

KENKASHI



Kenkashi Microbes

2022 Alumni of the GAUNTLET

“The work of The GAUNTLET program - connecting to other businesses and refining our business plan - gave us a solid foundation on which to build.”

– Cassie Wilson, Owner

Let Us Help Ignite YOUR Future By Connecting the Pieces

Cassie Wilson’s family had already established Kenkashi and had begun testing their product microbe market when they were introduced The GAUNTLET.

Once they signed up, Cassie found that The GAUNTLET would help Kenashi define their business plan, set goals, and determine their vision. They were also connected to mentors and ultimately to the production and commercialization space available at the Virginia Innovation Accelerator.

“Their enthusiasm and support helped us envision the possibilities for the business. We finished in the top four of the competition, which gave us a little cash infusion and connection to several key resources.”

WE CAN HELP GET YOU THERE

Envision - Engage - Accelerate



WHERE IT STARTED

- Kenkashi started as an innovation on traditional Korean compost processes in 2019.
- Cassie Wilson seriously working on Kenkashi in the second half of 2020, and 2021 was spent testing their market, building out their production, and working on their branding & labeling.
- They heard about The GAUNTLET through Debbie Custer at the Hemp Collective.

WHAT HAPPENED

- Cassie decided to sign up for The GAUNTLET, which helped them define their vision and write a business plan with timelines that helped motivate and direct them.
- Cassie was connected to their mentor, Amy White, and to the Virginia Innovation Accelerator which encouraged them to consider the space for future growth.

WHAT NOW & NEXT

- Since the GAUNTLET, Cassie has:
- Moved elements of their production into the Virginia Innovation Accelerator (VIA) in Buena Vista while continuing their operations in Floyd County.
 - Expanded their business network considerably and joined a new community of entrepreneurs and mentors.
 - Built upon their production and commercialization goals.