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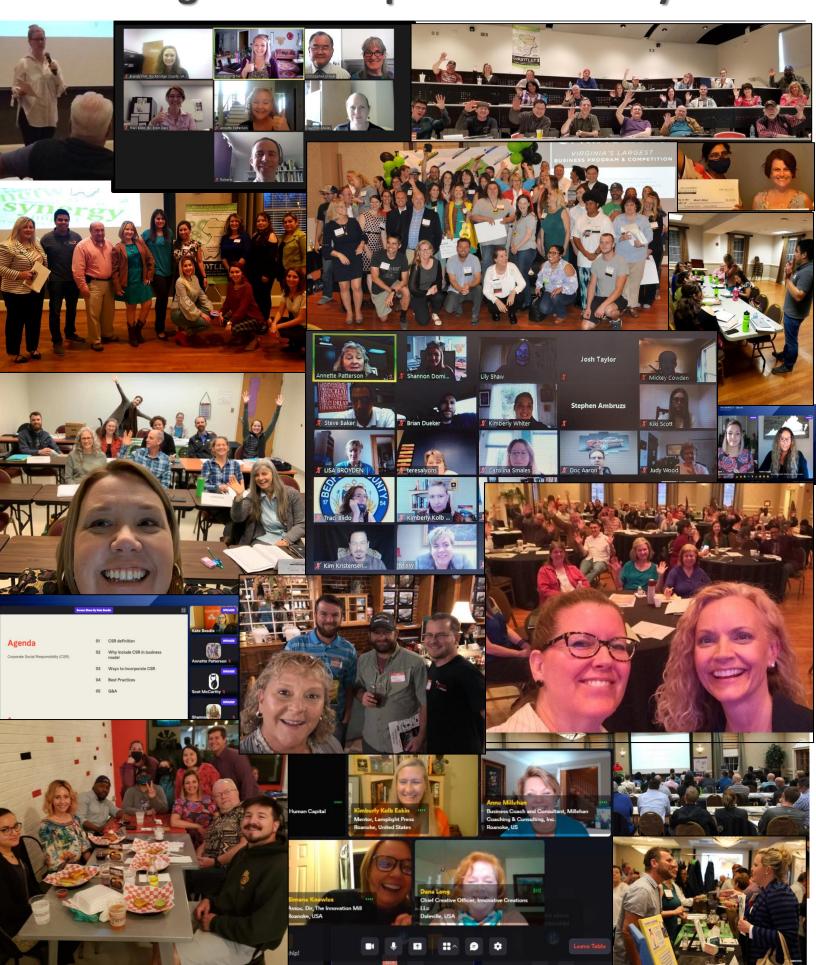
BUSINESS PROGRAM & COMPETITION







Our Region's Entrepreneurial Ecosystem



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DAN SMITH

Journalist & Writer

AMAR







COEUS RESEARCH

































ED EVANS DESK & DESIGN LLC STRATEGIC BRANDING + WEBSITES























MOUNTAIN VIEW















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LAT Personal Training Office Depot / Office Max **Shenandoah Small Business Solutions**

SCHOLAR LEVEL SPONSORS

T. Creasy & Co. PLLC Gene Marrano

Best of Roanoke Chance Miller - State Farm







The Well has been a natural health and wellness retail store in Bedford. They are Certified Natural Health Professionals and Health Coaches who plan to add to the retail store a variety of natural health modalities.

The White Tree Inn, a turn of the century (1896) Victorian home in the process of restoration, serves as a Boarding House and Airbnb in Buena Vista, VA.



Why Not Workshop is an educational nonprofit which serves at-risk students by providing primary and supplemental educational services in a nontraditional setting.



Wonderful OILS

Wonderful Land of Oils understands your physical and emotional health challenges and prepare an individualized wellness plan to support meeting your goals. Patrice also provides essential oil application treatments, and a full line of essential oils, supplements, nutrition and natural home and personal care items to give you the solutions you need to live your life to the fullest.





Woven Artisan Gallery has a vision to create a digital channel that showcases Ecuador's rich culture abroad while promoting emerging artisanal brands.

