



City of Philadelphia

City Council
Chief Clerk's Office
402 City Hall
Philadelphia, PA 19107

Legislation Text

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Honoring and recognizing Candace V. Mitchell, co-founder and CEO of Myavana in the Fourth Councilmanic District for her entrepreneurial skills, ingenuity and her contributions to the community and economy of Philadelphia as an innovative woman business owner as we further recognize March as Women's History Month.

WHEREAS, The concept of Myavana began when Candace Mitchell was a computer science major at Georgia Technical University. Stemming from her own experiences with the industry as a consumer and from the knowledge that African American hair products generate over \$3 billion a year in revenue, Mitchell set out to create a business that both individualized and revolutionized hair care using web and mobile technology; and

WHEREAS, Mitchell met her cofounder, Chanel Martin, while attending college. The startup money was generated by entering pitch competitions, which garnered over \$200,000 in funds and free services. After being accepted into DreamIt Ventures Philadelphia in 2014, Myavana received an additional sum of \$25,000; and

WHEREAS, The Myavana business model is subscription based, subscribers enjoy a free period followed by a monthly subscription. Members receive monthly recommendations for products. The business has grown to over 5,000 mobile users since its implementation; and

WHEREAS, As a start-up company, Myavana employs a dozen workers and nearly half are Philadelphia residents currently. The company plans to embark on a seven-city tour to promote and raise brand awareness and increase subscription sales in March 2015; and

WHEREAS, Mitchell is an example to female entrepreneurs and an inspiration to entrepreneurial spirited people with a marketable idea and ambition for entering the business world. Her hard work and tenacity not only served to raise the funds necessary to start a business venture, but to create jobs and stimulate the local economy; now, therefore, be it

RESOLVED, BY THE COUNCIL OF THE CITY OF PHILADELPHIA, That it hereby honors and recognizes Candace V. Mitchell, business owner in the 4th Councilmanic District, for her hard work, determination and contributions to the Philadelphia business community. Mitchell's success is a testament to the fact that the American institutions of innovation and independent businesses are as present today as they were when the country was founded.

FURTHER RESOLVED, That an Engrossed copy of this resolution be presented to Candace V. Mitchell, of Myavana located in the 4th Councilmanic District, for her hard work, determination and contributions to the Philadelphia business community. Her efforts are proof that women are capable of greatness and that the spirit of enterprise is still the driving force behind American innovation.