

INNOVATION STRATEGIST + VENTURE BUILDER

Amanda Spann

AMANDA SPANN





## About Amanda

Amanda Spann is an innovation strategist, serial app entrepreneur and podcaster. With a knack for simplifying the complexities of technology, she creates products and programs to help entrepreneurs and enterprises take their ideas from concept to creation. Her latest initiative, The App Accelerator, helps aspiring non-technical app founders to build and brand problem-solving mobile app businesses.

Prior to her current work, Amanda co-founded Tiphub, an impact driven innovation community for entrepreneurs in Africa and the African Diaspora and the hosts of Diaspora Demo Day, once the largest US-based pitch competition for African led startups. She also served as CMO of Blerdology, a tech social enterprise to support and engage the black tech community and the first organization to host hackathons targeting African-Americans. The company worked to spark interest in innovation and assisted minority entrepreneurs build their technology-enabled startups for little to no cost.

Amanda is a member of the Techstars network, a startup mentor at 1871 and has coached, consulted and created content for over 30,000 entrepreneurs around the world. Her work has been featured in Wired, TechCrunch, Fast Company, NPR, Black Enterprise, HLN, Business Insider, Inc, Venture Beat and more.

The Florida State and Georgetown grad has been honored as one of Business Insider's 30 Most Important Women in Tech Under 30, Walker's Legacy 2016 Power50, Rolling Out's 25 Women You Should Know and as one of BET's Blacks on the Brink of Greatness, as well as one of the 5 future leaders in technology by Black Enterprise Magazine.

## **Concept to Creation: Product Roadmapping for Non-Technical Founders**

Your ideas have value, even if you don't believe you have the expertise to execute them alone. As a tech founder who's built a portfolio of apps without ever writing a line of code Amanda knows a thing or two about overcoming technical limitations to achieve success. In this talk Amanda will outline the tools, resources and know-how you'll need to acquire when starting up as a non-technical founder and provide you with insights on how best to compliment the skills and expertise of your technical partners.

*Audience: Non-technical and Aspiring Founders*

## **Dev-ing it Down: A Software Engineer's Guide To Effective Communication With Non-Technical Counterparts**

When it comes to building tech-enabled solutions, it takes both programming and non-technological skills to produce a comprehensive, cohesive product. Yet communicating with your opposite-brained colleagues can often feel like a hurdle to project success. In this keynote, Amanda leverages her experience in corporate communication and instructional design to provide success strategies for speaking, collaborating and connecting in terms your teammates can understand.

*Audience: IT Professionals, Startup Communities, Accelerators*

Signature Topics

## **Buzzworthy: How Pitch for Premium Placements & Publicity for Your Startup**

Cut through the clutter of a journalist's inbox with practical and applicable strategies, tips and tactics to build long lasting relationships while securing premium press placements.

*Audience: Growth Stage Startup Founders & Creatives*

## **Self-Compassion for Self-Starters: Combating Imposter Syndrome and Self-Doubt in Tech & Entrepreneurship**

In a world where black women only hold 3% of all computing professions, Amanda has often dealt with feeling out of place in the workplace and beyond. While some feelings are natural, failing to address imposter syndrome can undermine your confidence and affect your bottom line. In this talk she will provide you with actionable tips to overcome doubt and separate feelings from facts while staying sane along the journey.

*Audience: Professionals, Executives, Startup Founders, Women's Groups*

## **WORKSHOP: The App Accelerator: Product Development for Non-Technical Founders**

Have the next big app idea...but no idea where to start? Start your app journey today with getting insider's insights on the who, what, when and how of building your first app. This workshop is aimed at providing you with the education, insights and confidence to build your product while cutting costs and saving.

