network's growth helped expand their reach and fostered a deeper sense of community among entrepreneurs. We also provided strategic advice on partnership cultivation, enabling Hustle Network to secure collaborations with major industry players.

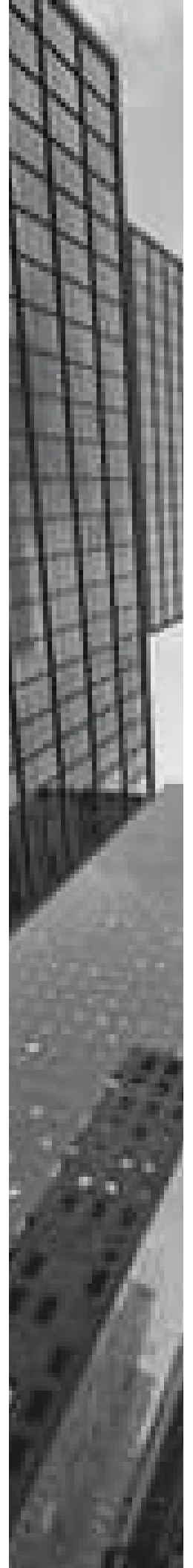


DISTRICT ANGELS

5. District Angels: Strengthening Investment Ecosystem for Early-Stage Founders

Theo Advisors' supports District Angels. A community that strengthens the angel investment ecosystem in the D.C. area.

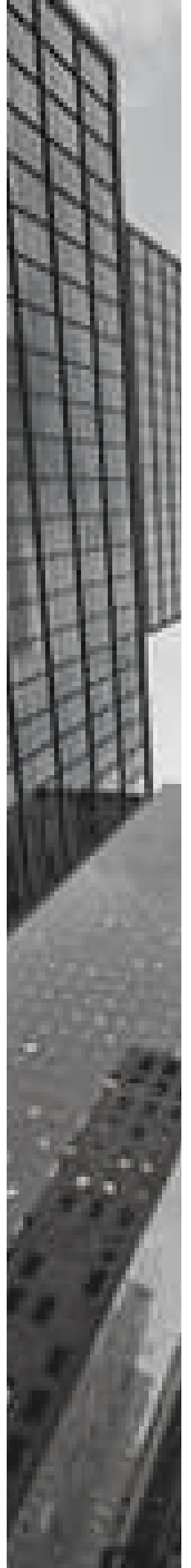
Through strategic introductions and advising on deal structure and investment processes, we assisted early-stage startups in securing the capital needed to scale. Our work contributed to District Angels' expanding network of investors and entrepreneurs, which is now a driving force behind innovation in the region.





100TH HOWARD HOMECOMING

6. The **100th Annual Howard University Homecoming** provided a unique opportunity for Theo Advisors to showcase its commitment to the next generation of entrepreneurs. Through our partnership with Howard University and involvement in key events, we helped connect students, alumni, and entrepreneurs to resources that empower their ventures. The celebration highlighted the legacy of Black excellence and the intersection of education, innovation, and entrepreneurship.



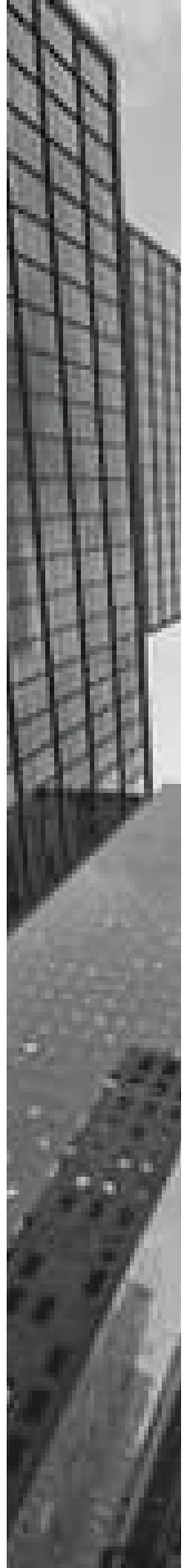
THE INN BY C3

7. Theo Advisors contributed to The Inn by C3, a transformative hospitality concept, by refining its business model and growth strategy. We provided insights into operational efficiency, customer experience, and market expansion. This collaboration set the stage for the Inn by C3 to redefine modern hospitality through a unique blend of technology, design, and customer service.



