



# ESTABLISHED 2020

These businesses  
opened despite  
everything.

**Starting a business is difficult  
even in the best of times.**

Many companies had to shut their doors this year, but some determined founders followed their dreams and opened theirs, even when faced with daunting challenges. Let's give these bold new businesses the ribbon-cutting moment they deserve.

# CONGRATULATIONS

Here's to all the bold new businesses of 2020, including ...

The 10th  
10thnews.org

2 Scoops Ice  
Cream Eatery  
2scoopseatery.com

Actual Veggie  
actualveggies.com

All Rebel  
all-rebel.com

Ari's Restaurant  
arisrestaurant.com

AveQ  
aveqdrinks.com

Bobbi's  
bobbis.com

Bingo  
bingobrewery.com

Black Garnet Books  
blackgarnetbooks.com

Black Hawk Farms  
blackhawkfarms.com

The Black Sheep  
theblacksheepaz.com

Bramble Park  
bramblepark.com

Briksley  
briksley.com

Carbox  
carboxcorp.com

Common  
john-common.com

Cookie Society  
cookie.society.com

Crescent Bleu  
crescentbleu.co

Culture Cream  
culturecream.com

Danielle Rose  
Design Co.  
daniellerosedesign.com

Doughboy's  
doughboyschicago.com

FlipHD  
flip-hd.com

Germ Hero  
germhero.com

Graduate Hotel,  
Washington  
graduatehotels.com

Gravity Bound  
Brewing  
instagram.com/  
gravityboundbrewing

Helen  
helenham.com

Hot Crispy Oil  
hotcrispyoil.com

Hygenica  
hygenica.net

Jobburv  
jobburv.com

Kato Bake Works  
katabakeworks.com

Knock Knock Digital  
knockknockdigital.com

KUSH  
kushhospitality.com

Lex  
lexisles.app

Lidbot  
lidbot.com

Liquid  
jowansbyliquid.com

Logan Brewing  
Company  
loganbeer.com

LUSSE  
lusseswiness.com

The Maker Hotel  
themaker.com

M6 Homecare  
and Supply  
m6homecare.com

Martini Spaces  
martinispace.com

M6 Holes  
Restaurant  
m6holesrestaurant.com

The Mocking Bird  
instagram.com/  
themockingbird

Mosaic Cafe  
mosaiccafe.com

Name Water  
namewater.com

Oak Theory  
oaktheory.co

Order For Me  
orderforme.com

PEAKIND  
peakindco.com

Photo Finish  
photofinish.co

Red Poppy Bistro  
redpoppybistro.com

Salt Sanctuary Holotherapy  
salt-sanctuary.com

Savvy Games  
savvygames.com

Seah Coworking  
seahcoworking.com

Special  
specialprint.co

St. Life Realization  
stliferealestate.net

Storypod  
storypod.com

Supr  
suprapp.com

Talkabook  
talkabook.com

Triv  
trivcenter.com

Veddy's  
veddys.com

Via Delivery  
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Where's the Scoop?  
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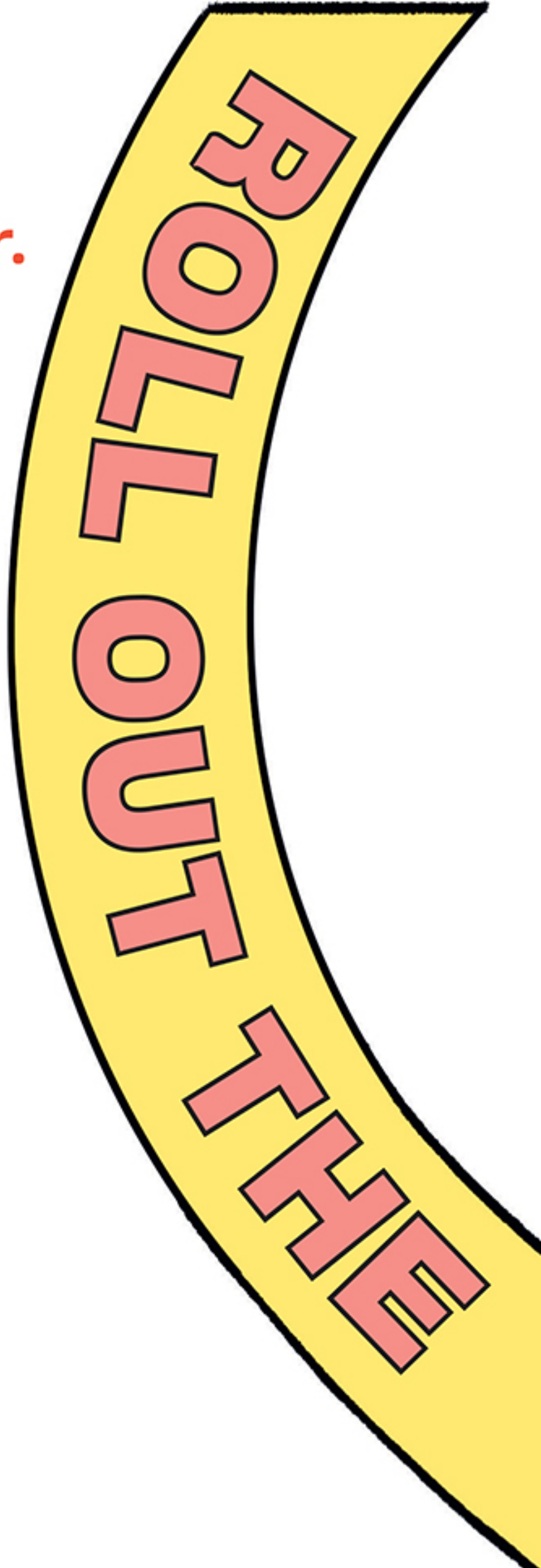
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# How 3 businesses launched during a very tumultuous year.



