

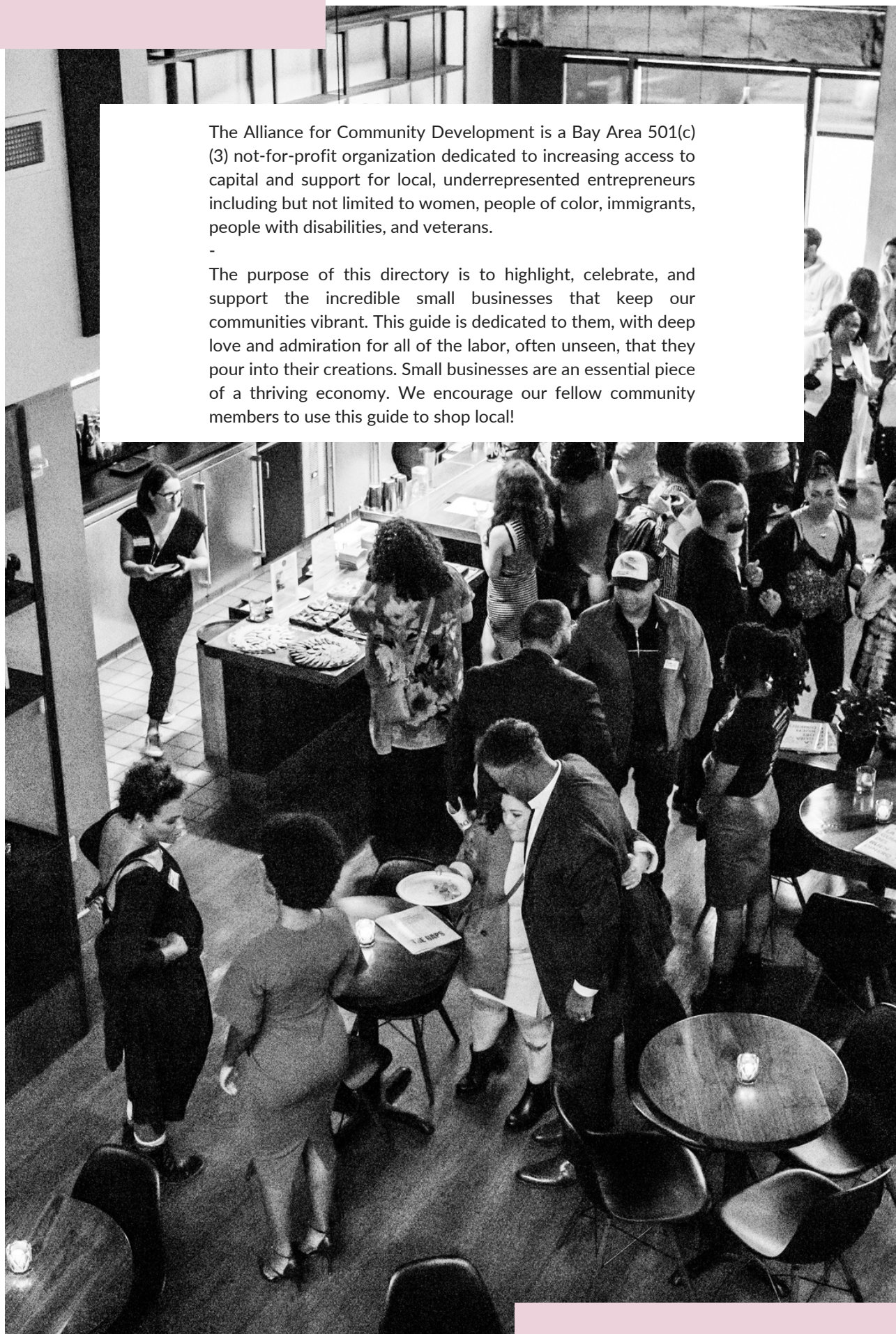
Small Business Directory Guide 2023



THE **ALLIANCE** FOR
COMMUNITY DEVELOPMENT

The Alliance for Community Development is a Bay Area 501(c)(3) not-for-profit organization dedicated to increasing access to capital and support for local, underrepresented entrepreneurs including but not limited to women, people of color, immigrants, people with disabilities, and veterans.

The purpose of this directory is to highlight, celebrate, and support the incredible small businesses that keep our communities vibrant. This guide is dedicated to them, with deep love and admiration for all of the labor, often unseen, that they pour into their creations. Small businesses are an essential piece of a thriving economy. We encourage our fellow community members to use this guide to shop local!