A promotional poster for 'THE INN BY C3' featuring a man with a beard and a brown suit, identified as Christopher C. King. The poster includes the following text:

- THE INN** BY C3
- PRESENTS
- RECOVERY & REFRESH**
- FEATURED PANELIST
- CHRISTOPHER C. KING**
- SUNDAY OCTOBER 20
- 10AM-4PM
- SPONSORED BY
- HEO** ADVISORS
- #HUI00HOCO
- smart water**



Celebrating Breakthroughs Inspiring Progress

3 years in operation



440+

Fellows Served

707+

Interviews

178

Placements &
Promotions

6

Member Countries

6,381+

Industry Connections

\$42k

Avg. increase in
total compensation

\$10M

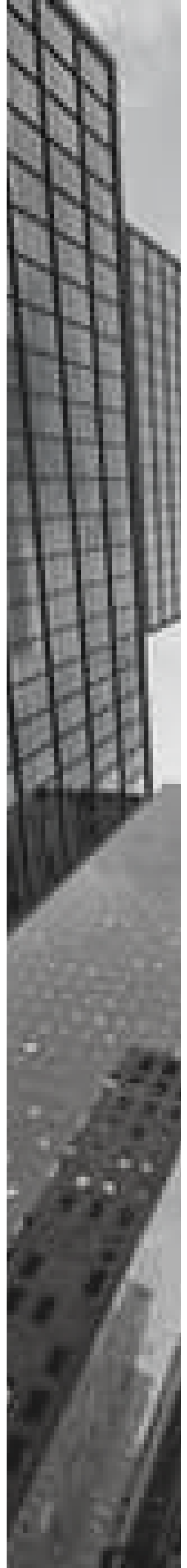
Estimated
Economic Impact

80+

Member Cities

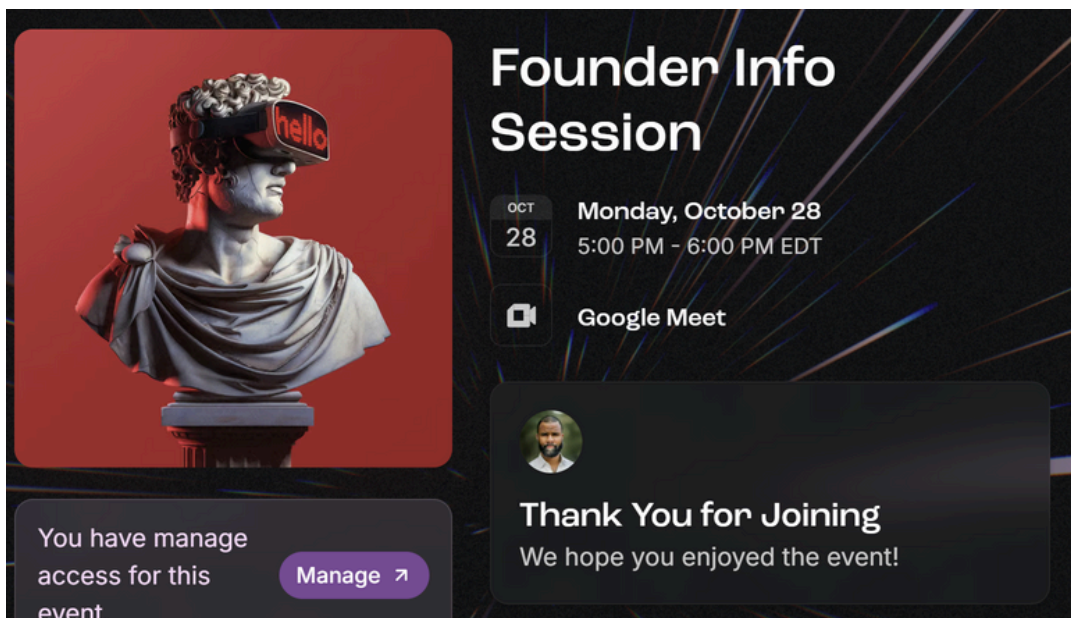
COLORWAVE

8. Through our partnership with the **Colorwave Entrepreneur Accelerator**, Theo Advisors helped mentor diverse entrepreneurs in industries ranging from wellness to tech. Our team played a key role in helping entrepreneurs refine their business models, improve their pitches, and access the tools and resources needed for sustainable growth. The accelerator program has become an essential resource for underrepresented entrepreneurs looking to scale.