Ken and Mary had planned to open Muggin earlier — but then the coronavirus arrived. As they waited for restrictions to lift, the couple sold Muggin merchandise while also working full-time jobs. To stay on top of everything, they used Dropbox and other collaboration tools to coordinate with employees, vendors and construction partners.

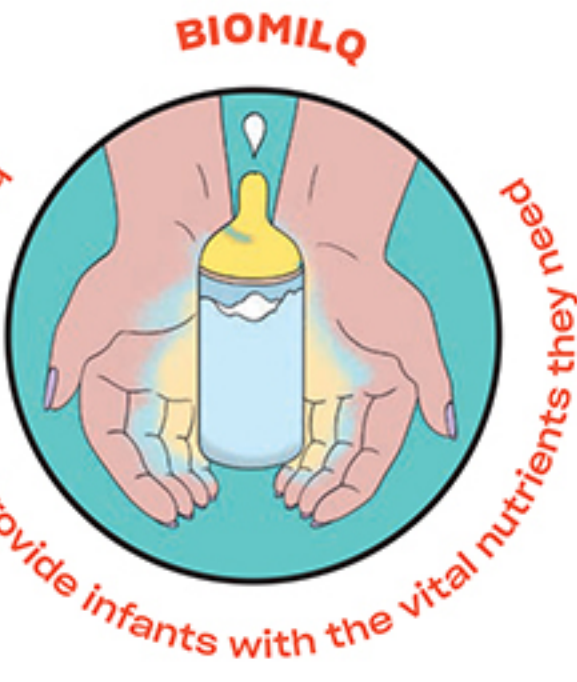
When the day arrived for Muggin's grand opening in July, Mary and Ken weren't sure if anyone would show up. One glance outside, however, let them know they had made the right decision. "Our line went down the sidewalk," Ken recalls with a laugh.

A few weeks later, a customer thanked Ken for creating such a welcoming place for her and her son, who had special needs. "She had tears in her eyes and said, 'You don't understand how much this cup of coffee impacted me,'" Ken recalls. "I shared that with our whole team, because it's bigger than just coffee."

As for the future? Mary and Ken have already received franchise inquiries, but they want to take it slow. One cup at a time.

**IN MEMPHIS**, the term "muggin" connotes a mood of extreme confidence or bravado. And extreme confidence is something that Mary and Ken Olds had to have, along with exceptional business skills and a good dose of faith, when they opened Muggin Coffeehouse this summer in Whitehaven, Tenn. "We looked at each other like, 'Are we doing this right now in the middle of a pandemic?'" Mary recalls. "The answer was, 'yes.'"

The couple had a mission. "Whitehaven was one of the first communities where Black people could own homes, so there was a sense of Black pride here," Mary says. "We wanted to build a place where people felt like they belonged and also a place that really said, 'This is Memphis.'"



