

EQUITY CENTERED BUSINESS DESIGN THAT FOCUSES ON FOUNDERS

OPENHOUSE



OpenHouse is a business design and equity strategy consultancy helping founders .

Our mission is to give founders all they need to achieve growth while staying true to their commitments towards responsibility & sustainability without sacrificing either.

welcome

Who We Are



The Team

Nagela Dales / Founder + Business Designer,



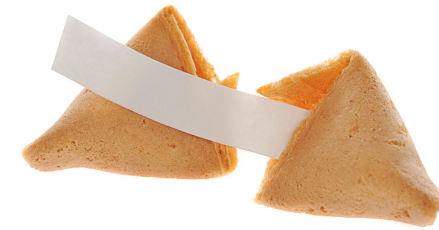
Kristie Powell / Tech Advisor



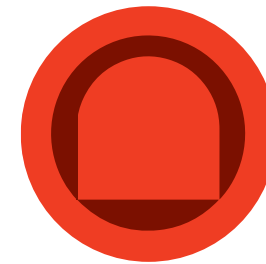
welcome



Catherin Collins



**Entrepreneur
Development**



Market Research/ **Alex Dhani**

Evy Vaughn



Content & Storytelling

These are the things that make us your superpowered team of strategists, allies and accomplices

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- What radicalized us

- What disciplines us

- What excites us

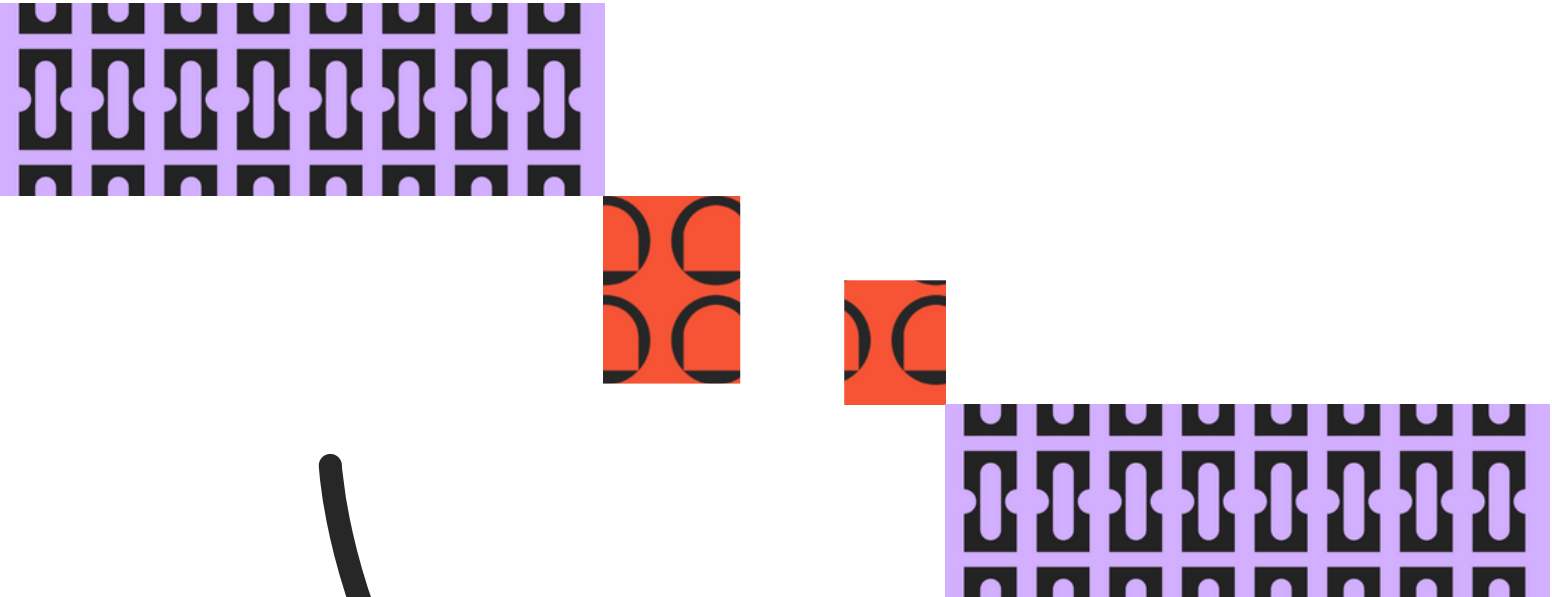
- What's New



What Radicalized Us

- Who gets the title of Innovator ?
- Who gets the opportunity, and resources to innovate?
- Who is worthy of Innovating for?
- Who gets left behind for the sake of "innovation"