OFFICE HOURS VIA PRO BONO REVIEWS

9. This year, Theo Advisors conducted complimentary reviews and provided actionable recommendations for over 50 entrepreneurs across diverse sectors, including edtech, wellness, real estate tech, healthtech, and proptech. These engagements ranged from high-level strategic advice to granular feedback on specific challenges like fundraising, customer acquisition, and scaling. We are proud to have contributed to the growth of these ventures and continue to provide ongoing support through our advisory services.



The screenshot shows a Google Meet event page for a 'Founder Info Session'. On the left, there is a red square featuring a classical bust of a man wearing a VR headset with the word 'hello' on it. To the right of this, the event title 'Founder Info Session' is displayed in white. Below the title, the date 'OCT 28' is shown in a dark box, followed by 'Monday, October 28' and '5:00 PM - 6:00 PM EDT'. A Google Meet icon and the text 'Google Meet' are also present. At the bottom left, a message says 'You have manage access for this event.' with a 'Manage' button. At the bottom right, a message says 'Thank You for Joining' and 'We hope you enjoyed the event!' next to a small circular profile picture of a man.

THE YEAR AHEAD

The Year Ahead: Sustaining Momentum and Impact

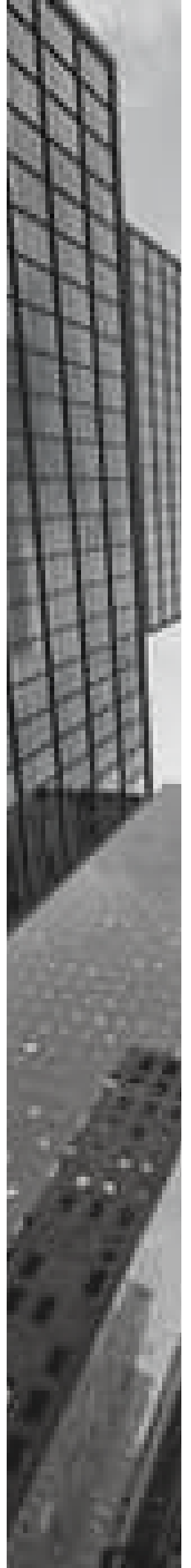
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*"Teamwork is the fuel that allows common people
to attain uncommon results."
– Andrew Carnegie*

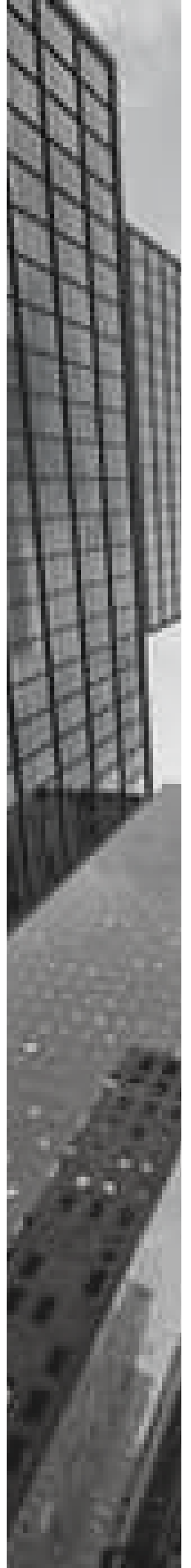
WHO WE ARE DEFINES WHERE WE ARE GOING.
AT THEO ADVISORS, COLLABORATION IS AT THE HEART OF OUR
JOURNEY. TOGETHER, WE SHAPE THE PATH FORWARD.

TEAM HIGHLIGHTS

Theo Advisors 2024 Team Overview

Theo Advisors' success in 2024 is built on the expertise and contributions of our exceptional team of advisors. Each member brings a wealth of experience, deep industry knowledge, and a proven track record of success across diverse sectors.

From marketing strategy to technical advisory and investment strategy, our team works collaboratively to provide our clients with the insights, resources, and guidance needed to scale and succeed. Below is an overview of the key members of our advisory team, who have played pivotal roles in shaping our work this year:



INTRODUCING OUR ADVISORS



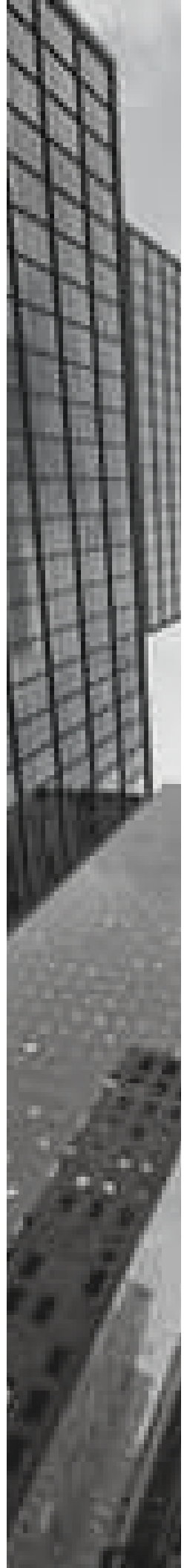
Christopher C. King

Strategic Leadership & Partnerships
Managing Partner

Christopher is a visionary leader with a deep commitment to education innovation and organizational growth. As a co-founder of Theo Advisors, Christopher brings extensive experience in strategic planning, partnership cultivation, and program development to help clients achieve impactful, sustainable success.

Experience:

With over a decade of experience in executive leadership, Christopher has successfully led initiatives in education, workforce development, and entrepreneurship. He has worked with both nonprofits and corporate entities to align mission-driven strategies with measurable outcomes, positioning organizations as leaders in their fields.

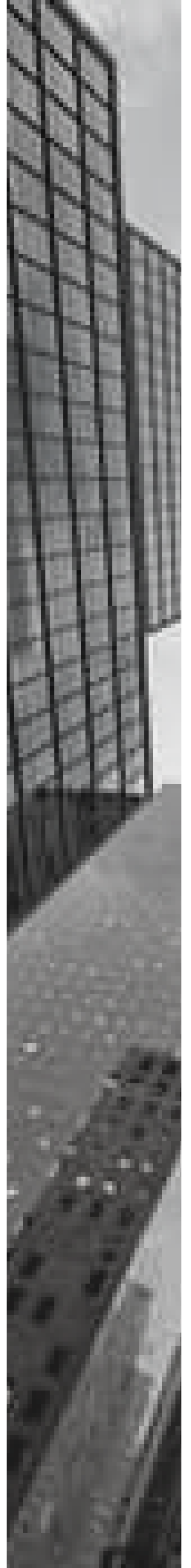


Role in 2024:

In 2024, Christopher focused on spearheading strategic partnerships and overseeing the development of impactful programs for Theo Advisors' key clients, including WAM Academy and TattMe. His leadership was instrumental in securing partnerships that aligned with client missions, expanding their reach, and enhancing their capacity to deliver innovative solutions. Christopher also played a pivotal role in developing thought leadership content and elevating Theo Advisors' profile in the education and workforce development sectors.

Core Areas of Expertise:

- Strategic Planning: Designing and implementing high-impact strategies tailored to organizational goals.
- Partnership Development: Building and nurturing partnerships that drive growth and innovation.
- Thought Leadership: Establishing organizations as trusted voices in their industries through storytelling and content creation.
- Program Development: Creating scalable, impactful programs that align with mission-driven objectives and meet community needs.

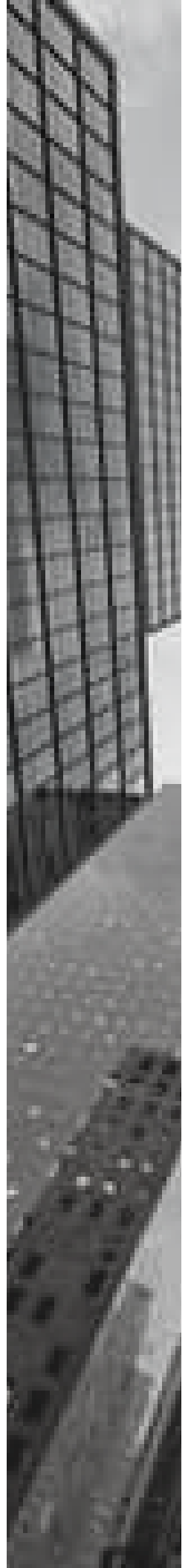




Michael Stephenson
Marketing & Systems
Advisory

Mike is an accomplished marketing strategist with a focus on **brand development**, **digital marketing**, and **growth acceleration** for startups and established businesses alike. His expertise in **targeted outreach** and **marketing innovation** has been instrumental in helping Theo Advisors guide our clients through dynamic market landscapes.

- **Experience:** Michael has over 15 years of experience leading marketing teams and developing high-impact marketing strategies for tech-driven startups and nonprofit organizations. His experience includes scaling marketing functions in companies ranging from emerging edtech firms to global consumer brands.