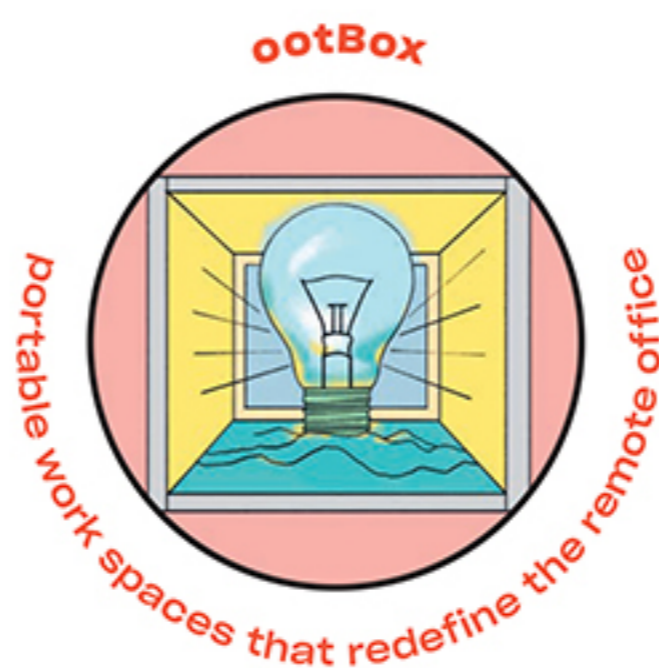
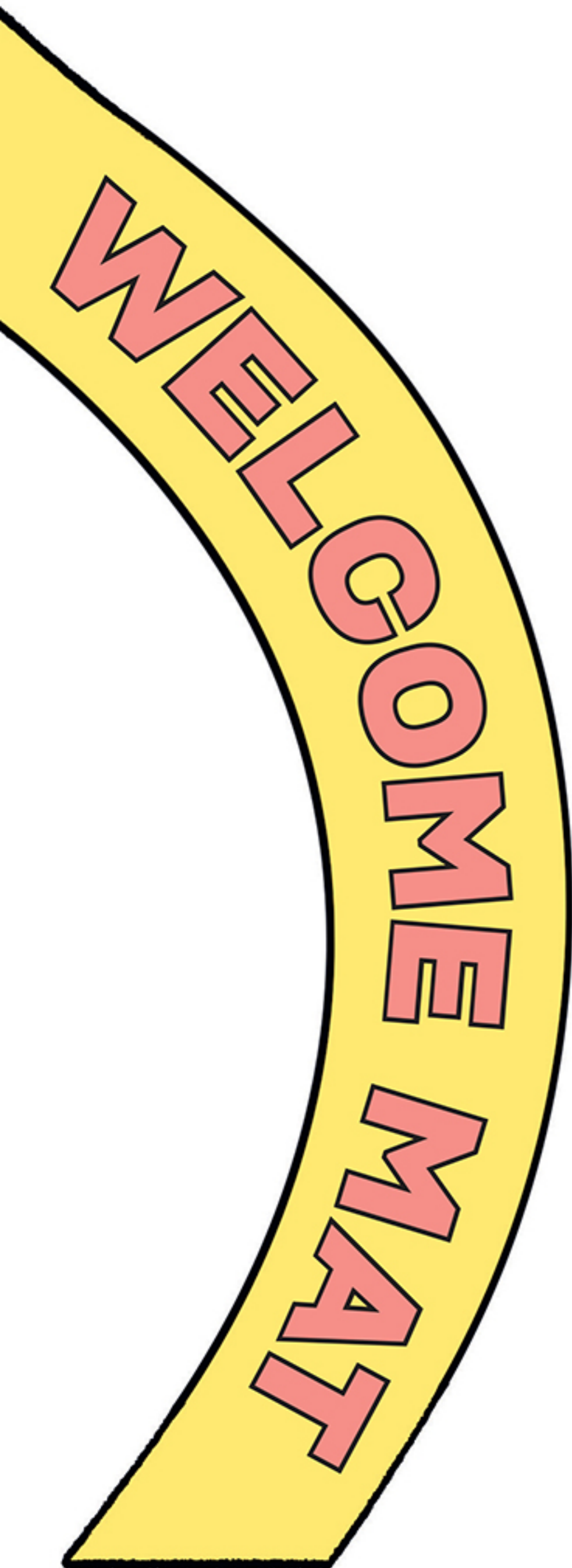
Strickland and Egger established BIOMILQ in early 2020, but pandemic-related shutdowns hit them right in the middle of fund-raising, which is typically done in person. "We had to get creative in how we got to know people quickly," Egger says, "to determine not only if we were a good fit for them, but more importantly, if they were people we would want to work with and that they were mission-aligned."

As Egger and Strickland transitioned to remote work, they found ways to connect virtually with investors, labs and potential new hires. The women held videoconferences and spent many long nights collaborating in shared documents, Egger says, "watching all the edits cascade over each other in many different colors."