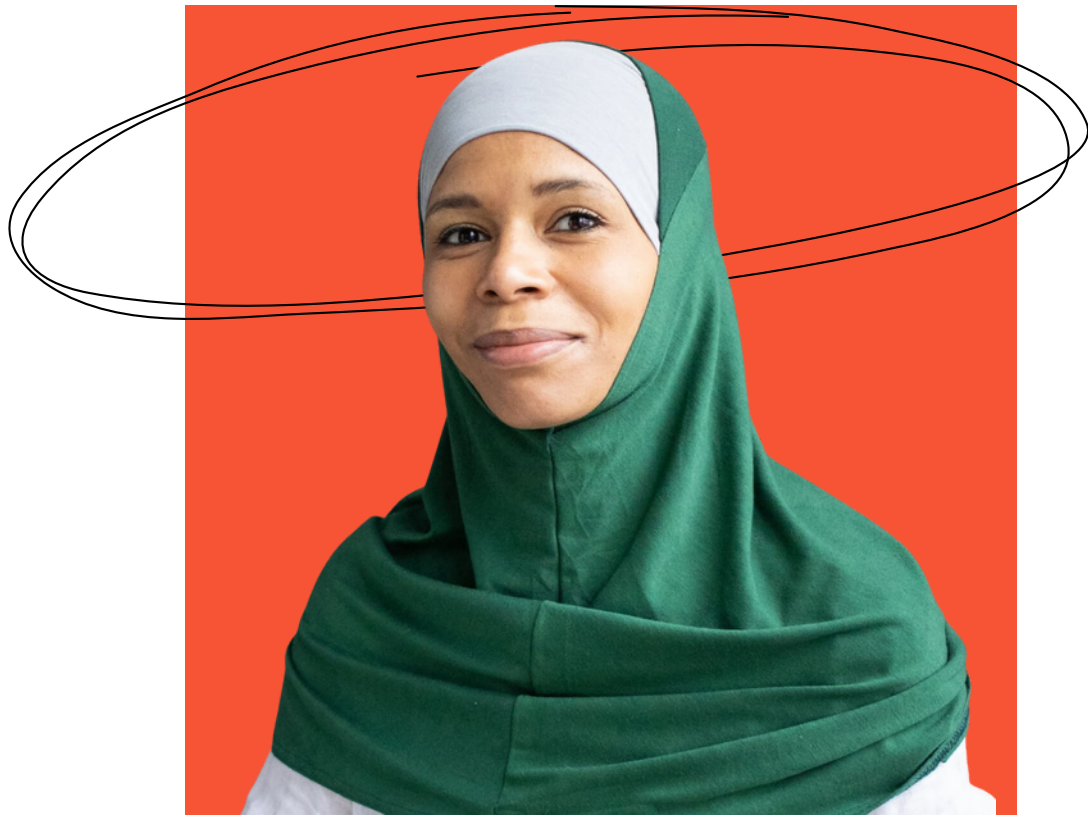
**Moving You From
Idea x Intent**



**Actualization,
Implementations x
Impact**

What Disciplines Us

What Excites Us

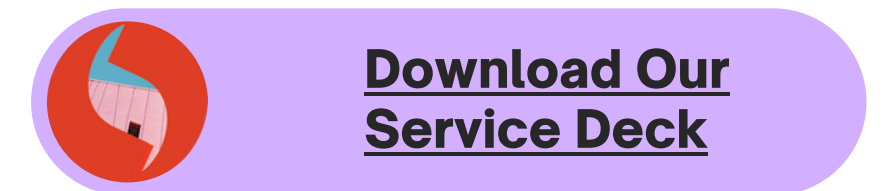


You feel free of the idea of "business as usual" and have the tools, strategies, and skills to start, innovate, scale, and compete while cultivating a mindset comfortable with experimentation and failure.

So you can go out there and build a sustainable and scalable business.