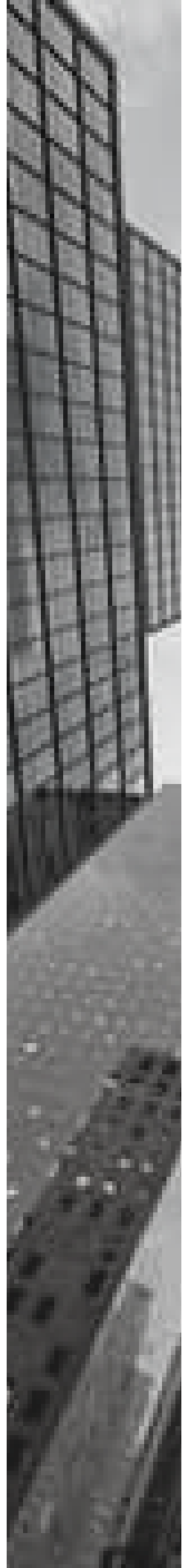


Role in 2024:

Michael's primary focus in 2024 was providing **strategic marketing guidance** to **TattMe** and **Blacks in Technology Foundation**, helping them sharpen their brand positioning and develop effective digital marketing campaigns. He also worked closely with Theo Advisors to enhance our overall marketing presence, ensuring that we reached the right audience with compelling messaging.

Core Areas of Expertise:

- **Brand Strategy:** Michael excels in helping businesses define their brand identity and align it with customer needs.
- **Customer Acquisition:** From paid advertising campaigns to content marketing, Michael has driven customer growth through innovative marketing strategies.
- **Digital Transformation:** Michael has helped numerous organizations successfully transition to digital-first marketing strategies that leverage the latest technologies.



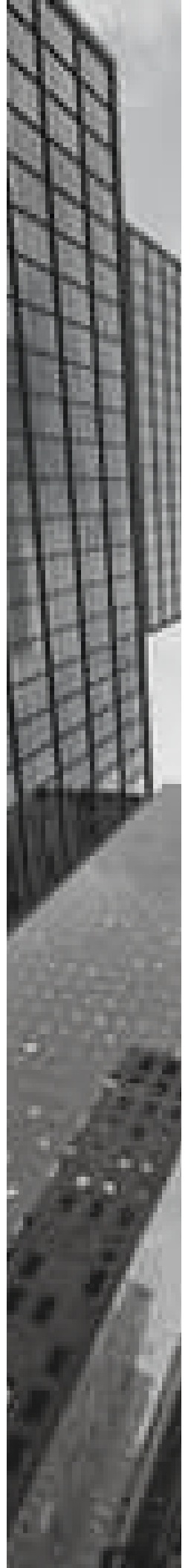


Aaron Saunders

*Technical & Web Development
Advisory*

Aaron is a seasoned **technology expert** with extensive experience in building and scaling software platforms for businesses across a range of industries. With a background in **software engineering** and **platform development**, Aaron provides Theo Advisors with a deep understanding of the technical considerations that startups and enterprises must address to succeed in an increasingly tech-driven world.

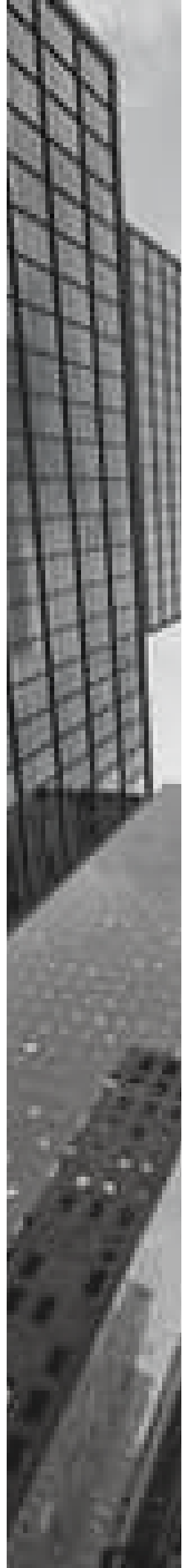
- **Experience:** Aaron brings over 35 years of experience in building innovative software solutions, including **enterprise-level systems**, **cloud computing platforms**, and **AI-driven applications**. He is the founder of a successful **software development firm** and has worked with companies ranging from early-stage startups to large-scale enterprises.



Role in 2024: In 2024, Aaron's technical advisory role was central to helping TattMe refine its platform architecture and optimize performance. He also worked with WAM Academy and other clients to evaluate technical infrastructure, recommend scalable solutions, and ensure that their systems could support rapid growth. Aaron's insight into emerging technologies, including AI and cloud computing, has been invaluable in ensuring that clients are ready for the future of work.