Now they are back in the lab full time and hope to start BIOMILQ down the path toward F.D.A. approval. The difficult events of 2020 have made Egger and Strickland more determined than ever. "When you're an advocate for families who don't have the options they need," Egger says, "instead of thinking how hard it is to do business today, you focus on the fact that you're doing business for tomorrow."

**"REGARDLESS OF** what's going on in the world, whether war, famine, pandemic, the nutritional needs of a child don't change," says Michelle Egger, a food scientist in Durham, N.C. Last year she teamed up with Leila Strickland, a cell biologist who shared Egger's passion for solving the challenges surrounding infant nutrition. Together they unlocked a next-level solution called BIOMILQ: cultured breast milk grown from human cells.

Using the same lab-based methods that have been used to make insulin for 40 years, Egger and Strickland aim to produce safe, eco-friendly, human milk for parents who have difficulty breast-feeding. "We see breast milk being an ideal elixir for supporting human life," Egger says.



**“THINGS REALLY CHANGED** when Robbie Friedman started thinking inside the box. In 2019, Friedman and his partner, Allison Zofan, created successful prototypes for what they called ootBoxes: mobile 8-by-10-foot office spaces that could be delivered anywhere, from a sidewalk to the seashore.

The premise seemed simple. ootBox could provide portable, leasable and customizable conference rooms to help corporations that had congested offices. Life, on the other hand, was not so simple. Suddenly, the coronavirus made the idea of sharing a small space with colleagues seem scary. “In early March 2020, we had several preorders, all going to corporations,” Friedman says. “Later that month all of our orders were put on hold, indefinitely.”

The pandemic forced the new company to rethink its entire strategy. “There was a collective ‘What do we do now?’” Friedman says. The team quickly recognized that a different customer demographic had emerged: business owners and employees who had been displaced by the pandemic. “We started to see demand from barbers, personal trainers, jewelers, people who wanted to bring their retail businesses home with them, which was very, very unexpected,” Friedman says. “People were looking for a space that they could control — the ventilation, who can go in it, the location. The more they could control the more comfortable they felt.”

The ootBox team turned to technology while raising new seed money. They used Dropbox to stay connected and organized, with everyone’s files in one safe place. Business ticked back up, and ootBox Inc. officially launched on June 15. “Our long-term goal is to lease 5,000 boxes as productivity hubs that have collaboration technology built into the fabric,” Friedman says.

Despite the turbulent year, Friedman’s passion shines through. “I love what we’re building,” he says. “It’s cool, and it just makes sense.”

**“There was a collective ‘What do we do now?’ Then we started to see demand from people who wanted to bring their businesses home with them.”**

### The Right Tools for Teams of All Sizes

With remote work the new reality, collaborative tools such as Dropbox are increasingly necessary for businesses to succeed. No matter how or where your organization operates, Dropbox Business can provide a frictionless, human-focused way of working. It helps centralize team content and transforms folders by bringing documents and cloud content together under one umbrella. Intelligently suggested

files help you find what you need fast and keep your team one step ahead by giving everyone the content they need when they need it. And with over 300,000 connected apps, Dropbox extends to include your team’s favorite tools.

Dropbox’s virtual work space brings everything together for seamless collaboration. With a secure, distributed infrastructure, it provides peace of mind and helps team members do their best work — from anywhere in the world.

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bidbird.co

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joinbingo.co

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blackhawkmeats.com

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**Brambly Park**  
bramblypark.com

**BrikPay**  
brikpay.io

**Carbix**  
carbixcorp.com

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join-common.com

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cookiesociety.com

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graduatehotels.com

**Gravity Bound Brewing**  
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**Helen**  
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**Hot Crispy Oil**  
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**Hygienica**  
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**JobSurv**  
jobsurv.com

**Kato Sake Works**  
katosakeworks.com

**Knock Knock Digital**  
kknockdigital.com

**KUSH**  
kushhospitality.com

**Lex**  
thisislex.app

**Lidbot**  
lidbot.com

**Liquid**  
poweredbyliquid.com

**Logan Brewing Company**  
logan.beer

**Luxee**  
luxee wellness.com

**The Maker Hotel**  
themaker.com

**MB Mercantile and Supply**  
mbmercantilefw.com

**Mentor Spaces**  
mentorspaces.com

**Mis Moles Restaurant**  
mismolesrestaurant.com

**The Mocking Bird**  
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**Order For Me**  
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specialproject.io

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storypod.com

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