CONTINUING THE LEGACY
We’re continuing the work of Freedom Summer today.

In May of 1964, spurred by Congress’ inaction to protect civil rights, Andy Goodman joined Freedom Summer, a voter education and registration project aimed at registering African Americans to vote in Mississippi. On his first day, the Ku Klux Klan murdered Andy and two other civil rights workers, James Chaney and Michael Schwerner.

Today, 53 years later, The Andrew Goodman Foundation (AGF) honors Andy’s legacy by continuing the work of Freedom Summer and defending democracy through the efforts of our Vote Everywhere (VE) program.

In 2016, while our country prepared for a historic election, our network of 100 Vote Everywhere Ambassadors worked tirelessly to enfranchise their peers. As a mobile and transient community, Millennial students face unique challenges when registering and voting. In addition, Millennial democratic participation in the 2016 election was made even more challenging by an increase in new legislation, deliberately creating voting impediments.

Following in Andy’s footsteps, our Ambassadors around the country identified and removed these impediments, registered nearly 34,000 voters, and mobilized GOTV efforts in their communities that touched the lives of over 400,000 students. Their actions not only affected student participation during the 2016 election but will continue to affect student voters on their campuses in the years to come.

We recognize that their success wouldn’t be possible without key partners like you. We are forever grateful for your support in this endeavor and look forward to working with you as we train the next generation of educated, active, and engaged citizens who ensure a peaceful, just, and sustainable future.

Best and warmest regards,

**DAVID GOODMAN**
President

**SYLVIA GOLBUN GOODMAN**
Executive Director
Dr. Martin Luther King Jr. displays pictures of Michael Schwerner, James Chaney, and Andrew Goodman during a press conference in 1964.

The Andrew Goodman Foundation makes young voices and votes a powerful force in democracy. Our vision is that young people will become active, engaged citizens who ensure a peaceful, just, and sustainable future.

**Inspired by Andrew Goodman**

At the height of the Civil Rights Movement, Andrew Goodman joined Freedom Summer of 1964 to register African Americans to vote. On his first day in Mississippi, the Ku Klux Klan murdered Andy and two other civil rights workers, James Chaney and Michael Schwerner.

Their murders catalyzed a movement to oppose racist practices that discriminated against African-American voters at the polls in Mississippi and throughout the United States.

**Continuing a Legacy**

The Andrew Goodman Foundation was created in 1966 by Robert and Carolyn Goodman to carry on the spirit and the purpose of their son Andrew’s life. Today, our work harnesses the legacy of courageous civic action to grow new leaders of change through our Vote Everywhere program. Our campus teams spread a culture of participatory democracy, promoting the right and responsibility to vote while incubating a new generation of social justice leaders.
The Problem

Many barriers to voting inhibit Millennial student participation, and these barriers are multiplying. As a mobile and transient population, students face unique challenges when registering, voting, and participating in democracy. They are expected to navigate an electoral process that is designed for the average citizen, not a Millennial voter. As shown below, young people ages 18-29 are the least likely to register and vote.

Voting and Registration by Age in the United States (2014)

Civic participation increases with age in the United States. According to the U.S. Census Bureau, in 2014 only 17% of 18-24-year-olds voted, compared to 59.4% of those 65 and older. In an effort to combat low participation among Millennial voters, our Vote Everywhere program focuses on voting as the gateway to increased civic engagement.

At UNC Charlotte, our partnership with the AGF has been a game-changer for civic engagement on our campus. The Ambassadors are energetic leaders dedicated to voter education.

CAMPUS CHAMPION TAMARA JOHNSON, PH.D.
Research Associate, Office of the Provost
The Opportunity

2016 Voting-Eligible Population by Generation

- Baby Boomers (52-70) 12%
- Millennials (18-35) 32%
- Generation X (36-51) 25%
- Silent/Greatest (71 and older) 31%

Source: Pew Research Center (2016)

We are witness to the rise of a diverse and connected new citizenry, one that can forever transform our society and our world for the better. According to the Pew Research Center, Millennials (adults ages 18-35 in 2016) have surpassed Baby Boomers as the largest living generation in the United States. At an estimated 69.2 million voting-age U.S. citizens, Millennials now represent an impressive 31% of the overall voting-eligible population.

Millennials are also extremely purpose-driven. Deemed as one of the most passionate generations, they care deeply about the future and express strong political views. Unfortunately, their passion often does not translate into action in the formal electoral process. Even the most engaged, young activists often abstain from voting because they feel disaffected with the electoral process.