Dear Friends,

Welcome to the 7th Annual GAUNTLET Award Ceremony. The GAUNTLET Business Program and CompetitionTM is a community-wide endeavor powered by the Advancement Foundation. The "beta program" began seven years ago in the Town of Vinton with 15 entrepreneurs, 10 mentors, and \$12,000 in cash and in-kind awards. The program continued to grow through support of the Community Business Launch grant funded through the Department of Housing and Community Development and many key sponsors including our lead sponsor State Farm. Today we **celebrate a growing entrepreneurial network of over 650 Gauntlet Alumni and 250+ mentors.**

We are proud to partner with administrators, economic developers, and community leaders across a diverse array of localities including: Alleghany County, Covington, Clifton Forge, Bedford County, Town of Bedford, Forest, Big Island, Lynchburg, Botetourt County, Buchanan, Fincastle, Troutville, City of Roanoke, Roanoke County, Town of Vinton, Salem, Rockbridge County, Lexington, Buena Vista, Glasgow, Montgomery County, and Floyd County.

TAF and many community leaders have worked tirelessly each year to refine strategies that engage all community stakeholders to harness knowledge and resources that will fast track talented entrepreneurs with great business ideas. The GAUNTLET is a proven program that cultivates ALL types of business development including Main Street businesses, early stage high growth potential companies, and part-time innovators. The distinctive power of the program is the action-oriented approach that sets entrepreneurs on a path to customer discovery, proof of concept, business strategy planning, and connections to a network of mentors and entrepreneurs.

The GAUNTLET and other programs led by TAF provide highly visible opportunities that attract diverse entrepreneurs. Through these programs we have awarded over \$1.5 million in financial and in-kind resources. In addition, TAF has provided access to \$500,000+ in low or no interest loans. In return, these businesses have created 400+ jobs, leased and purchased \$1.6 million in commercial real estate, and provided much needed tax revenues for the communities we serve.

The GAUNTLET program has been recognized as the most effective business and community development program across the region and state. In fact, the GAUNTLET is Virginia's largest business program and competition!

It is our sincere privilege to lead this expansive cross-regional collaboration. We are grateful for all your support and hope that you will continue to contribute your time, talent, and treasure to this important endeavor.

Best Regards,

Annette

Annette Patterson, President The Advancement Foundation



powered by The Advancement Foundation

Map Key:

Resources

Mentor Network
Community Investment Holding; grants, loan funds, etc.

Programs

GAUNTLET Business Program and Competition™ Innovation Mill (early, high growth) Virginia Individual Deposit Accounts (VIDA)

Placemaking

Incubation Centers Drone Zone Maker's Space

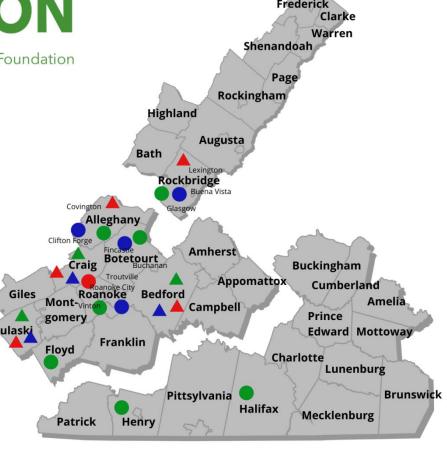
2020 Proposed Projects:

A Resource

A Program

Placemaking

Photos and regions outlined by GO Virgina



Thank you to our partnering localities and organizations!























































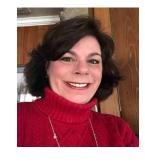


The Foundry is a company devoted to unlocking human potential. Our mission is to help people discover and develop their strengths and talents to impact the world in a profound and unique way.





New Corporate Wellness Program is a science-backed, heart-centered program that helps reduce symptoms of stress and/or PTSD caused by the pandemic and helps you tap into the incredible power of your brain for wellness.





The Pie Shoppe makes and sells savory chicken pies, vegetarian pies, breakfast pies, and dessert pies.





The Stratams Group, LLC helps organizations across the private, public, and social sectors create thriving corporate cultures. We transform our clients' organizations into environments that are devoted to innovation, collaboration, engagement, and empowerment.