What We Do

Provide a creative and nurturing environment that allows founders to design, test, and launch business models, products/solutions, and user experiences that center on equity, joy, and liberation. Together we open up our world and the world of historically underserved consumers with new possibilities.

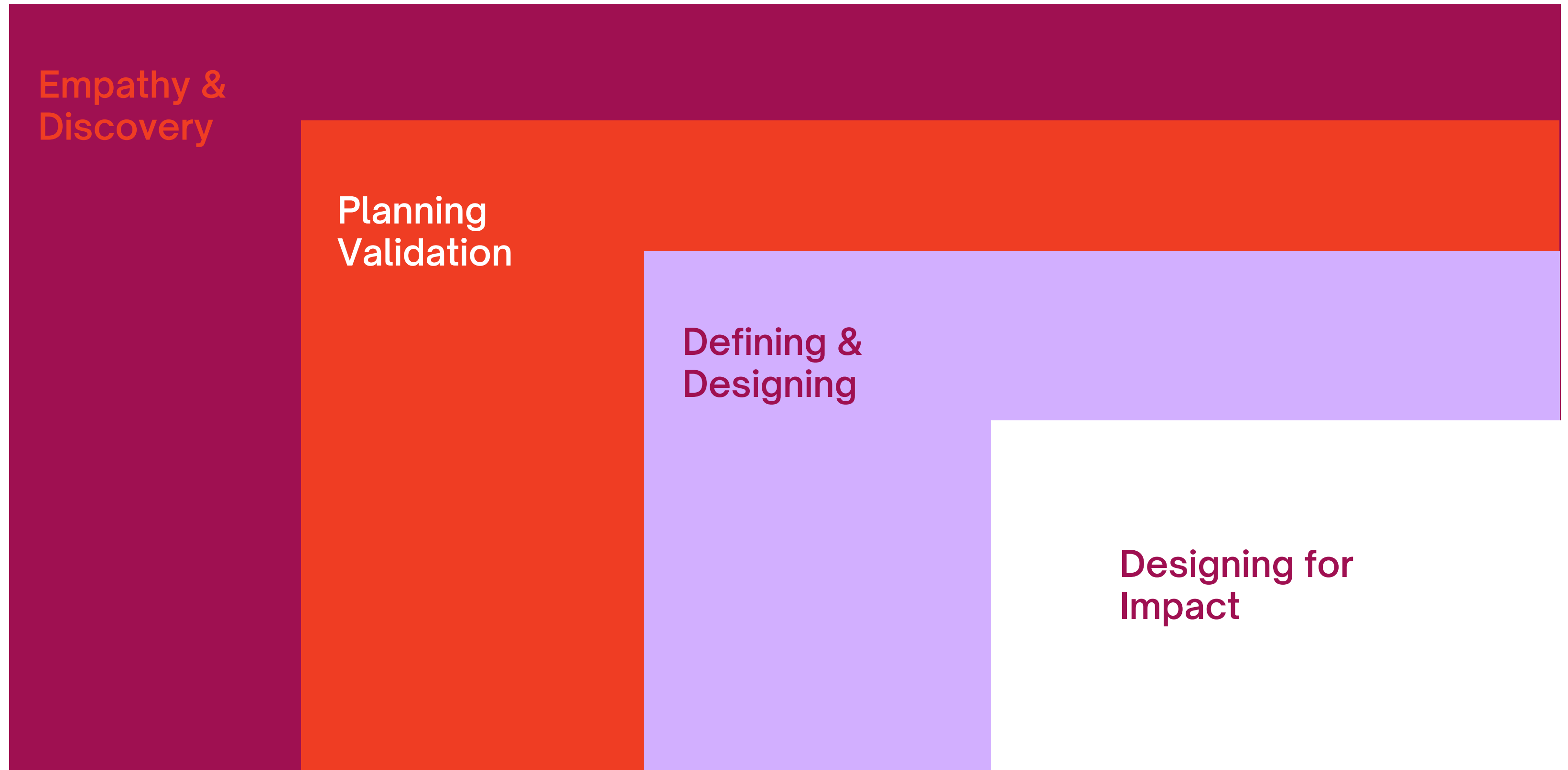


I want to —

- Look ahead
- Develop a clear plan
- Clarify my priorities
- Leverage what I have and identify my existing assets
- Invite diverse co-creators
- Focus on building local equity in everything I do
- Create partnerships
- Generate new ideas
- Test & improve
- Operationalize my values
- Develop systems that can keep on working.
- Discover the metrics that matter.

