













Morgan Stanley















# Multicultural Innovation Lab





Portfolio Companies







Company	Founder(s)	HQ	Sector	Description
	Anthony Frasier	Newark, NJ	Media	ABF Creative is a B2C podcast network that produces original and multicultural focused podcasts for diverse audiences.
	Kyle Stoner, Carson Junginger	Chicago, IL	Real Estate, PropTech	Abode Technologies is a nationwide real estate platform that allows property sellers to easily list, market and sell their homes at a flat fee.
	Anthony Hill, Joachim Stratmann	Pleasanton, CA	Enterprise Software	ADAPDIX offers a software-based platform that monitors and detects equipment, component, or system degradations to alert equipment engineering managers before a failure.
	Reham Fagiri, Kalam Dennis	New York NY	Retail, Marketplace	AptDeco is a curated peer-to-peer marketplace for buying and selling new and second-hand furniture, coordinating pickup and delivery using their proprietary scheduling and logistics technology.
	Steven Smith, Nicolas Guillen	New York, NY	Enterprise Software	BaseCap Analytics is a software company that enables organizations to efficiently improve their data quality.
	Justin Zhou, Miles Clark, Kenneth Cherisol	Orange City, FL	Healthcare	BlueWave Technologies makes an ozone infusion device to disinfect and deodorize almost anything - without using water, detergents or manufactured chemicals.


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 <b>broadway roulette</b>	Elizabeth Durand, Eric Streisand	New York, NY	Entertainment, Ticketing	Broadway Roulette is a ticketing marketplace for consumers to experience surprise cultural events, beginning with Broadway theatre.
 <b>CareAdvisors</b>	Chris Gay	Chicago, IL	Healthcare, Enterprise Software	Care Advisors is a Medicaid enrollment software for hospitals and insurance companies. It reduces the time it takes to enroll in Medicaid from 10 weeks through a manual process to less than one day.
 <b>cariclub</b>	Rhoden Monroe	New York, NY	HR, Enterprise Software	CariClub is an enterprise software platform to connect professionals with nonprofit opportunities for leadership development.
 <b>Cognitive ToyBox</b>	Tammy Kwan, Brenden Lake	New York, NY	EdTech	Cognitive ToyBox is an early childhood assessment platform that combines in-person observation with research-driven game-based assessments to evaluate students for kindergarten readiness.
 <b>COI ENERGY</b>	SaLisa Berrien	Tampa, FL	Energy, Enterprise Software	COI Energy is an integrated platform for electric utilities to optimize energy usage.
 <b>COSYND</b>	Jessica Sobhraj, Leo Larkpor, Cassidy Williams, Jennifer Newman Sharpe	New York, NY	Legal	Cosynd ("co-signed") is an affordable and legal way for individual creators and businesses to generate simple agreements and copyright registrations with others faster than before.

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	Nikhil Pooviah, Simon Holland	Los Angeles, CA	Healthcare	Elly is a digital health care app which helps chronically ill patients manage their illness and improve their quality of life with motivational messages, exercise videos, meditation practices, symptom management etc.
	Claire Sulmers	Brooklyn, NY	Retail	Fashion Bomb Daily Shop is a fashion marketplace that sells pieces designed by multicultural designers to multicultural customers.
	Jasmine Shells, Denise Umubyeyi	Chicago, IL	HR, Enterprise Software	Five to Nine empowers HR teams to create communities of interest and promote inclusion in the workplace as well as effectively manage and measure real-time feedback from employees.
	Jotham Ty, Charlene Garland, Rahul Somani	San Francisco, CA	Enterprise Software	Gappify is a cloud-based bot platform intended to equip corporate accountants with the solutions needed to automate repetitive, time consuming, and error prone tasks.
	Tanya Van Court	New York, NY	FinTech	Goalsetter is a financial literacy and savings platform designed for children and families.
	Param Jaggi	Washington, D.C.	Enterprise Software	Hatch Apps helps businesses find, build, and manage their software with a suite of no-code products.