The Welcome Basket delivers housewarming Welcome Baskets to people who purchase a home in Roanoke, Salem, Vinton, Botetourt, Franklin Co., Smith Mountain Lake, and the NRV.





Priss E. Nerd believes that everyone has something they are nerdish about and we create unique, themed jewelry and accessories to help bring out everyone's inner nerd. Primarily, we focus on jewelry (specifically earrings and pendants) however we do create other items as well.





Great Tables by Reclaimed Innovations is a family operated business located in the Shenandoah Valley. We reclaim, recycle, and repurpose old barn wood by making handcrafted tables and other pieces of furniture.





Romero Album Design customers enjoy handmade wedding albums that can be passed around the dinner table, and enjoyed on anniversaries. Romero Album Design has the expertise to sift through any amount of photos to tell the story a wedding day.





Scattered Sunshine Therapeutic Massage offers structural and Idō massage for stress reduction, pain relief, increased mobility, and general well-being.





Signature Stager is an Occupied Consultation Specialist, less than 100 in the nation, I specialize in home staging preparation having completed this unique training program.

Dear Entrepreneurs, Mentors, Sponsors, and Friends,

On behalf of the Advancement Foundation's Board of Directors, we would like to thank you for joining us for the 7th Annual GAUNTLET Awards Ceremony. During these uncertain times we continue to find significant hope for our future in the passion of our entrepreneurs, innovators, and committed community leaders.

The Foundation's vision is to accelerate economic prosperity and equality for diverse entrepreneurs across diverse communities. This vision calls us to create bold opportunities that ignited innovation and strategic investment in business development. TAF is grateful to key partners who share our vision for thriving communities such as our lead sponsor State Farm who has committed to grow the program with both critical financial support and the incredible volunteerism of its agents across the region.

The 2021 GAUNTLET class of nearly 150 participants made a true commitment to explore their business concept and their own fortitude in the midst of the COVID pandemic. They attended classes, conducted customer discovery interviews, and learned to make the case for their business concepts. Likewise, over 250 mentors, faculty members, community leaders, resource agencies, institutions of higher education, chambers, SBDC, SCORE, and more than 100 corporation/individual donors joined forces to do the heavy lifting by providing awards, teaching business concepts, and sharing knowledge and honest feedback to execute the GAUNTLET program.

We are grateful to each of you for your commitment to the GAUNTLET program. We look forward to recognizing the hard work and dedication of our GAUNTLET 2021 Alumni.

















Thank you for showing us that, inside all of us, is the opportunity to grow a stronger community. State Farm® proudly supports the Gauntlet Business Program and Competition.





A Message to the 2021 GAUNTLET Graduates,

The Gauntlet often spurs entrepreneurs to consider how their past experiences play into their new business endeavors. I would like to share a lesson I learned during the 7th round of The Gauntlet and the importance of pushing through fear, or the terror barrier, by surrounding yourself with the right people.

The Gauntlet is an innovative program and each year we push the envelope with new and exciting projects for our entrepreneurs. Directing innovative work can be scary! I have tread through self-doubt and had to fight that worry whispering in my ear more than a few times. I know you all can relate. However, with people around me that are demonstrating drive and success even when they are facing their own terror barriers, I have been able to walk a more strategic path by working with others through encouragement and shared solutions.

I encourage each of you to stay connected with each other and encourage each other to keep pushing through fear – innovation can be scary but together we are stronger!

Thank you for all your support and encouragement! I cannot wait to see all your successes for years to come!

Onward and Upwards,

Shannon

Shannon Dominguez, Director of Business Development The Advancement Foundation





Nubian Messy Bun Momma features a variety of sweet treats from Hot Chocolate Bombs and custom made candy bars to Caramel Apple and has a nerd niche in many fandoms.





On Course Rating Systems, LCC allows you to run safely, on your own, in park near you, and compete virtually for your rank with others around the country doing the same thing.





PERSUNALITY LLC is a network of companies that integrate different strengths to create content, tools, and products for the entertainment, healthcare, and education industries.