Cornerstones of what
we focus on with you:

VISIONING



What's New

OPENHOUSE

ACTION AREAS
'23-'24



Here at Openhouse, we imagine an economy that reflects the needs and desires of everyone, especially historically underserved consumers. We are constantly exploring new opportunities for BIPOC consumers to assert their agency and close the world's equity gaps.

These are the research areas we are exploring in our mission to close the gaps:

Health Equity



What would it look like to better engage with, care for, and treat people as individuals?

Mutual Aid



How can businesses close the mutual aid gap in communities with dedicated ongoing action?

Tech Inclusion



How can we increase digital accessibility, so everyone has equal access to information, functionality, and experience on digital platforms?

It is impossible to provide comprehensive care for an individual because of the way our healthcare system is divided, specialized, and disease-focused.

Even the messaging used by the wellness sector is frequently unclear, contradictory, or inconsistent.

Both sides routinely exclude marginalized voices who suffer from debilitating illnesses and diseases from the discussion.

Our identities shape, inform and define how we live our lives in all respects, including how we view care.

To care for the whole person, we must create a healthy ecosystem.

It has never been more crucial to normalize conversations and care related to chronic illness, mental health, incapacitating events, and disability in the wake of COVID-19.

What would it look like to better engage with, care for, and treat people as individuals?

At the heart of true tech inclusion lies a powerful message: technology should align with every user's needs.

It starts by giving voice to those who are underestimated, ensuring they participate in developing such innovation and understand their importance as equal players within this space.

To achieve meaningful transformation, we must go beyond just talking about participation; instead embarking upon an educational journey focused on understanding how different backgrounds interact differently with technologies and work together for broader accessibility measures across platforms. Inclusivity is not only achievable but essential - let us embrace it!

What would it look like to center the margins?// underestimated voices?

What would it look like for technology to be created by underestimated voices?

How can we increase digital accessibility, so everyone has equal access to information, functionality, and experience on digital platforms?

Businesses have untold soft power around the world. On a global scale, we have seen the effects of lobbying on our political landscape.

But what if we could harness the power of everyday businesses on a smaller scale? What if "corporate responsibility" is transformed into something more profound--solidarity.

Mutual aid can significantly affect the business world by creating new ways to help and support each other that differ from the dominant framework.

