

# MELANIN INNOVATIONS

Empowering Underserved Communities Through AI and Digital Skills

## COMPANY DESCRIPTION

**Melanin Innovations** is a social enterprise with a dual focus on education and implementation, dedicated to guiding small businesses, entrepreneurs, and underserved communities through AI adoption. We demystify AI, making it accessible and actionable for all.

**Mission-Driven:** We are committed to making AI accessible to all, with a special focus on empowering individuals and small businesses, especially in underserved communities, to harness the power of AI for growth and positive change.

## DIFFERENTIATORS

- **Focus on Underserved Communities:** Specialize in serving the unique needs of small businesses, rural, re-entry and other underserved communities in the AI and digital technology adoption process
- **Early AI Adoption Expertise:** Guide businesses through the initial stages of AI implementation
- **Education & Empowerment:** Prioritize education and knowledge transfer, empowering businesses and individuals to confidently leverage AI and digital technology.
- **Practical & Tailored Solutions:** Offer actionable strategies and personalized support to ensure real-world results.
- **Inclusivity & Ethics:** Committed to building a more equitable and responsible tech landscape.
- **Proven Track Record:** Founder Shennice Cleckley has a demonstrated history of empowering over 1,000 businesses through digital skills training and providing 150+ hours of direct business coaching.

## CORE COMPETENCIES

### For-Profit Services (Melanin Innovations)

- **AI Solutions:** AI strategy development; Data analysis and insights; AI ethics and bias mitigation; AI training and development for employees; AI-powered product development
- **Digital Transformation Solutions:** Digital maturity assessments; Digital strategy development; Technology implementation and integration; Change management
- **Digital Literacy Workforce Solutions:** Fully managed digital literacy solutions; customized program design and implementation; technology access and support

### Non-Profit Services (Melanin Innovation Foundation)

- Digital Education, The Uplift Program , AI Ahead Launchpad

## PAST PERFORMANCE

- Delivered AI training programs to diverse cohorts of entrepreneurs and small business owners.
- Partnered with tech companies to improve the inclusivity and user experience of AI products.
- Implemented AI solutions for clients across various industries, resulting in increased efficiency, improved decision-making, and enhanced customer experiences.
- Conducted over 60 workshops and reached over 1,117 woman entrepreneurs in SC through the Women's Business Center at Columbia College.
- Provided 160 hours of mentoring and training as the Richland Library Entrepreneur in Residence.

## NAICS CODES

541611, 611430

## SIC Codes

8742, 8748

## CERTIFICATION

- Woman-Owned Business (Pending certification)
- FastTrac Certified Facilitator
- SC Women in Business in Consulting 2021
- SC Best in Business 2021 & 2022



Founder, Shennice Cleckley

## CONTACT INFORMATION

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