The Vinton Nest Co-Working will fill an immediate community growing need for a wide variety of professionals needing remote working space, as well as, an affordable option for new start-ups.





Poteet Studio creates delightful, whimsical home goods (pillows, napkins, tabletop linens, and more) with a meaningful connection to animal welfare.





Power-up Online Promotions makes businesses POP by telling their stories to the people who are looking for them.





Bluebell Bakery is a home based bakery looking to move into a commercial space to better serve the Buena Vista, VA community. Bluebell Bakery currently serves artisan style breads, European style pastries, custom cakes and cookies, and other desserts.



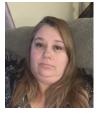


Meadow Spring Hideaway has 4 luxury yurts and amenities with beautiful views of the Blue Ridge Mountains. Guests can access the Appalachian Trail nearby, or go fishing in the spring fed pond.





Motivate the Game is an innovative therapeutic sports training program that mixes mental health techniques and self awareness with sports specific skills and drills.





Mountain Edge structures activities that will help to keep the aging adults and mentally disabled adults engaged and living life to its fullest.





Muddy Squirrel invites your to join us for EXPERIENCES that take you through the most beautiful areas of Virginia's Blue Ridge. Whether a seasoned competitor or trying something for the very first time, we foster your passion for adventure sports.





North Mountain Candle Co. where it is our mission to capture the charm of the Blue Ridge Mountains by hand crafting the highest quality fragrance products to help create a cozy atmosphere for your home.

Meet Our Mentors & Faculty!

Thank you to these individuals who share their time and expertise to entrepreneurs.

Kathleen All Cornelius Alston-Colbert Heather Alto Stephen Ambruzs Katherine E Anderson **Noel Anderson** Luke April Drew Arney Mott Atherholt Martha Atherholt Linda Bailey Tonya Baker Steve Baker Bill Baldwin **Dustin Bays** Elaine Bays-Murphy Beth Bell Robert Benninger **Bobby Berkstresser** Laxman Bhandari Judy Bibb Traci Bildo Chelsey Blake Cody Blankenship **Bradley Bommarito Brad Boothe** Arleen Boyd Mary Beth Boyes Jay Brenchik Eric Bucey Levi Buck Darlene Burchum **Jodi Burgess** John Burrows Jeremy Butterfield **Brandon Caldwell** Antwyne Calloway John Carlin Sam Carpenter Megan Carter Allyson Davoll Cartwright Jessica Catley Lynn Chapman Amanda Christiansen Jean Clark Shelia Clark Clarissa Clarke **Bob Clement Anthony Cline** Siobhan Cline Fonda Coffey **Chris Conner** Kathryn Conner Dan Coy **Todd Creasy**

David Crosier

Andrew Crotts

Debbie Custer

Bill Custer Steve Dalton Jenefer Davies Nate Day Kelly Dean **Donald Deeds** Dawn Dehart Jimmy Delgado Ramon A. Diaz Toledo Carrie Dickey Jim Dillon Megan Dillon **Beth Doughty Elda Downey** Tina Dressler **Andrew Dreszer** Kimberly Eakin Dean East Scott Easter Jennifer Eddy **Peter Edwards** Glenda Edwards- Goh Kaila Elam Alan Eberle James Eller Amanda Ellinger Tom England **Heather Fay** Jen Feazelle **Bethany Fresh** Jessica Fintel Wayne Flippen **Shannon Fogus** Amanda Forester Carmen Forman Amanda Forrester Allen Foster Lynda Foster Catherine Fox **Gavin Fox** Marty Francis Patrick Franco John Franson **Becky Freemal** James "Tucker" Frye Michael Fultz Suzanne Gandy **Beth Garrett** Kenny Garrett Frank Giannini Laura Godfrey Adam Goetz Ramain Gohar Pam Golden Jamie Goodin