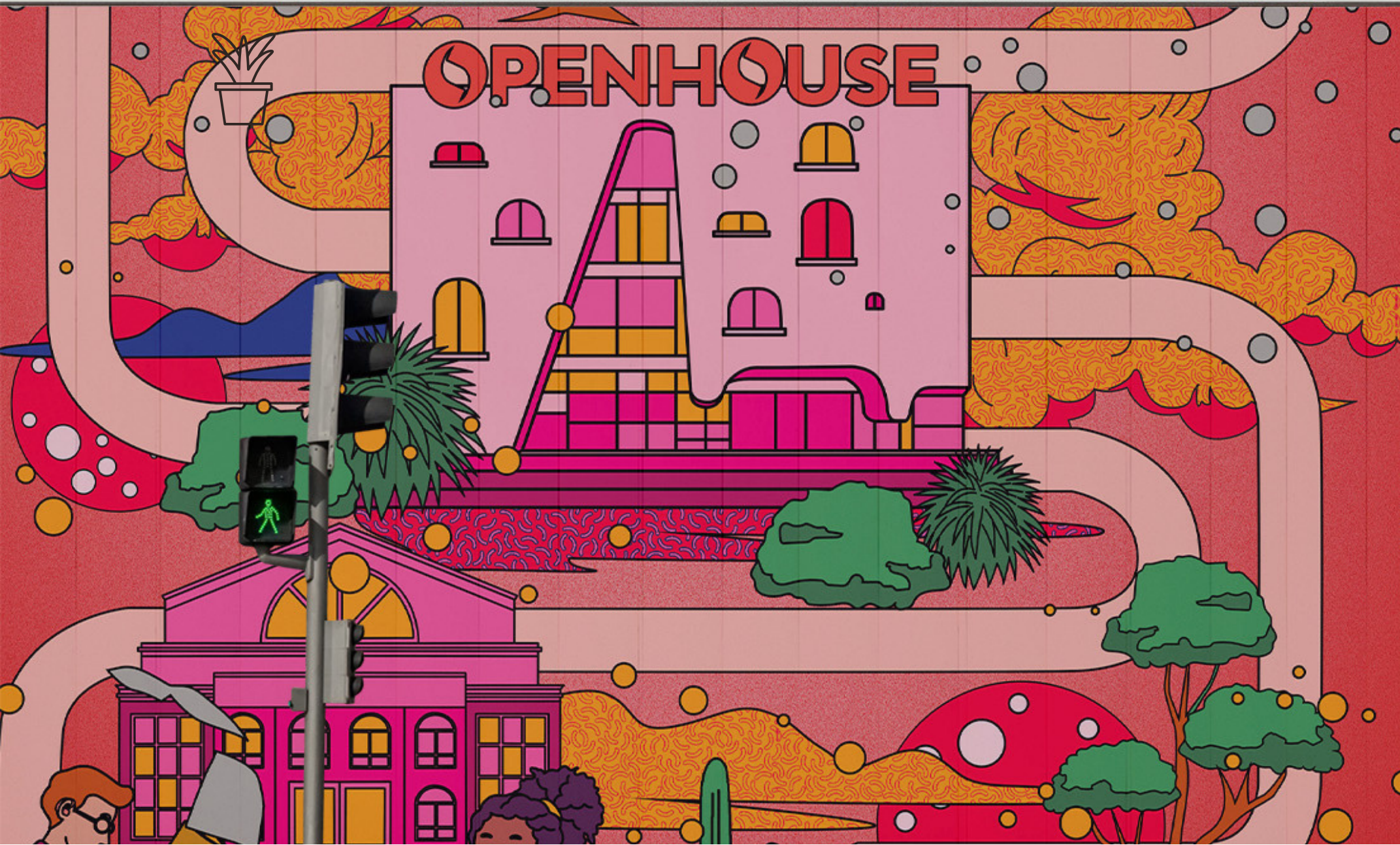
In the world of business, mutual aid can mean:

The formation of worker cooperatives, where employees collectively own and manage the business and make decisions democratically,

Putting together networks of small businesses that help each other by sharing resources and information instead of trying to win the market

Businesses supporting community-led efforts to address social and environmental issues Instead of relying only on the government or non-profits, businesses can help meet the needs of marginalized and vulnerable communities by working together.

How can businesses close the mutual aid gap in communities with dedicated ongoing action?



founder's
residency

**OWNERSHIP IS
INCLUSION**

founder's residency

Every year we'll partner with a handful of BIPOC founders creating solutions in our core three action areas in a deeper way through our Founder's Residency.

We'll partner with founders on a pro-rated rate to give them all-inclusive help- with the help of a partner to offset costs.

founder's residency



How We Support

Leadership

At its core, resources are the building blocks of our collective success. So to empower emerging entrepreneurs and small business owners, we're offering mentorship for nurturing ideas into reality, technical aid to help master all aspects of their development process; networks so they can find support from like-minded individuals - it's activism that helps level up the field.



Ongoing Research



Micro-funding



Mutual Aid



Mentorship & Strategy

New Faces



Entrepreneur Development

To Catherine, a world with better resources for founders looks like mentorship that leads with capital and connections, not just a business model canvas exercises. Where Black, Brown, Indigenous and womxn belong because they have access to resources to make things happen on their terms.

As Vice President of Entrepreneurship Development at Vermont Center for Emerging Technologies, Catherine focused on understanding and acting on how to increase access to entrepreneurship resources. She learned that creating access takes intention and a willingness to commit to equity.

Previous experiences include working at MiddCORE, an entrepreneurship and design program at Middlebury Colleges



Founder of Moxie,
Service Designer

founder's
residency

Meet Our Partner

Harriet Tubman Effect Institute

A human resource center and institute for justice advocacy and research. Their mission is to dismantle systemic oppression and usher in a new era of empathy by producing participatory-action research, human resource initiatives and reallocating wealth to Black and Brown DEI* consultants and researchers across American industries



[Learn More](#)

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