Core Areas of Expertise:

- **Software Development:** Expertise in full-stack development, mobile app design, and web platform solutions.
- **Cloud Solutions:** Knowledge of cloud computing strategies, from AWS to Azure, for building scalable and cost-effective systems.
- **AI Integration:** Helping organizations leverage AI and machine learning to optimize business processes and improve decision-making.
- **Platform Scalability:** Ensuring that technology systems can handle increased demand while maintaining performance and security.

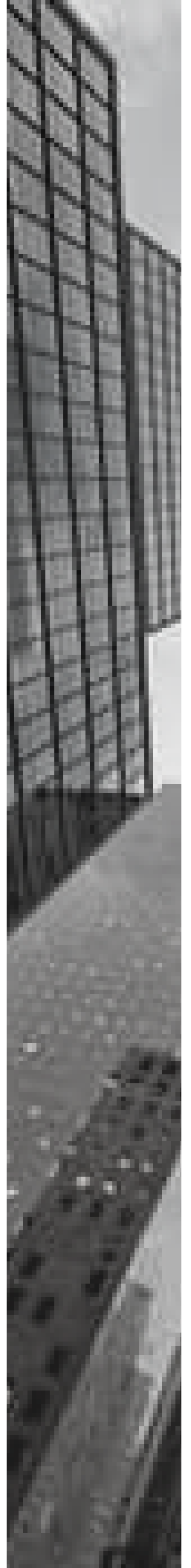




Andrew Gelbard

*Data Science & AI
Advisory*

Andrew Gelbard is a **data science** and **artificial intelligence (AI)** expert with a strong background in predictive analytics, machine learning, and AI-driven insights. His ability to turn complex data into actionable business intelligence has been instrumental in helping our clients make data-driven decisions that fuel their growth.

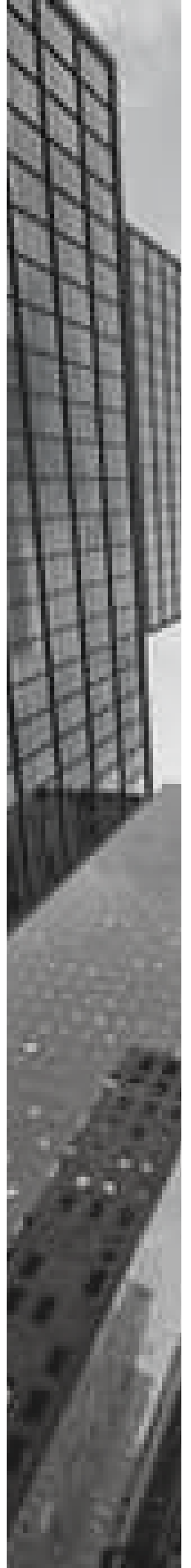


Role in 2024:

In 2024, Andrew's work focused on integrating **AI and machine learning solutions** into the products and services of clients like **TattMe** and **WAM Academy**. His contributions were critical in building the **Measuring Dreaming research partnership** with **I Dream Public Charter School**, where he applied data science methods to evaluate educational impact and refine program strategies. His work has also been vital in helping clients enhance their decision-making capabilities through AI-driven insights.

Core Areas of Expertise:

- **Machine Learning:** Designing and deploying machine learning models for predictive analytics, pattern recognition, and process automation.
- **Predictive Analytics:** Helping organizations make more accurate forecasts about future trends and behavior based on data insights.
- **AI Solutions:** Leveraging AI for optimization in business processes, customer engagement, and resource allocation.
- **Data Strategy:** Crafting data strategies that align with organizational goals and ensure that data is used effectively to drive business outcomes.



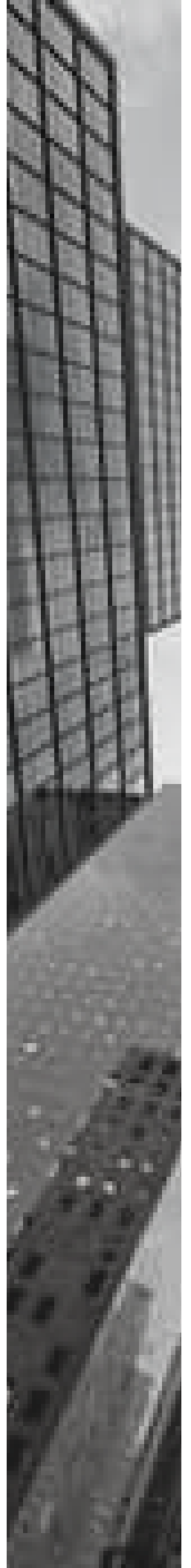


Michael Huckaby

*Investment Strategy
Advisory*

Michael is a seasoned investment strategist with expertise in venture capital, private equity, and financial modeling. His ability to assess market trends, identify high-growth opportunities, and design investment strategies has been a cornerstone of Theo Advisors' work in supporting early-stage ventures.

