



VIVIAN & VIRGINIA  
VENTURES

# VALUE STATEMENT

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# 01.02.03.04.05.

**WHAT**

What We Do

**WHO**

Who We Serve

**WHY**

Why We Do It

**HOW**

How It's Done

**WHERE**

Where To Find Us

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01.02.03.04.05.

**WHAT**

What We Do

## WHAT WE DO

Our Goal



**VIVIAN & VIRGINIA VENTURES LLC, “V3”, IS A STRATEGIC CONSULTANCY THAT DRIVES IMPACT FOR INNOVATORS AND THE MISSION-DRIVEN VENTURES THEY LEAD.**

# WHAT WE DO

Our Mission



**OUR MISSION IS TO PARTNER WITH PURPOSE-DRIVEN VENTURES TO **DISRUPT, TRANSFORM, AND REPAIR** HISTORICAL DISINVESTMENT FOR UNDERREPRESENTED GROUPS.**

We achieve this with holistic, creative, and strategic solutions that:



# WHAT WE DO

Detailed Service Offerings



## COMMUNICATIONS & PUBLIC RELATIONS

to increase impact with diverse audiences

Communications Strategy

Public Relations

Social Media Marketing / Branding

Continuous Support

On-Demand Communications

## STRATEGIC CONSULTING

to improve program outcomes

Supplier Diversity / Diversity Equity, & Inclusion (DEI)

Strategy and Operations

Client and Sales Success

## PUBLIC-PRIVATE PARTNERSHIP SOLUTIONS

to create sustainable, inclusive, economic growth

Business Capture

Project Management

Economic Development Strategy

Public Affairs

Stakeholder Facilitation

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# WHO WE SERVE

Our Clients



We are committed to clients seeking to advance areas of critical impact for underrepresented and under-served groups.



**WOMEN & MINORITY  
OWNED VENTURES**



**GOVERNMENT,  
PUBLIC SERVICES,  
& NOT-FOR-PROFIT  
ORGANIZATIONS**



**CORPORATE  
PARTNERS**



# WHO WE SERVE

Target Impact Areas



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# WHY WE DO IT

The Problem - Resource & Funding Gaps



**MINORITY AND WOMEN-OWNED VENTURES ARE OFTEN UNDER-CAPITALIZED, RESOURCE CONSTRAINED, AND LACKING INSTITUTIONAL KNOWLEDGE, NETWORK, AND SUPPORT TO ACTUALIZE THEIR VISIONS.**

Only **4 percent** of Black American businesses survive the start-up stage, even though **20 percent** of Black Americans start businesses.

– McKinsey

Only **58 percent** of **Black** owners sought professional services, for reasons including expense, inaccessibility, and mistrust, compared with **70 percent** of **white** owners.

- McKinsey

# WHY WE DO IT

The Problem - Disinvested Communities



## COMMUNITIES OF COLOR EXPERIENCE SYSTEMATIC DISINVESTMENT IN THE FORM OF UNEQUAL ECONOMIC AND HUMAN DEVELOPMENT, WEALTH, SEGREGATION, SOCIAL SERVICES, HOUSING, AND EDUCATION.

**Sixty-five percent** of Black Americans live in 16 states that are below the US average on indicators of economic opportunity. Within their communities, Black Americans are also **disproportionately concentrated** in **economically disadvantaged** neighborhoods.

-McKinsey

Because of segregation, **middle-class Black families** are now more likely to live in **high-poverty neighborhoods** than are **low-income White families**, and their children are more likely to attend **high-poverty schools**.

-Catalyst

# WHY WE DO IT

The Problem - Marginalized Voices



**DIVERSE PERSPECTIVES ARE NOT CONSIDERED OR CENTERED WHEN DEVELOPING PRODUCTS OR SERVICES THAT IMPACT MARGINALIZED COMMUNITIES. MANY MISSION-DRIVEN & DIVERSE ORGANIZATIONS STRUGGLE TO TELL THEIR STORIES IN A COMPELLING WAY THAT BUILDS CLIENTELE & SECURES CRITICAL INVESTMENT.**

“Diversity in media matters because it affects the **quality of news** reporting and the **range of stories** told.”

–Forbes

Women of **color** represent just **7.95 percent** of U.S. print newsroom staff, **12.6 percent** of local TV news staff, and **6.2 percent** of local radio staff.

–Women’s Media Center

# WHY WE DO IT

## Our Solution



We are driven to address these problems by:

## 01 CATALYZING VENTURES

Our goal is to catalyze purpose-driven minority-and women-owned ventures by providing accessible strategic consulting, solutions, and resources that help them grow and scale.