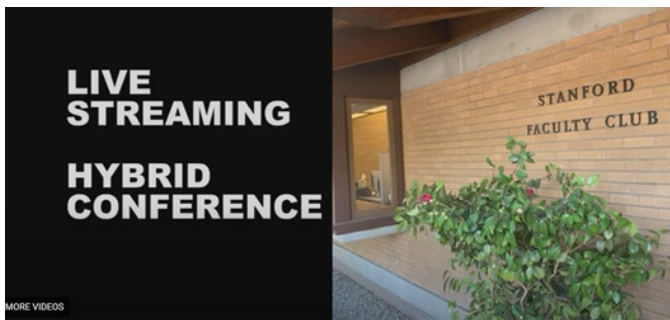


Audio Visual Consultant

Established 1986

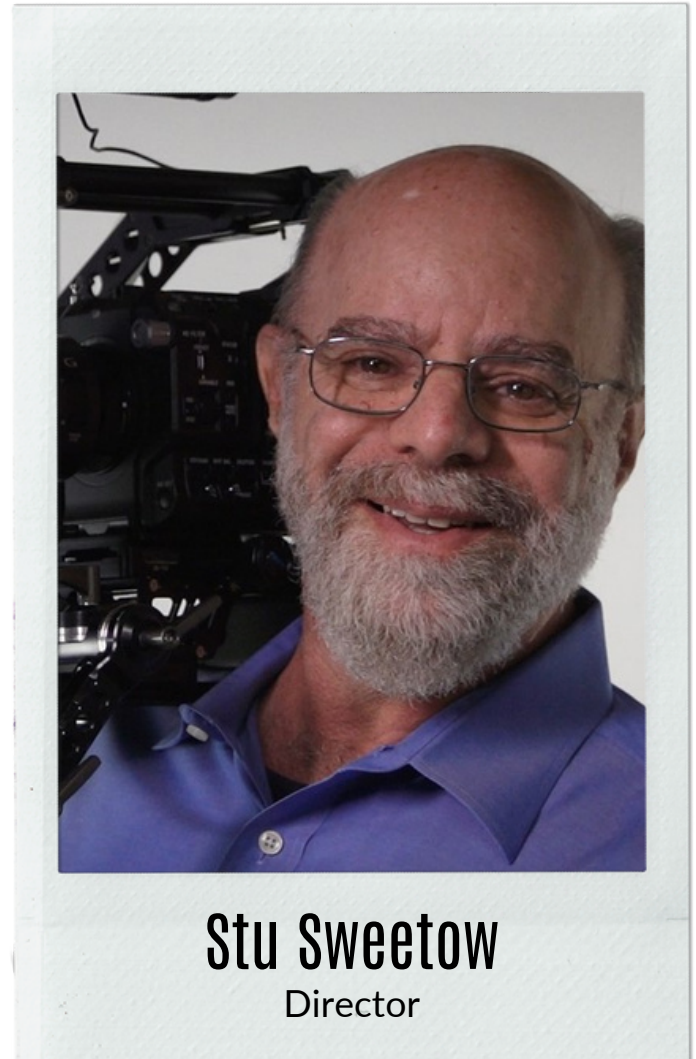
About me:

Video production and live streaming to share the excitement of your event and organization



Our Goods:


- Professional video recording on location with clear audio and sharp images.
- Live video streaming,
- digital video editing
- video consulting.



Meet me here:

 <http://facebook.com/avcvideo>

 <https://avconsultants.com/>

 3450 Lakeshore, Suite 200,
Oakland

Between the Ears Health Coaching and Personal Training

Established September 2017

About me:

My health and wellness transformation started New Years Eve 1985. I didn't know what I was doing. I just starved myself. Over the decades I have created systems in my life that support my muscular/skeletal/cardiovascular health, stress, sleep, nutrition, and healthy relationships. I have been able to manage my MS diagnosis without medication due to my healthy lifestyle choices. Now in my mid-fifties I am enjoying a high quality life and so can you. I look forward to my retirement years because I am confident that if I continue to prioritize my health my body will allow me to do all things I've dreamed about doing. Now I empower middle aged men and women to take control of their health by helping them set realistic goals within their unique situation. I provide education, recommendations, and accountability!