Experience: Michal has over 15 years of experience in the investment sector, having worked with leading capital **firms, family offices,** and **investment groups.** His track record includes advising startups in industries ranging from **edtech** to **universities,** and he has helped shape the financial strategy for numerous high-growth companies.

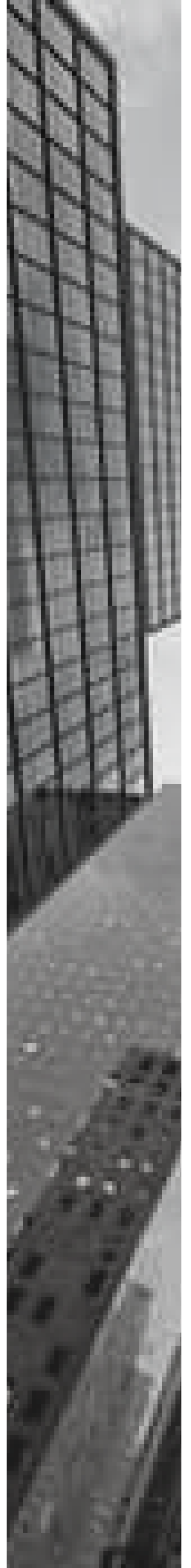


Role in 2024:

In 2024, Michael's advisory role was focused on guiding our clients through the complexities of fundraising and investment strategy. He worked with **WAM Academy** on their **investment strategy**, helping to align their goals with investor expectations. Additionally, he played a key role in advising **District Angels** and other investment groups, ensuring that startups were well-positioned to secure the capital they needed to scale.

Core Areas of Expertise:

- **Leadership & Budgeting** Expertise in small and mid-size businesses, healthcare and investments, plus navigating the fundraising process with the help of the leads.
- **Investment Structuring:** Helping startups structure deals that align with long-term growth and investor returns.
- **Financial Modeling:** Developing financial models that predict performance, assess risk, and align with market expectations.



OUR CORE VALUES

The **Theo Advisors** team is a dynamic group of experts dedicated to providing top-tier guidance across **marketing, technology, data science,** and **investment strategy.** With professionals like **Michael Stephenson, Aaron Saunders, Andrew Gelbard,** and **Michal Huckaby,** our clients benefit from an unparalleled depth of knowledge and strategic insight.

Together, we are committed to advancing the **entrepreneurial ecosystem,** helping founders scale their businesses, optimize their technology infrastructure, harness the power of data, and secure the investments they need to grow. As we move into 2025, we look forward to continuing our work alongside these extraordinary individuals to drive impact and success for our clients and partners.



THEO VENTURES

In the market, we're solving for the Problem-Solution Fit for Early-Stage Ventures

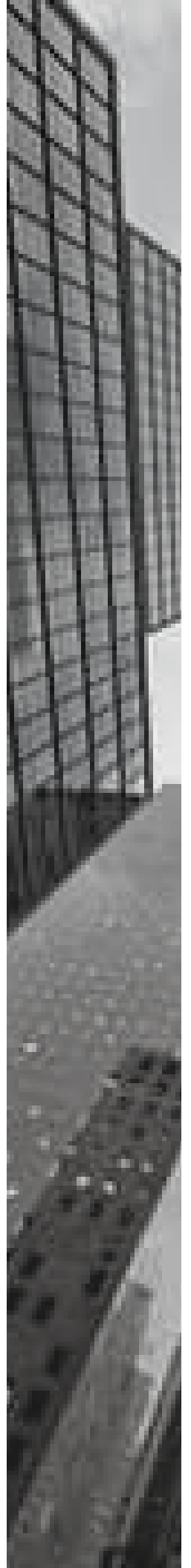
For early-stage ventures, the development phase is often the most critical. With limited resources, these businesses must navigate the complexities of building a robust, scalable web platform while also managing the day-to-day realities of growing a new company. Many of these startups face challenges in aligning their product vision with technical execution, often leading to delays, budget overruns, or misaligned solutions.

