

July MEC Newsletter

WBC at Community Business Partnership



WBC Client Makes Strides in the Footwear Industry

WBC client Jazmine Davis is the 25-year-old founder of a vegan high heel shoe line, Jazmine Kionna, that utilizes insole technology to achieve ultimate comfort. She came up with the idea for this product line while in college, after purchasing her first, very expensive, pair of designer shoes that she could barely walk in due to extreme pain! In just one year, Jazmine has moved from the ideation stage to manufacturing a prototype.

In addition to the time she spends learning from WBC classes and counseling sessions, Jazmine has invested several thousand dollars to bootstrap this business. She took a shoe-making course in New York in order to learn the ins and outs (literally!) of the product. She then proceeded to source different insole material from various factories and performed customer discovery interviews to determine which material was the most popular. From there, she made her first insoles at home and worked with a designer to put them into a shoe. Jazmine then sought out artists who could sketch the different shoe lines, and now she is finally at the stage where a manufacturer is putting it all together.

Jazmine has also enrolled in local accelerator programs to help refine her business model, formulate a winning pitch and earn grants. She is an alumna of [the Black upStart](#), [Black Girl Ventures](#) and the DC Women's Business Center's pitch competitions—where she placed first or second in all of them. Because of the visibility she has gained through these programs, Jazmine has positioned herself to attract and build relationships with investors.

Up next for Jazmine is to unveil the shoe collection and a full-scale launch with her KickStarter crowdfunding campaign. Be on the lookout for her at www.jazminekionna.com!

She also completed the Black Female Founders program and won first place. Their website for the hyperlink is blackfemalefounders.org.