As one of the largest potential voting blocs, Millennials can affect real change. Our ability to channel their passion—today—will result in change, tomorrow. That is why it is crucial that they become more active, engaged, and informed citizens in the electoral process.

Our Theory of Change

<table>
<thead>
<tr>
<th>INPUT</th>
<th>ACTIVITIES</th>
<th>OUTPUTS</th>
<th>OUTCOMES</th>
<th>IMPACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Funding</td>
<td>• VOTE EVERYWHERE</td>
<td>• Staff members are youth civic engagement experts</td>
<td>• Voting impediments are removed:</td>
<td>• VE Ambassadors become the next generation of civic leaders</td>
</tr>
<tr>
<td></td>
<td>• Year-round training and mentoring</td>
<td>• VE Ambassadors are trained advocates and organizers</td>
<td>a) Law and policy changes</td>
<td>• Millennial students become more active, engaged, and informed citizens who participate in our democracy and enact public policy changes</td>
</tr>
<tr>
<td></td>
<td>• Scalable model</td>
<td>• Students are educated, registered, and vote</td>
<td>b) Polling sites brought to campus</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• National partners</td>
<td></td>
<td>c) Student IDs serve as voter IDs</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Tools</td>
<td></td>
<td>d) Proof of residency from schools</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• There’s an increase in voter registration, voting, and political action among young adults</td>
<td></td>
</tr>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

NCLT SUMMIT
• Leadership, communications and organizing training, voter education, networking

VOTE EVERYWHERE
• Town hall meetings, debate watch parties, tabling events, meetings with school officials and politicians, shuttles to the polls, poll monitoring, voter registration drives, networking
The Solution: **vote everywhere**

Vote Everywhere is a national, locally-focused, non-partisan, civic engagement movement of student leaders and university partners.

### Program Goals
- Identify and remove voting barriers
- Register college students to vote
- Increase voting through GOTV efforts
- Develop lifelong leaders

### Program Model
- Longterm legal partnership with schools
- Faculty Champions on campus
- Student Ambassadors on the ground
- Extensive resources and support
- Local and national VE network
- Mobile engagement platform

### VE Campus Footprint
(Number of VE schools per state)

### School Demographics

- **65%** Public Institutions
- **35%** Private Institutions
- **7%** Community College Campuses
- **23%** Liberal Arts Institutions
- **12%** Hispanic-Serving Institutions (HSIs)
- **7%** Historically Black Colleges and Universities (HBCUs)
- **12%** Religious Institutions

---

100 Vote Everywhere Ambassadors
19 State Reach
42 School Partners
1M Student Body Population
National Civic Leadership Training Summit

Every year, we bring together Vote Everywhere Team Leaders from participating campuses for four days of intensive training at our National Civic Leadership Training Summit (NCLTS). Through hands-on projects, lectures, and leadership development activities, Vote Everywhere Team Leaders learn the fundamentals of impact-oriented campus organizing, voter engagement, and advocacy. The 2016 summit, generously sponsored by The Puffin Foundation, led to:

35 AMBASSADORS TRAINED
30 SCHOOLS ENGAGED
17 SESSIONS OFFERED
17 STATES REPRESENTED

"The summit was not merely training sessions. It was rather a chance for students from around the country to connect and create a strong network that would act as a foundation for future expansion and positive change in society."

VOTE EVERYWHERE AMBASSADOR AMIR BOSTROS
Montclair State University
We’re Interested in Systemic Change,

To make sure young voices were heard in the presidential election, we set an ambitious goal of registering 20,000 new voters in 2016. Our Ambassadors worked hard to register their peers and exceeded the goal by almost 70% by registering 33,834 students to vote. In addition, nearly 50% of our VE schools collected contact information and mobilized students to get out and vote using a digital platform.

2016 Performance Indicators

- **121** Media Hits
- **509** Community Events
- **33,834** Voters Registered
- **408,265+** Students Impacted

In addition to voter engagement work, our Ambassadors improved voting access on their campuses by eliminating impediments to voting and successfully advocating for:

<table>
<thead>
<tr>
<th>POLLING SITES</th>
<th>SCHOOL POLICY CHANGES</th>
<th>STATE LAWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>
Not Temporary Results.

Voters Registered, Per Ambassador

Vote Everywhere is on an encouraging growth trajectory. In 2016, our VE network nearly doubled from 23 to 42 schools, and we have increased the number of Ambassadors from 64 to 100. These Ambassadors have excelled at removing both statutory and non-statutory voting barriers. Their activities directly engaged over 408,000 students, 40% of the approximately one million student voters who attend schools in our program.