Additionally, we will partner with large organizations to catalyze their diversity, equity, and inclusion (DEI) strategy with these ventures to provide capital, contracts, and business development.

## 02 TRANSFORMING COMMUNITIES

Our goal is to invest in disinvested communities of color to create inclusive, equitable development.

We will enable real estate and economic developers who share our commitment to equity to create and manage public-private partnerships, engage the community, capture government funding, and navigate stakeholder interests.

## 03 AMPLIFYING VOICES

Our goal is to amplify marginalized voices by centering their perspectives and stories.

V3 will empower leaders to effectively tell their stories with a strategic, data-driven approach to communications and public relations. We will advise large organizations seeking to center diverse perspectives on how to amplify the voices of customers and constituents.

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# HOW IT'S DONE

The Value We Offer



## V IS FOR VALUE

At V3, our unique value is in the holistic marriage of the creative with the strategic, business with the public sector, and large-scale vision with the tactical skills to execute. We have carefully crafted our services to offer organizations at every stage with solutions to meet their needs. We bring this holistic view to every engagement because we believe tough challenges call for big solutions.





# HOW IT'S DONE

## V3 Differentiators



Evidence-based approaches combining creative techniques with data-driven strategy



Expertise in media, communications, and brand management strategy for diverse-owned, government, and public entities



Experience creating and implementing public-private partnerships to catalyze economic development



In-depth knowledge of state and local government processes and policy areas affecting disinvested communities



Expertise in small business and supplier diversity programs:

- Program Strategy
- Supplier Mentorship & Development
- Supplier Analytics



Expertise in B2G strategy, sales, and operations:

- Account Based Marketing
- Capture
- Strategic Planning
- Market Development

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# WHERE TO FIND US

Contact Information



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# WHERE TO FIND US

Partner With Us



## YOU CAN PARTNER WITH US TO #DELIVERGOOD

**01** Explore our consulting and implementation services to take your venture or program to the next level

**02** Partner with us to share your organization's story with targeted audiences to maximize your brand, revenue, and results

**03** Explore our experiential Labs designed to transform paradigms for individual leaders or leadership teams, such as our:

- a. Catalyze for Entrepreneurs Lab
- b. Catalyze Equity & Inclusion Lab (for teams)
- c. Amplify Voices Lab
- d. Transform Communities Lab

**04** Consider us for subcontracting and diverse utilization on public sector engagements

**05** Book us to speak to your organization or team and for bespoke virtual consultation

# OUR STORY

## Behind the Name



### Built Upon an Epic Bond

V3 is led by co-founders, and best friends for over 15 years, Brittany Claud and Candace Wheeler. V3 was inspired by the epic bond of Candace's paternal grandmother Virginia and her sister Vivian. Virginia was an educator with a warm spirit yet quiet presence, a woman deeply dedicated to family. Virginia's greatest friend, and partner, was her older sister Vivian who worked as a nurse. Vivian and Virginia Ventures honors their legacy of service and compassion, aiming to empower other dreamers to envision, create, and amplify their passions.

### Meet Candace

Candace is an award-winning, multimedia creative professional with a passion for crafting and discovering the stories of innovative leaders and their ventures. As V3's Co-founder and Chief Creative Officer, Candace leverages her media expertise to engage clients in a multi-prong strategic creative process which transforms their ventures in the areas of brand strategy, social media integration, consumer engagement, public relations, media training, and speaker coaching. Candace's work has been featured across media platforms including The Washington Post, National Public Radio, Marketplace, WABE-FM, The Village Voice and Creative Loafing Atlanta.

### Meet Brittany

Brittany is an experienced business leader skilled in implementing strategies to increase revenue, results, and reputation with mission-driven organizations. As V3's Cofounder and Chief Business Officer, Brittany develops strategy, optimizes operations, builds new markets, and designs programs to catalyze ventures. Brittany leverages diverse experiences - from consulting Fortune 100 companies to achieve procurement and supply chain optimization to managing market development for a \$200M government client portfolio to building a leading supplier diversity program - to bring a consultative and data-driven strategic approach to business problems.

Brittany graduated from Hampton University with a B.S. in Economics and Carnegie Mellon University with an MBA and M.S. in Public Policy & Management. Candace graduated from Spelman College with a Bachelors in Sociology and a Master's in Journalism from New York University's Arthur L. Carter Journalism Institute. Brittany and Candace are both natives and current residents of metro-Atlanta.



