



NEWS RELEASE

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WEM places 3rd in its first pitch competition, highlights opportunity for virtual connectivity of entrepreneurs

ATLANTA -- A virtual refuge for entrepreneurs across the globe claimed its first pot of non-equity funding, after placing 3rd in the Truist Pitch competition, hosted by the Urban League of Greater Atlanta.

“We are thankful to the Urban League for being a launching pad with not only the tools for business development, but also the opportunity to introduce others to our project,” said Rae Wright-Burrell, cofounder of Women Entrepreneurs Mingle (WEM), powered by InnaSolutions LLC.

The \$1,000 award from the pitch competition was added to the overall funding the business seeks to expand virtual capacity, memberships and strategic partnerships. The business aims to eliminate isolation during an entrepreneur’s growth phase.

“Entrepreneur programs and advisors give the pieces needed for a sustainable business,” said Cris Wright, Rae’s biological sister and WEM cofounder. “We provide the convenient, virtual spaces for those pieces to come together through peer-to-peer support with a family attitude. Together, we can’t fail.”

More than 2,000 new women are starting businesses every day, a direct reflection of the Great Resignation. Meanwhile, 90% of business women run their businesses alone, leaving them without daily sounding boards and community, Rae says.

“We make certain no one ever journeys alone in business,” Rae added. “Every day, our family gathers to work together on business and life challenges.”

About WEM

WEM, founded in 2017, is a diverse sisterhood of women who have bonded over business. After recognizing the need across demographics and the opportunity virtual spaces offer, the Wright Sisters expanded, under InnaSolutions LLC, to offer spaces for business men and the more than 1,200 existing entrepreneur centers worldwide.

About Urban League of Greater Atlanta

ULGA, founded in 1920, is a dedicated person-to-person organization invested in the economic success of African-Americans; coaching them to a better life. The Entrepreneur Center (TEC), started in 2004, was designed to assist entrepreneurs with starting and growing successful and sustainable businesses in the Metro Atlanta community.

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