Andrew Gore

Diane Gracia

Kiesha Graziadei-Shup Betsy Lee Kelly Green Dawn LeMone **Bradley Greenway** Ariel Lev Marie Green **Angie Lewis** Janice Gregory **Bob Lewis** Larry Hall Paul Linkenhoker Chris Hamm Ray Lipes Teresa Hammond Jill Loope **Bruce Harrison** Rosa Lopez **David Hawkins** Mark Lucas Milan Hayward Rachel Lucas Mark Henderson Teresa Lyons **Teffany Henderson** Greg Madsen Chris Henson Marcia Major **Brent Hershey Andre Majors** Michelle Hillis Pat Malone Getra Hines Selph Caleb Mann Melinda Hinkle Denise Mann Jan Hobbs Cameka Manns Matthew Hogan Richard Mansell Walter Hogle Todd Marcum Joe Martin **Grant Holmes** Pam Martin **Emory Holmgaard** Martha Hooker Joseph Martin Karen Hough Steve Martin Frank Hough Bruce Mayer Jeannette Houghton John Mays John Hunter Ed McArdle Cameron Hutto Jamie McBride Pamela Irvine Scot McCarthy Mark McCaskill Heather Jackson Douglas Jackson Lauren McCaughrin Lois James Terri McClung **Cortland James** Theresa McCoy Eli Jamison Crystal McDonald Gail Johnson Ken McFadyen Jim Jones Brenda McGuire Sara Beth Jones Andrew Milauskas Wendy Jones Anne Millehan Jim Jones Chance Miller **Ernest Juial** Stevii Mills Greg Keene Tamara Mills Johnathan Kelly Jamal Milner Tom Kennedy Gene Moranno Bridgett Kidd Casey Morgan Tom Kirby Nicholas Morgan Lynn Kirby Rantonia Morgan Carl Knoblock Lisa Morman Simone Knowles Josh Morris Crystal Knuttgen Jill Morris Bill Kyle Leo Mulcahy Ryan LaFountain **Bob Mullen** River Laker Paul Murphy Ken Lanford Stephen Niamke Clay Nichols Susan Larkin Gary Larrowe **Betty Noel** Mary Beth Layman Dr. Alice Obenchain

Betsy Lee Dawn LeMone Alexis Perry Hodnett Kevin Persinger Jason Peters Pete Peters Bill Philips Julie Phillips Linden Pinnock Carrie Poff Dr. David Points John Powell Sandra Pratt Dan Presley Leo Priddy Jim Privetera **Dave Prosser** Spencer Pugh John Rainone Sam Rasoul Sandy Ratliff Steve Redden Kevin Reeder Jesse Reynolds Jerel Rhodes **Taylor Ricota** Randy Riggins Chris Riha **David Robertson** Jeff Robertson Joe Rogers Chuck Rogol Susan Rollinson Michelle Rucker Jimmy Russell **Rob Ruthenburg** Joe Scales Abrina Schnurman Keith Schult **Chad Scott Roger Scott** Tammy Scruggs Jim Sexton Michael Shelton Tom Sibold **Pranav Singh** Regina Sink Steven Smith Stuart Smith John Smith Jerry Smith **Matthew Snare** Cindy Snider Lisa Soltis Jordan Sorensen Jules Sowder Joe Sprangel

Mary Katherine Stahl Caroline Stanfill Eric Stelter **Brad Stephens Stacy Stevens** Sabrina Stone Janine Summer Stone Wayne Strickland John Summerbell JD Sutphin **Howard Swank** Lindsey Swank Lynn Swann Amanda Tackett Dawn Talty Tom Tanner Jonathan Tarris **Aaron Taylor** Philip Thompkins Barry Thompson Bryan Thompson Cody Thompson **Deborah Thompson** Matt Thompson Rachel Thompson **Bryan Thornhill David Tickner Timothy Tinger Philip Tompkins Juan Toress** Richard Turner Rob Turner Dale Turner Jason Turner **Doloris Vest** Franklin Wagner Joyce Waugh **Charles Whiting** Paula Williams Kelly Willis **Brian Wilson** Bill Wilson Sheri Winesett Rob Winfield Melissa Woodson Don Woodward Ben Worth Debrah Yancey Mary Zirkle

Meet Our 2021 Entrepreneurs!