Our Progress

<table>
<thead>
<tr>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>14 Schools</td>
<td>23 Schools</td>
<td>42 Schools</td>
</tr>
<tr>
<td>16 Ambassadors</td>
<td>64 Ambassadors</td>
<td>100 Ambassadors</td>
</tr>
<tr>
<td>1,961 Voters</td>
<td>8,804 Voters</td>
<td>33,834 Voters</td>
</tr>
<tr>
<td>16 Media Hits</td>
<td>65 Media Hits</td>
<td>121 Media Hits</td>
</tr>
<tr>
<td>35+ Events</td>
<td>175+ Events</td>
<td>509 Events</td>
</tr>
</tbody>
</table>

I love the historical roots of the program and its legacy of voter engagement initiatives from the Civil Rights Movement. I also like how the program is structured in a team-like fashion so that it is a group effort in planning and carrying out all activities.

VOTE EVERYWHERE AMBASSADOR SIERRA LIPSCOMB
Case Western Reserve University
139,000+ students attending Louisiana’s public universities will finally be able to use their student ID as voter ID.

Louisiana State University (LSU) joined Vote Everywhere in 2014 and established the only organization devoted to civic engagement on campus, Geaux Vote LSU. Within two years, their work transformed student life across the state and will impact students for generations to come.

Valencia Richardson, class of 2016 and founding VE Ambassador, attributes her team’s success to the resources and guidance provided by The Andrew Goodman Foundation. “Two years ago, LSU was one of the only schools without an established organization focused on civic engagement. In a lot of ways, it felt like starting from scratch,” she says. “We had the extensive resources of AGF to help guide us through the learning curve and onto making a difference on our campus.”

New LSU student ID (pictured below) is now voter ID compliant.
That difference came within months of joining the program. When the state faced a higher education funding crisis, the Ambassadors were instrumental in bringing student voices into the state-wide debate. They published op-eds urging legislators to consider student opinions and held a forum that brought together higher education officials from across the state to answer student questions about the budget.

In the spring of 2015, their campaign culminated in a march that united more than 1,000 students, community members, and elected officials at the steps of the State Capitol. The march made state and national news and helped save Louisiana public universities from devastating cuts. “The higher ed funding campaign was the first action we organized on campus,” says Valencia. “Our campaign was, in part, successful because we built powerful coalitions and strategically used AGF resources. Ultimately, we proved our credibility as advocates for students.”

The following year, with the 2016 elections on the horizon, the Ambassadors focused their efforts on improving state voting laws and promoting voter turnout. Based on conversations with their peers, the Vote Everywhere team at LSU identified polling place accessibility and voter identification requirements as two areas for improvement.

“Thousands of students do not have a Louisiana voter ID or driver’s license, and they could not use their student IDs to vote,” says Madison Melancon (’18), who joined the Vote Everywhere team to help students become involved in the political process. “However, our research showed that student ID as voter ID was not only a best practice to encourage turnout, but was commonplace across the nation.”

Working with a State Representative and LSU’s Manship School of Mass Communication, the Ambassadors helped draft and lobbied for HB940, a bill that now requires Louisiana public universities to design student identification cards that fulfill voter identification requirements. In addition, the team helped pass HCR100, a resolution that calls for an on-campus polling location at a centralized LSU location.

To support each bill’s passage, the Ambassadors launched a multi-prong public relations campaign and testified as expert witnesses during numerous legislative committee hearings; in one hearing, Valencia was even publicly recognized for her work on campus.

Throughout the semester, the Vote Everywhere team showcased the power of a nonpartisan, student-led and university-supported civic engagement initiative. From Louisiana’s Secretary of State, to the University President, the Ambassadors united diverse stakeholders in support of student engagement in the political process.

The Vote Everywhere team laid a foundation for higher voter turnout during the 2016 election. Having improved voter accessibility for over 139,000 students, both on campus and across the state, future Ambassadors can now focus more on outreach and engagement and less on breaking down legislated voting barriers.

“...our research showed that student ID as voter ID was not only a best practice to encourage turnout, but was commonplace across the nation.”

LSU made the necessary changes in time for the Fall 2016 semester, while other public schools have until 2019 to fully implement the new student IDs. “I’m incredibly proud of the work we have done so far,” says Valencia. “I graduated before I got to see this work come to fruition, but these last two years have created the groundwork necessary to continue the growth.”