*Audience: Aspiring Non-Technical Founders*

Signature Topics

## TYPES OF PRESENTATIONS OFFERED

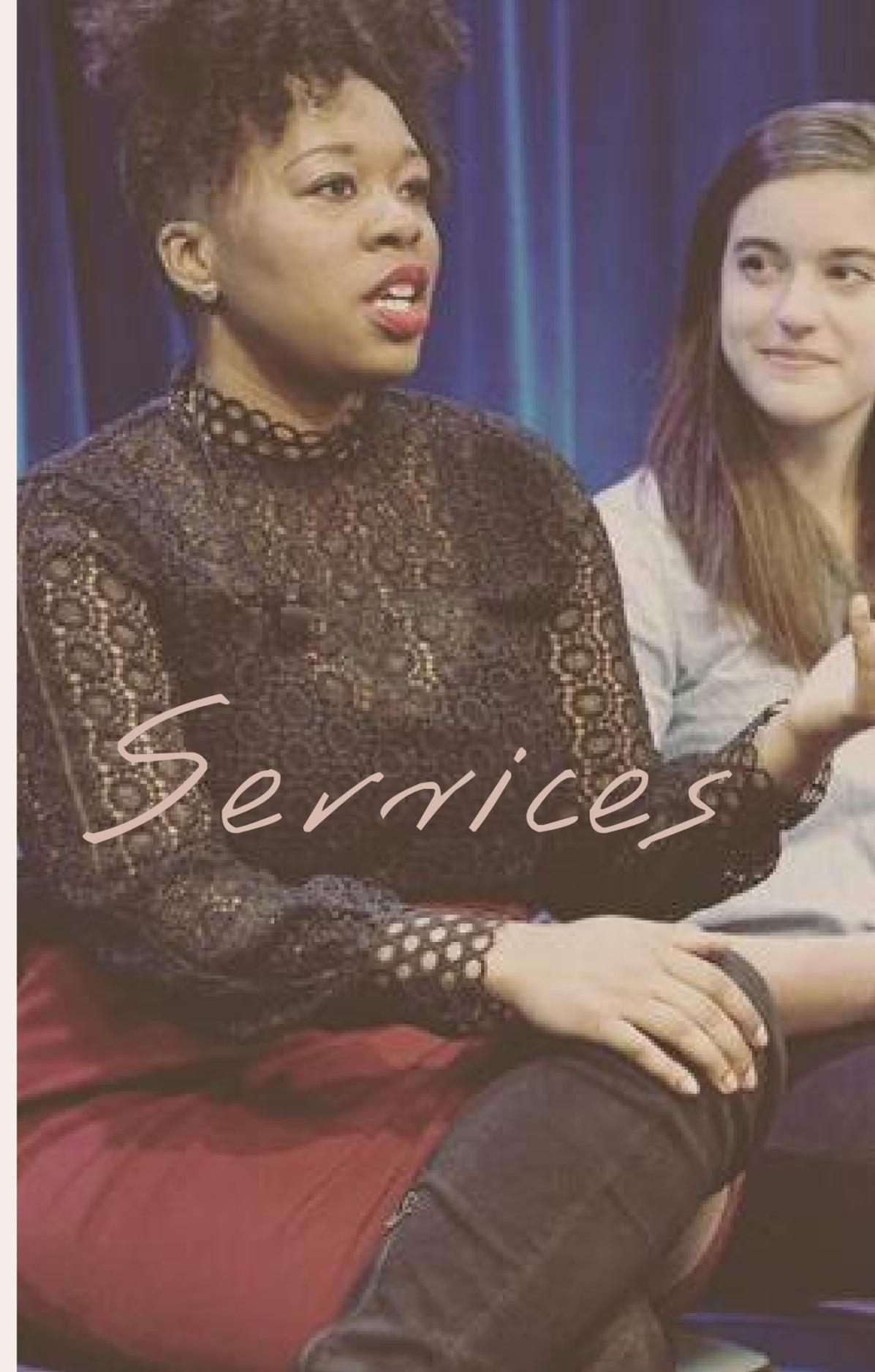
- Keynotes
- TV Spots
- Interviews
- Conferences
- Graduations
- Live Talks
- Retreats
- Business Panels
- Ambassadorships
- Hosting
- Seminars & Workshops
- Virtual Learning

## YOUR INVESTMENT INCLUDES

- A personal phone consultation prior to your event
- Planning time, including conference calls with meeting organizers
- Development of customized, interactive content to meet your specific event objectives
- Development of a customized, interactive PowerPoint presentation or customized handout/worksheet materials, if applicable
- Delivery of the presentation

## PAYMENT AND TRAVEL POLICY:

A deposit of 50% of the speaking fee holds the date when you book an engagement. Your event will not be confirmed until the deposit has been paid. In addition to my speaking fee, reasonable travel expenses are charged to your organization. These expenses may include round trip airfare, lodging, ground transportation, parking and/or meals.