Madeline King Akers **Jody Akers** Christina Alba Callie Altman Ryan Apple Josephine Arbaugh Alejandro Arends Adam Babb Virginia Barkett **Bethny Barrett Holly Baxter** Ryan Baxter Julie Beckner Chelsey Blake Amanda Bocchi Lizzie Boone Mary Jo Boone **Christin Bowles** Paul Brockman Tina Brockman Daniel Brooks Ella Brown Shiimayne Aloni Brown Vida Buckner **Brooke Buehring Timothy Carter** Allyson Davolll Cartwright **Bonnie Chavez** Michael Clark

Judah Clements Melissa Clements **Philip Clements** Sean Cockram **Zuheil Alvarez Cortes** Mickey Cowden **Christine Craft** Kenneth Paul Craft **Bonnie Cranmer** Elisabeth Davidson Tamara Dennis Jessica Downs Brian Dueker **Justin Edwards Garrett English Brian Fencer** Cecilia Fencer Cynthia Forbes **David Forbes** Jon Foster Rebekah Foster **Breyon Fraction** Patrice Freeland Beth Fulp Mary-Rosser Furr Hazel Ann Gaines John Aaron Garland Anthony T. Giorgetti David Grimsley

Siobhan Haines Vijeh White Hardy Lesley Harrop Haley Henson Karla Hernandez Reina Hernandez Dr. Melinda Hill

Angelica Hernandez Rolando Holmes Jaclyn Nunziato James Larra Jennings Derek Johnson Latoya Johnson **Robert Jones** Ryouga Kasper Jessica King Elizabeth Kohl Karen Kovick Margaret Kovick Michael Kovick Alaina Ledyard Mark Linson Tonja Locklear Dana Long

Ivan Mario Maldonado Christopher Romero Geoffrey K Marsh **Heather Marston Angel McAllister** Kandie McPeake Reggie McPeake Tim Miller Joshua Mills **Anthony Mitchell Dorothy Mitchell** Candace Monaghan Alice Moore Lisa Moyer Laura Munoz Kim Nicholson Daryanne Neilson **Ashley Oliphant Andreas Panagore Justin Patton Alexis Perry** Sandra Pichette Beth Poff Jay Poff **Ymine Porter Robin Poteet** Whitney Pugh Valarie Cowden

Katrina Robinson

Lynette Romero **Kevin Sanders** Jose Sarinana Joey Sarinana Tressa Sarinana Ivana Savany Kiki Scott Joseph Sheffield

Daniel Shear Fawn Shear Chris Shiraki Johanna Shiraki Marie Shiraki Carolina Smales **Aaron Staengl** Valerie Stanton **Brent Styler** LaJuan Thomas John Tucker **Brittany Viney Carol Watson** Katie Wells Paul Welsch Kimberly Whiter Wendy Witt Alex Wood Jessica Worrell

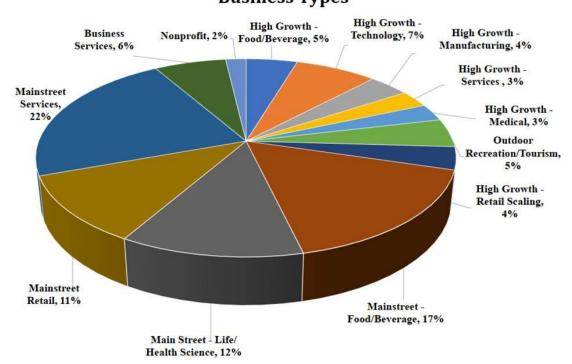
Gauntlet Program Participants Business Types

Alyssa Lynn

Andrew Lynn

Teresa Lyons

Tim Lucas























Inspired to Enhance is a brand-new beauty and grooming salon. Inspired to Enhance will feature services for all hair textures and styles, as promoted by Davoll's passion for diversity and inclusion.

Judah Bug Lemonade hopes to create happiness and make the world a better place through our refreshing and delicious lemonade.

Kasper UAV is a commercial drone service provider that provides services such as roofing inspections, mapping, and cinematography throughout the state of Virginia.

Laurie Ann Training, LLC trainers work to create a synergistic approach between exercising the mind, body, and spirit through integrative practices. Our philosophy is to provide safe and effective exercise for all walks of life.

