

2023 Emerging BUSINESS OF THE YEAR

Cap Creation LLC dba Grad Cap Remix



Kansas SBDC Advisor: John Addressi
Business Started: 2021
Industry: Merchandise

Problem Identification: Rashawnda Wright approached Kansas SBDC to help with financial projections and funding for her business. Cap Creation is a truly unique and special business because it creates an inclusive and hair-diverse graduation environment for high school and college students. Students with large, curly, textured hair have had problems fitting their graduation caps for years, so Cap Creation developed a product that transforms the existing graduation cap to fit ALL hair types.

Assistance provided: The client worked with the Kansas SBDC to build their comprehensive financial forecast and to learn about different ways to secure the funding needed for their business, including debt and equity finance. They also received contact information for banks, lawyers and other local resources. The client said that her experience with the SBDC stood out because of her SBDC advisor, John Addressi. She said, "John Addressi is amazing to work with, the level of detail and resources he provides is very thorough and well put together."

Results achieved: The Client secured the knowledge she needed on funding strategy and was successful in developing an effective financial forecast. The team of Cap Creation LLC was able to put together their pitch deck and prepare for their first round of funding.

Cap Creation LLC is not Rashawda's first business. In fact, she is a serial entrepreneur and has worked with her Kansas SBDC advisor on two other businesses: a mobile gaming company and a thriving salon. Rashawda has also evaluated other business opportunities with her advisor.

For Rashawnda, teamwork is crucial for product development, marketing efforts, and launching the product into the market. Building a strong support system to include mentorship, advisors and board directors is vital for a successful business. Her advice to new businesses is straightforward. She said, "Follow your dreams, be patient and stay the course. Also, be flexible and ready to pivot when the time arises."

About Cap Creation LLC: Learn more about the business by visiting their website <https://gradcapremix.com/> or contacting them through their email sales@gradcapremix.com. You can also check out their social media handles: FB: gradcapremix; IG: @gradcapremix; TikTok: gradcapremix.

Olathe, KS
Johnson County

(913) 229-4732
sales@gradcapremix.com

@gradcapremix
<https://gradcapremix.com>

GradCap REMIX

Kansas SBDC at JCCC
913-469-3878
ksbdc@jccc.edu
www.jcccsbdc.com