Our Solution:

Theo Ventures specializes in web development and technical strategy specifically tailored for early-stage ventures. Our expertise helps these companies build scalable and user-friendly platforms that meet the evolving needs of their customers. From initial MVP development (Minimum Viable Product) to full-scale product launches, we guide entrepreneurs through each phase with a focus on agile development, user-centric design, and cost-effective solutions.

We partner with entrepreneurs to:

- Validate product ideas early through user feedback and agile iterations.
- Create MVPs that demonstrate proof-of-concept while managing development timelines and resources effectively.
- Build scalable solutions that can grow with the business, ensuring that the tech stack is adaptable and sustainable for future needs.



Who we serve

We partner with entrepreneurs to:

- Validate product ideas early through user feedback and agile iterations.
- Create MVPs that demonstrate proof-of-concept while managing development timelines and resources effectively.
- Build scalable solutions that can grow with the business, ensuring that the tech stack is adaptable and sustainable for future needs.

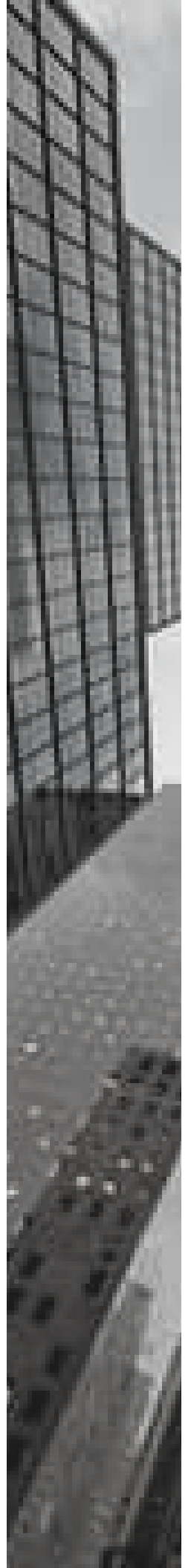
By ensuring the technical foundation is strong, we help ventures accelerate.

**TECHNICAL STRATEGY RECOMMENDATIONS
FOR MID-SIZE ORGANIZATIONS**

We focus on:

- Tech stack optimization: Ensuring that internal systems, platforms, and tools are integrated effectively and can support increased demand.
- Cloud infrastructure management: Helping mid-sized businesses make the right decisions when scaling their infrastructure to the cloud (AWS, Azure, GCP), ensuring performance and cost efficiency.
- Automation and AI integration: Identifying opportunities to automate manual processes and integrate AI for greater data-driven decision-making.

Our goal is to provide a clear roadmap for the future of these organizations, guiding them in their growth while ensuring that their technology remains a competitive advantage.



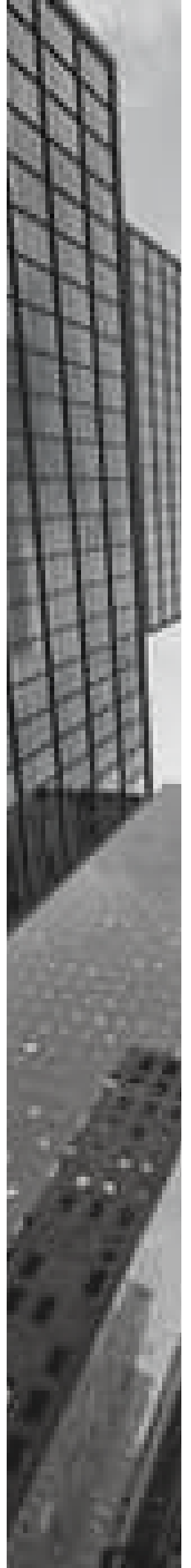
Conclusion:

Empowering Growth with the Right Solutions

At Theo Advisors, we deliver solutions through Theo Ventures understand that through the landscape of web development, technical strategy, and talent acquisition is constantly evolving.

Through our strategic partnerships, dedicated technical advisory services, and focus on finding the right solutions at each stage of business growth, we empower entrepreneurs and organizations to scale effectively, build sustainable products, and leverage the talent and technology they need to thrive.

As we continue to support early-stage ventures and mid-size organizations in their growth journeys, our ethos remains centered on providing expert guidance, delivering scalable technical solutions, and ensuring that companies have the right talent to meet the demands of the future of work.



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