Valencia, a 2016 Fulbright Scholar, now looks back at LSU knowing she left a powerful and effective team behind, spearheaded by second-generation Ambassadors Madison Melancon and Kaylin Parker.
Our Vision for 2020:

- **250** Vote Everywhere Ambassadors
- **100** School Partners
- **2M** Student Body Population
- **1** Mobile Engagement Platform

**Target States for Expansion**

In order to scale from 42 to 100 campuses by 2020, we are implementing a new strategy to determine how to choose states and institutions for our expansion. Taking into consideration factors including state and local voting barriers, swing state status, prior voting rights violations, election schedule, partnership opportunities, number of potential partner schools per state, proportion of students of color and low-income students, we have now devised a clear and easy-to-use strategy for a five-tier, state-by-state expansion plan that we believe is our roadmap to success.

- Number of VE schools in state
- Identified as a swing state
- Recommended target state
- EITHER Voting Rights Act Section 5 state OR voter identification requirement
- BOTH Voting Rights Act Section 5 state AND voter identification requirement
Five-Tiered Approach for Program Expansion

Factors in Developing State Tiers

- Voting barriers
- Partner presence
- Swing state/county status
- Undergraduate population demographics (race and income)
- # of Vote Everywhere campuses per state

1. GA, LA, OH, VA, WI

2. CO, FL, MA, MI, PA

3. AL, AZ, CA, IA, IL, IN, KS, NC, SC, TN

4. KY, MD, ME, MN, MS, NH, NV, TX, UT, WA

5. AR, CT, DE, ID, MO, MT, ND, NE, NJ, NM, NY, OK, OR, RI, SD, VT, WV, WY

Campus Selection: Criteria for Screening Schools

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>CRITERIA</th>
<th>WEIGHT: LOW</th>
<th>MED</th>
<th>HI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campus Profile &amp; Demographics</td>
<td>1. Civic Engagement Infrastructure</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td></td>
<td>2. Economic and Racial Diversity</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td></td>
<td>3. Undergraduate Student Population Size</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td></td>
<td>4. Brand Equity</td>
<td>[ ]</td>
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<td>[ ]</td>
</tr>
<tr>
<td></td>
<td>5. Residential/Commuter</td>
<td>[ ]</td>
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<td>[ ]</td>
</tr>
<tr>
<td>Partner Organizations</td>
<td>6. Presence of Partner Organizations</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>State Characteristics</td>
<td>7. Voting Barriers in State</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td></td>
<td>8. Located in Swing State/County</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td></td>
<td>9. State Voter Turnout</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Student Engagement</td>
<td>10. Community Engagement/Service Learning</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
</tbody>
</table>
Moving Forward

Vote Everywhere is guided by one question: how can we improve civic and voter engagement for young student voters?

For five years, The Andrew Goodman Foundation has built, tweaked, and perfected a long-term, scalable model designed to make young voices and votes a powerful force in democracy. Across the country, our Ambassadors are identifying and removing voting impediments, effectively registering and mobilizing their peers to vote, and running advocacy campaigns tailored to the needs of their communities.

Despite 50% of our university partners being able to use a digital platform, our current program structure limits what all our Ambassadors can do to remain in contact with student voters after they register. In order to build that communication infrastructure and create a more holistic approach to civic engagement, the AGF plans to develop a mobile program that will allow our Ambassadors to stay in touch with voters on campus, long after they register, and keep them informed about upcoming elections and other civic engagement activities. We believe continuous, long-term engagement with students will result in higher levels of voting and civic participation, increase political equity, and create a more representative democracy.

North Carolina Vote Everywhere Ambassadors at the 2016 Moral March in Raleigh, NC.
Why Mobile?

Our world is becoming increasingly mobile. The use of smartphones and other mobile devices is on the rise. In a 2012 study, the Pew Research Center found that 88% of American adults had a cell phone and that 48% of those were smartphones. People today are using cell phones not just to make calls but to send and receive text messages, check email, surf the web, take pictures, play games, and more.

Further research shows that Millennials, especially adults between the ages of 18 and 25, significantly prefer text messaging over voice calling as their primary form of mobile communication.

![Monthly Voice and Text Usage by Age (2009-2010)]

Source: The Nielson Company, April 2009-March 2010

We believe texting as a method of organizing will have a significant impact on youth civic engagement. With innovative tactics, like in-person text-a-thons, our Ambassadors will be able to quickly disseminate information to a large number of students on their campuses. In turn, the students will be able to reply directly to an Ambassador who can provide them with a personalized response.