Let's Party Creatively offers innovative and custom designed events that includes teambuilding and fundraising, workshops, public parties, and private parties for special occasions.



LJ's Delicious Delight loves to satisfy all of your cravings! In addition, we offer cupcakes, cookies, brownies, 3 layer cakes, sheet cakes, pies and puddings! Our Delightz are made special to meet your specific desires.





Foster's Home Improvement is a small family owned company. Jon and Rebekah Foster work together on all projects. FHI performs all aspects of home improvement ranging from simple paint jobs all the way to kitchen and bath remodeling.





Fyvie Farm a 135 acre event venue In Alleghany County Virginia, minutes off I64 near Covington. Targeted for weddings, meetings, parties, outdoor concerts, car shows, and craft fairs. Future outdoor activities to include access to the river, biking, glamping, 9-hole disc/golf course, tennis courts, a 40x80 in ground pool, ATV trails, and paint ball.





Garnder's Frozen Treats & The Grill is a small business trying to make it big in this beautiful little town. We take pride in every scoop of ice cream we hand out and WE JUST LOVE ICE CREAM!!









Huddle Up Moms is a non-profit, dedicated to empowering women through connection, support, and education.





A&D Blessed Varieties LLC dba Sassy Beauty Varieties is a retail beauty supplier and clothing store, etc. that mainly caters to the minority community in Southwest Virginia.





Agenacare Housecalls PLLC Her passion is to bring back excellent quality medical care at the convenience to her clients. Agenacare provides ease and convenience with excellent medical care.



Appalachian Vibes is a show challenging the expectations and highlighting the diversity of music in the Appalachian Region, hosted by Amanda Bocchi.





B Green Show has been working in the cannabis industry. She has used her journalistic background and incorporated her experience in retail, travel, and hospitality to support the growth of the industry. She's currently a member of the team at The Hemp Mill at Innovation Mill.





Beaver Dam Sunflowers began in 2016, when Candace's father decided to plant 20 acres of sunflowers on the farm and Candace thought the farm could capitalize on the sunflowers and their unique beauty by having a festival. The farm now hosts everything from craft and food vendors, sunset dinners, and even goat yoga. The event has grown to tens of thousands of visitors over its two weekend period.





BHWD Wellness has mission to spread awareness about the importance of self-care for the mind, body, and soul. BHWD plans to employ and educate from within its community to create and further the cultural shift towards a more natural, healthy, holistic lifestyle.





Building Beloved Communities wants you to imagine a consulting business that annually pledges to donate \$50,000 cash to local nonprofits. Our customers are small business owners, nonprofits of all sizes, and individuals seeking business consulting and executive coaching.



Cornell Business Services Company is proficient in managing employee relations, team building and taking challenging operations in need of improvement and implementing changes needed to provide exceptional quality and customer service.



Cowden Family Farm, LLC is a vineyard and small-scale premium winery with my brother on my family farm in Grayson County, that will provide high quality Virginia wines representative of the Appalachian region of southwest Virginia.



Drink Chaos, through several pivots and thoughtful conversations with people in the community, she found the best way to start her business off which lead her to recently purchasing Miami Ice Snowcones in the Cave Spring area.







Ecoscape empowers homeowners by providing them with the landscaping and sustainable installations they need to run a more self sufficient homestead in a modern setting.

Elder Care Solutions prides themselves in bridging the gaps relating to long term care decisions by providing consultation, coordination, and commitment during this process.







ElectricCoBistro + ElectricCoMarket + ElectricCoArt + ElectricCoShow

ElectricCoBistro will be a full service restaurant ElectricCoMarket is like Pottery Barn & Sonoma meeting Etsy.
ElectricCoGallery is like the Blue Ridge Mountains, meeting Urban Contemporary Art. ElectricCoShow is where a wine and beer garden, merge with live music.





Fetal Anticonvulsant Syndrome, USA will be a non-profit support organization with charity that will bring national attention to FACS by means of education, awareness, and campaign advocacy.





Fit Learning RoanokeTEACH is a startup nonprofit agency addressing the readiness for learning gap for underserved school-aged children in the Roanoke Valley through the application of the science of learning.