*Services*



@TheAmandaSpann / 20.7K



@TheAmandaSpann / 3.8K



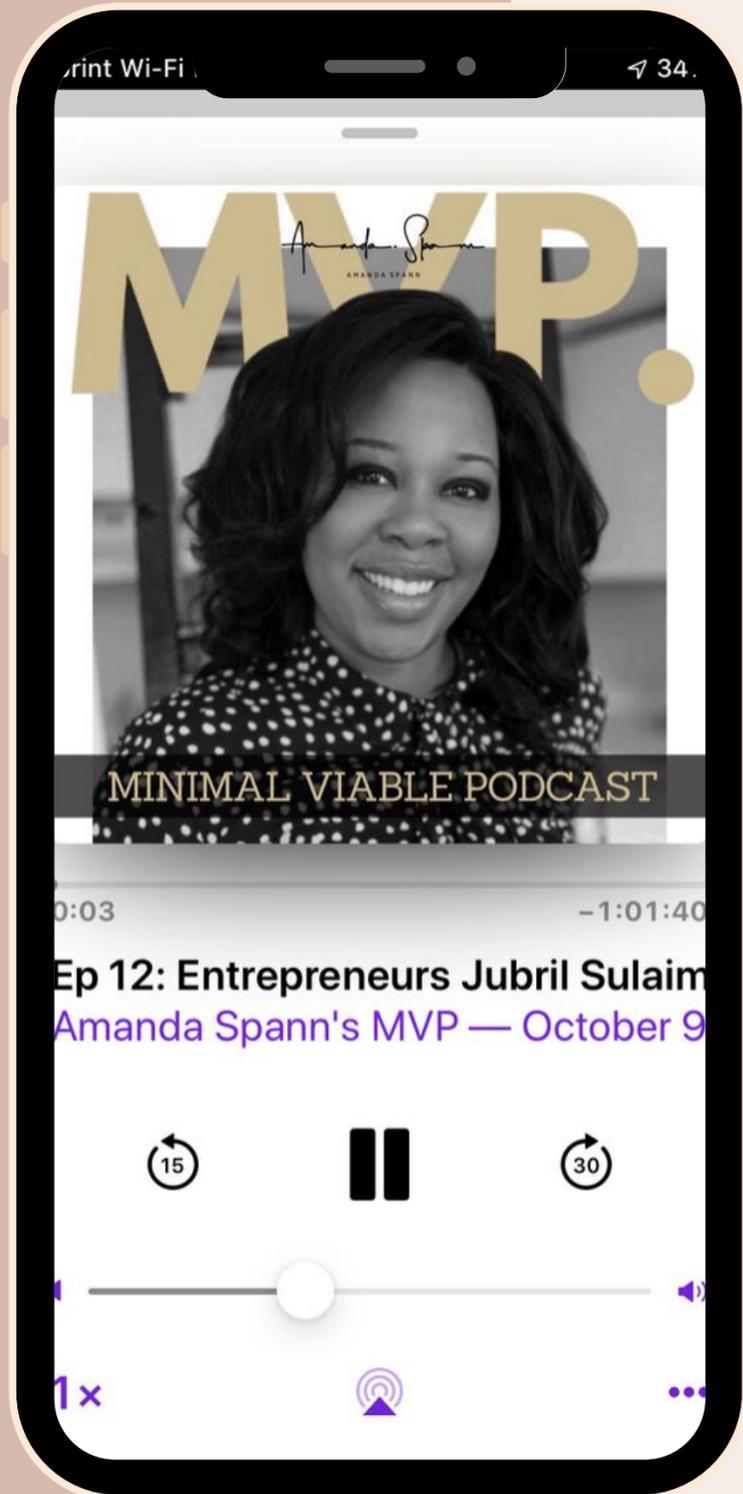
@AmandaSpann /3.9K



Mailing List: 1.2k

*Social Stats*

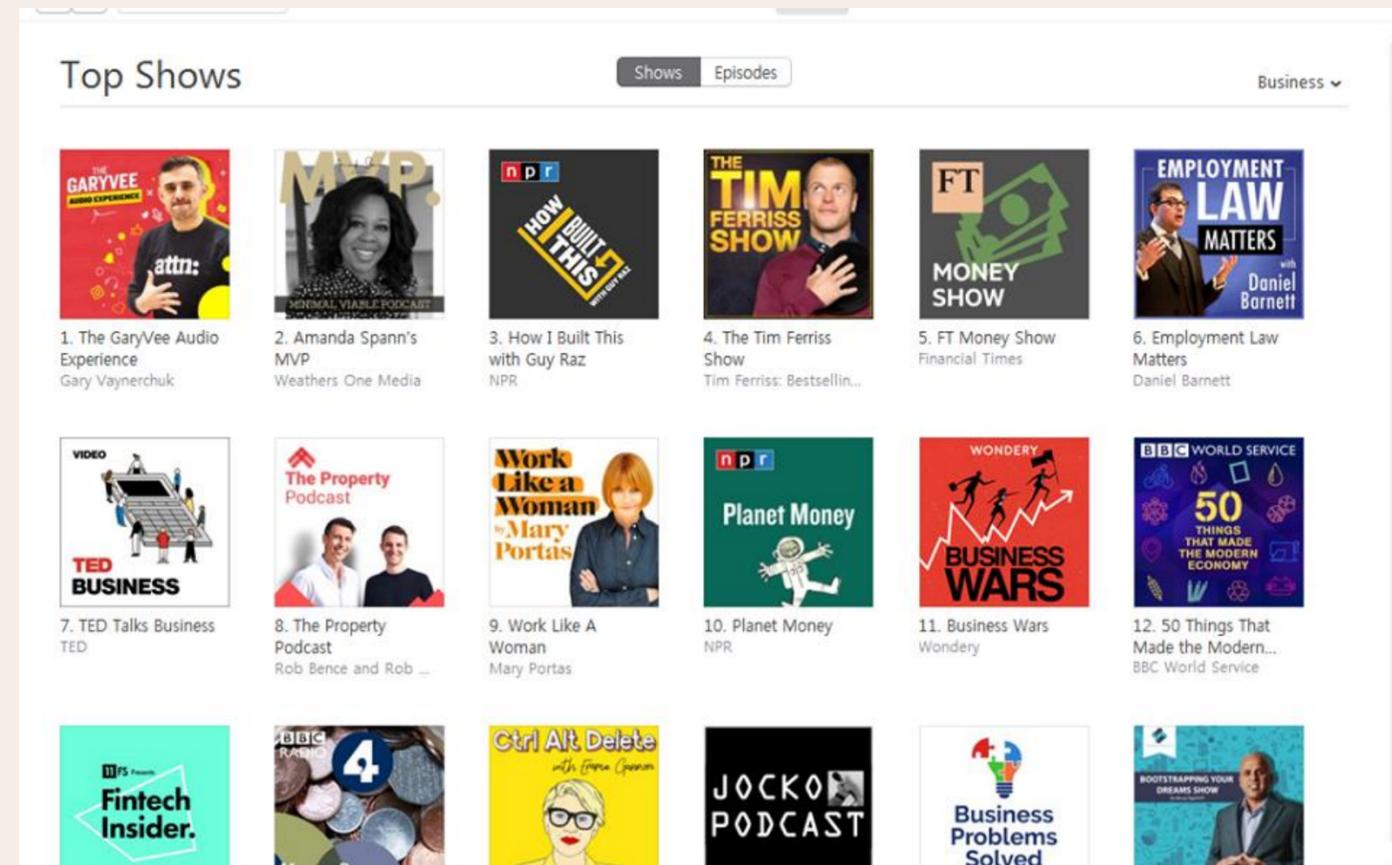
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## MINIMAL VIABLE PODCAST

*Amanda Spann's MVP*

Minimal Viable Podcast has trended as high as #2 in the UK, #13 in Canada, #1 in Bermuda and 85th in the US business category.



MENTOR STORY

*'The Road to Greater'*

# Toyota Brand Collaboration



# Press

Amanda's work can be found in the following publications & many more..



BUSINESS INSIDER



Inc.

ESSENCE

WIRED



HUFFPOST

VentureBeat

FAST COMPANY

COMPLEX

BLACK ENTERPRISE

VIBE

SCIENCE & TECHNOLOGY — MAY 10, 2018  
Amanda Spann's multicultural dating app is a winner  
by CASSIDY SPARKS



Amanda Spann, creator, Culture Crush, Black dating app (Photo: Vision7 Photography)

TE  
CultureCrush breaks out of the swipe right box

John Biggs  
@johnbiggs / 12:06 pm CDT • April 27, 2018



Amanda Spann Wants More Black Women In The Tech Industry. Here's Why.  
Can you be a successful...

ing apps are aimed at a general  
on, but people of color and  
ts are rarely well-represented.  
rush wants to fix that. This app,  
by a team led by former attorney

# Past Appearances

A small sample of the companies, events & organizations Amanda has spoken for.



JIM MORAN SCHOOL  
OF ENTREPRENEURSHIP

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# Testimonials

Thank you so much for taking the time to share with us during the conference. Delegates are still coming back to us with excitement about the skills they learned from your presentation. We will certainly reach out to work with you again on future projects.

Heather Benson, One Dance UK

I just wanted to thank you for all of your advice at Women Techmakers a few days ago in Chicago! All of the women at the event were awesome, and your words were so inspiring..! The sky's the limit!

Melanie Murray, Amazon

I saw you at WTM18 and loved your energy. I told my coworker that we're already play cousins in my head.

Bethany Pagels-Minor, Apple





*Have a listen!*

Click the following icon to be directed to video samples.





*Lets work  
together!*

**Press Bookings & Inquiries**

**AMANDA@AMANDASPANN.COM**