



MIXTROZ SELECTED FOR GOOGLE FOR STARTUPS BLACK FOUNDERS FUND

Kerry Schrader and Ashlee Ammons are two of 50 founders selected for Google for Startups program focused on high potential startups from Black entrepreneurs based in the U.S.

BIRMINGHAM, ALA, September 21, 2021 - Mixtroz, a leader in fostering authentic connection and community-building at live, virtual, and hybrid events today announced it was selected to join the second cohort of the Google for Startups Black Founders Fund, a \$10 million initiative designed for Black founders, who are building great companies yet are often locked out of access to the funding that is critical to their success.

Last year, Google for Startups awarded 76 Black-led startups up to \$100,000 in non-dilutive funding, helping them keep their doors open, pay their employees, and focus on building their businesses. With this second \$5 million investment in the U.S. Black Founders Fund, 50 more founders across the United States will receive \$100,000 in non-dilutive capital, meaning founders do not give up any ownership in their company in exchange for funding. The fund also includes technical support from tools and teams across Google, including as much as \$120,000 in donated search Ads from Google.org and up to \$100,000 in Google Cloud credits. Last year, founders who received awards went on to raise more than \$50M in capital and 80% of recipients used the funding to create jobs.

Mixtroz, whose mission is to simplify human connection while generating meaningful insights is one of a select few high potential startups that the Google for Startups team has selected for this year's nationwide cohort.

"The Google for Startups Black Founders Fund further validates the existence of the problem we solve and our solution," says Ashlee Ammons, founder, Mixtroz. "The support will be used to amplify our reach as we prepare to introduce our new product to a national audience across events, enterprise and education."

"The Google for Startups Black Founders Fund embodies our mission of helping underrepresented founders grow their businesses. We are excited to continue the fund and contribute funding to Black founders, with no strings attached. Black founders currently receive less than 1 percent of total VC funding," says Jewel Burks Solomon, Head of Google for Startups US. "We heard loud and clear from the 2020 fund recipients that Google for Startups and Goodie Nation have been crucial to their success not only through funding but through community, mentorship, network connections and technical expertise."

"Our advisors will be working with the founders to discuss business pain points, offer introductions to customers and investors and provide regular therapy sessions and forums to support recipients emotionally and professionally," says Joey Womack, CEO of Goodie Nation.

Mixtroz was founded by human resources veteran, Kerry Schrader, and events expert, Ashlee Ammons, in 2015 after both experienced the inefficiencies associated with networking. The pair closed a historic pre-seed fundraise at the close of 2018 making the duo the 37th and 38th black, female founders to raise over \$1M of funding in the U.S. While initially focused on connectivity and data collection in the live event space, the profound market shift in 2020 created a demand in the virtual space which Mixtroz successfully met with the launch of their virtual product in April 2020.

ABOUT MIXTROZ

Mixtroz is on a mission to simplify human connection by sparking serendipity while generating meaningful insight. Using Mixtroz, participants streamline the path to meaningful conversations by replacing friction and awkwardness with confidence and excitement, all while gaining quantitative and qualitative data for hosts. Mixtroz works across enterprise, events, and education with innovative companies like Amazon, Deloitte, Southern Company, Tedx, Ewing Marion Kauffman Foundation, W.K. Kellogg Foundation, Babson College, Emory University, and John Hopkins University. To learn more about Mixtroz, visit <https://www.mixtroz.com>, for more on the founders, visit <https://www.mixtroz.com/about-us/>.

ABOUT GOOGLE FOR STARTUPS

Google for Startups works to level the playing field for startup founders and communities to succeed by bringing the best of Google's products, connections, and best practices to startups. Paired with a deep commitment to create diverse startup communities, many of our offerings are designed specifically to provide underrepresented founders with access to resources and opportunities. We support startups everywhere to build something better. Because when startups succeed, we all succeed.