This sustained engagement, continuing even after an election and after students graduate, will build a lifelong culture of civic participation among our young student population.
### Statement of Activities

#### Year Ended December 31, 2016

<table>
<thead>
<tr>
<th>Public Support &amp; Revenue:</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$660,554</td>
</tr>
<tr>
<td>In-kind Contributions</td>
<td>$150,000</td>
</tr>
<tr>
<td>Other Income</td>
<td>$0</td>
</tr>
<tr>
<td>Investment Income</td>
<td>$6,101</td>
</tr>
<tr>
<td>Net Realized Gain</td>
<td>$13,182</td>
</tr>
<tr>
<td>Net Unrealized Loss</td>
<td>($457)</td>
</tr>
<tr>
<td>Royalty Income, Net</td>
<td>$131</td>
</tr>
<tr>
<td><strong>Total Revenue:</strong></td>
<td><strong>$829,511</strong></td>
</tr>
</tbody>
</table>

**Expenses:**

| Program Services                                   | $528,277    |
| Management and General                             | $88,234     |
| Fundraising                                        | $67,390     |
| **Total Expenses:**                                | **$683,901**|

**Change in Net Assets:**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$145,610</strong></td>
<td></td>
</tr>
</tbody>
</table>

#### Year Ended December 31, 2015

<table>
<thead>
<tr>
<th>Public Support &amp; Revenue:</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$482,972</td>
</tr>
<tr>
<td>In-kind Contributions</td>
<td>$36,075</td>
</tr>
<tr>
<td>Other Income</td>
<td>$324</td>
</tr>
<tr>
<td>Investment Income</td>
<td>$5,897</td>
</tr>
<tr>
<td>Net Realized Gain</td>
<td>$16,073</td>
</tr>
<tr>
<td>Net Unrealized Loss</td>
<td>($19,932)</td>
</tr>
<tr>
<td>Royalty Income, Net</td>
<td>$242</td>
</tr>
<tr>
<td><strong>Total Revenue:</strong></td>
<td><strong>$521,651</strong></td>
</tr>
</tbody>
</table>

**Expenses:**

| Program Services                                   | $377,061    |
| Management and General                             | $69,602     |
| Fundraising                                        | $94,082     |
| **Total Expenses:**                                | **$540,745**|

**Change in Net Assets:**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$(19,094)</strong></td>
<td></td>
</tr>
</tbody>
</table>

**2016 Expenses**
- Program Services: 77%
- Management & General: 13%
- Fundraising: 10%

**2016 Sources of Funding**
- Individuals: 49%
- Businesses: 27%
- Foundations: 18%
- In-kind: 4%
- Investment Income: 2%
### Statement of Financial Position

<table>
<thead>
<tr>
<th></th>
<th>Year Ended December 31, 2016</th>
<th>Year Ended December 31, 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Total</td>
</tr>
<tr>
<td><strong>ASSETS:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>CURRENT ASSETS:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and Cash Equivalent</td>
<td>$178,057</td>
<td>$278,434</td>
</tr>
<tr>
<td>Investments at Fair Value</td>
<td>$348,141</td>
<td>$108,790</td>
</tr>
<tr>
<td>Other Assets</td>
<td>$7,000</td>
<td>$1,001</td>
</tr>
<tr>
<td><strong>TOTAL CURRENT ASSETS:</strong></td>
<td><strong>$533,198</strong></td>
<td><strong>$388,225</strong></td>
</tr>
<tr>
<td>Furniture and Equipment, Net</td>
<td>$6,907</td>
<td>$0</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS:</strong></td>
<td><strong>$540,105</strong></td>
<td><strong>$388,225</strong></td>
</tr>
<tr>
<td><strong>LIABILITIES AND NET ASSETS:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>LIABILITIES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Credit Card Payable</td>
<td>$5,704</td>
<td>$867</td>
</tr>
<tr>
<td>Accrued Expenses</td>
<td>$5,082</td>
<td>$3,648</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES:</strong></td>
<td><strong>$10,786</strong></td>
<td><strong>$4,515</strong></td>
</tr>
<tr>
<td>Net Assets - Unrestricted</td>
<td>$529,319</td>
<td>$383,710</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES &amp; NET ASSETS:</strong></td>
<td><strong>$540,105</strong></td>
<td><strong>$388,225</strong></td>
</tr>
</tbody>
</table>
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Executive Director
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Founder
The Majora Carter Group

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Cubist Systematic Strategies

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Milestone Venture Partners

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