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 <b>Hurdle</b>	Kevin Dedner	Washington, DC	Healthcare	Hurdle is a platform that provides culturally sensitive self-care support and teletherapy as an employee benefit for people of color, beginning with black men.
 <b>Jenzy</b>	Carolyn Horner, Eve Ackerley,	Philadelphia, PA	Retail	Jenzy is an e-commerce platform that makes it easy for parents to buy the right size shoes for young kids online.
 <b>Kanarys</b> Work Where You Belong™	Mandy Price, Star Carter, Bennie King	Dallas, TX	Enterprise Software	Kanarys is a Diversity, Equity and Inclusion (DEI) focused SaaS platform that delivers companies clear metrics to diagnose, prioritize and optimize DEI efforts.
 <b>Landit</b>	Lisa Skeete Tatum	New York, NY	HR, Enterprise Software	Landit is an application that provides customized advice to increase the success and engagement of women in the workplace. It has a B2B business model, targeting women and diverse employees at enterprises.
 <b>LilliiRNB</b>	Barbara Jones	Atlanta, GA	Retail, Enterprise Software	Lillii RNB is a boutique IT consultancy whose signature software product "Freeing Returns" enables retailers to seamlessly integrate their point of sale systems with return management applications.
 <b>MEDHAUL</b> Managing patient transportation simply.	Erica Plybeah, Nathalie Occean	Memphis, TN	Healthcare, Enterprise Software	MedHaul is a web-based marketplace that enables healthcare providers to book personalized Non-Emergency Medical Transportation (NEMT) rides for patients based on their special needs.

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 MIGHTYWELL™	Emily Levy, Yousef Al-Humaidhi, Maria Gomez	Newport, RI	Healthcare	Mighty Well creates medical wearables to cover, protect, and stylize medical devices, such as chest ports, feeding tubes, PICC lines, and diabetic pumps.
 myLAB	Lora Ivanova, Ursula Hessenflow	Los Angeles, CA	Healthcare	myLab Box provides an at-home health test kits for business and individual customers.
<b>NOODIE</b>	Isabel Khoo	New York, NY	Retail	Noodle Foods provides healthier, instant, shelf-stable, and delicious meals for convenience-seeking consumers.
 Praxis Labs	Elise Smith, Heather Shen	Palo Alto, CA	HR, Enterprise Software	Praxis Labs is a SaaS company that develops Virtual Reality (VR) based diversity and inclusion (D&I) training modules for the workplace.
 SecondKeys	Amber Hayes Mars McClain	Memphis, TN	Real Estate, PropTech	SecondKeys is a property management platform that enables property managers and tenants to seamlessly facilitate rent payments, track maintenance requests, and communicate real time.
<b>SHOOBS</b>	Louise Broni-Mensah	London, UK	Ticketing, Media	Shoobs is a leading online destination for Black Culture driven events, content and community.

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 SmartGurlz teaching girls to code	Sharmi Albrechtsen	San Jose, CA	EdTech	SmartGurlz teaches girls to code through toys. A consumer would purchase the robot, download the app and start the educational app to control the robot's movements.
 SOHOOKD	B.J. Wiley Williams	Washington, D.C.	Enterprise Software	SoHookd is a wellness rewards platform that allows enterprises to gift and incentivize customers and employees at scale.
 supportpay	Sheri Atwood	Sacramento, CA	FinTech	SupportPay is a payment platform that enables parents who live apart to manage child support and share expenses directly with each other.
 TeleTails DIGITAL VETCARE	Clay Bartlett, Dr. Hilary Jones, Varun Karki	New York, NY / Washington, DC	Enterprise Software	TeleTails is a software platform that connects pet owners with high-quality, trusted veterinary care virtually.
 virtual i	Nina Bratfalean, Veysel Sinan Geylani	Zurich, Switzerland	Enterprise Software, Insurance	Virtual i Technologies is a risk underwriting analytics platform that allows insurers and brokers to have real-time visual data and professional assessment on inspection properties without having to travel.
 windpact	Shawn Springs	Leesburg, VA	Material Science	Windpact is a technology and materials science company focused on the analysis, design, and implementation of impact protection solutions.

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	Dennis Cail	Dallas, TX	FinTech	Zirtue is a relationship based lending application that simplifies loans between friends, family and trusted relationships with automatic ACH loan payments.