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# OUR IMPACT

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**01.**

**CRANSTON  
ST. ARMORY**

Economic And Community  
Development

**02.**

**CATALYZE  
LABS**

Small Business  
Development

**03.**

**MONICA  
MOTIVATES**

Branding, Public, And  
Government Relations

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**01.**

**CRANSTON  
ST. ARMORY**

Economic And Community  
Development

02.

03.

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# CASE STUDY 01

## Economic And Community Development

**V3 partnered with the BCRI Group, a strategic community revitalization alliance formed to establish Public-Private Partnerships (P3) in Rhode Island backed by Atlanta's The Integral Group, to redevelop the historic Cranston Street Armory in Providence's West End district.**

With an anti-displacement framework, the first of its kind proposed in the state, V3 and BCRI created a mixed-finance, mixed-use real estate redevelopment proposal for the Armory that prioritizes human and community services first. A \$120M P3 between the State of RI, City of Providence, the BCRI Group, and other private groups, the Armory will house community organizations, youth programs, office space, a food hall, movie studio, and other arts & experience programs.

V3 delivered cradle-to-grave project management for the year-long pursuit process, managing the redevelopment team comprised of an economic developer, architecture & engineering firm, human services not-for-profit, film studio, among others. Utilizing experience in P3 and government capture, V3 developed and implemented the market analysis, RFP strategy, government relations plan, and proposal production. V3 was proposed and is slated to be the Project Lead during the multiyear construction process, leading procurement and operations, managing to the master project plan, and facilitating program launch.



**01.**

**CRANSTON  
ST. ARMORY**

strategic community  
revitalization alliance

**02.**

**CATALYZE  
LABS**

Small Business  
Development

**03.**

# CASE STUDY 02

## Small Business Development

**V3 delivers transformational lab experiences to help purpose-driven businesses and organizations catalyze new ventures, lay the foundation for strategic growth, and prioritize diversity, equity, and inclusion (DEI).**

During the aptly named Catalyze Lab, V3 layers evidence-based organizational theory, strategic planning, and market / client / audience identification techniques to help leaders break through internalized barriers and unleash creativity to achieve results and align with their authentic purpose. The Catalyze for Entrepreneurs Lab is tailored for women- and minority-owned businesses launching B2B and B2G ventures. The Catalyze Inclusion Lab helps organizations adopt an equity ethos to provide value to employees, customers, and constituents.

V3 delivered the Catalyze for Entrepreneurs Lab to Athena Actuarial Consulting, a new women-owned consulting firm targeting Federal, State, and local government actuarial clients. V3 led Athena through exercises to:

- Refresh the mission and vision statement
- Define strategic pillars and objectives using an Objectives & Key Results framework
- Define the value proposition
- Target and segment clients with government market analysis
- Build a relationship strategy and stakeholder map based on government capture and contracting best practices
- Set actionable commitments and intentions for the year

V3 additionally provides customized pre-work and post-Lab outputs to reinforce the learnings and roadmap the action plan.



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**01.**

**CRANSTON  
ST. ARMORY**

Economic And Community  
Development

**02.**

**CATALYZE  
LABS**

Small Business  
Development

**03.**

**MONICA  
MOTIVATES**

Branding, Public, And  
Government Relations

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# CASE STUDY 03

Branding, Public, And Government Relations

**V3 partnered with Monica Motivates – a global brand designed to empower people, particularly women founders, and women entrepreneurs of Black and Latinx descent, to break historical and structural barriers related to access and resources – to provide and implement social media strategy and branding, PR, and government relations.**

V3 partnered with Monica Motivates (“MM”) – a global brand designed to empower people, particularly women founders, and women entrepreneurs of Black and Latinx descent, to break historical and structural barriers related to access and resources – to provide and implement social media strategy and branding, PR, and government relations. V3 created a tailored social media strategy and social campaigns to foster engagement with the core audience of Black and women of color founders. In less than three months, Monica Motivates followers, engagement, and website conversion rate increased, including a 3,000 percent increase in LinkedIn engagement and over 40 percent increase across all other remaining social platforms.

Additionally, V3 is MM’s dedicated public relations firm, providing continuous and event-specific media outreach (such as for MM’s annual Global Supplier Diversity Conference), press release development, and messaging to increase brand and reputation. To advance MM’s mission to eradicate barriers for underserved founders, V3 also provides government relations strategy and public policy advisory to engage national, state, and local stakeholders impacting Small Business legislation for women and minorities.