Our Goods:

I empower middle aged women and men to win the battle against fad diet culture and muscle/bone loss as they age. I help them learn how not to diet and encourage them to prescribe to lifestyle not pharmaceutical medicine which has been proven to help people prevent and in some cases reverse the effects of some chronic diseases like pre-diabetes.



Meet me here:



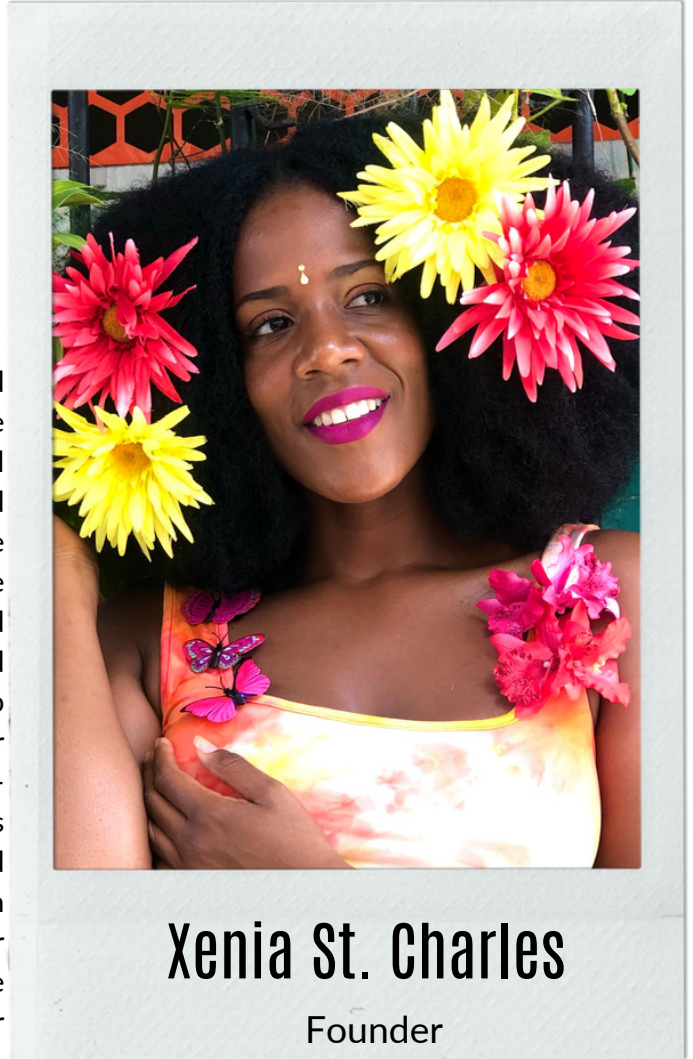
<https://betweentheears.net/health-coach-thrive/>

BRASH

Established May 2019

About me:

BRASH was originally whipped up in the kitchen of a motivated millennial with dry elbows and eczema that seemed to be irritated by every lotion, body butter and soap that didn't smell like a medicinal nightmare. Determined to eliminate the look and smell of social exile, she embarked on a journey to create the perfect texture and scent of whipped Shea goodness. While becoming somewhat of a self-taught chemist, her squad stumbled upon her creations and began making personalized requests. It was then that she realized it was all too good to keep to herself and so... BRASH was birthed! We are not your grandma's skincare company...unless she's lit! We are an in-your-face, on-your-skin, never compromising quality and always affordable brand. We specialize in making you look, feel and smell as fly as you are. We don't mess around with preservatives, parabens, sulfates or dyes. No human beings or fur babies are ever harmed in our bomb production process. We boldly and confidently give you unique products to keep your senses tantalized and your body moisturized.



Xenia St. Charles

Founder



Our Goods:

Our top sellers included: Whipped Shea Butter, Pure Castile Body Wash, Sugar & Salt Exfoliating Scrub and Bath & Body oil. We also carry: Beard Oil, Linen Spray & Body Spray.

Meet me here:



@sobrash



sobrash.com



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Caine The DEB

Established Summer 2019

About me:

Caine the DEB is not just a band, but an all inclusive safe haven for any and all. The primary goal is to spread love, hope, and positivity; one song at a time, one show at a time, one experience at a time.



Ken Ueda-Martinez
Creator / Musician / Writer

Our Goods:

Music. Most human beings would not be who they are without their favorite songs. The power that a single song can have on the trajectory of one's life truly out of this world. Through music we believe it possible to unite people and bring people to work together towards a common goal.

Meet me here:



@caine_the_deb



cainethedeb.com





Califas Greens

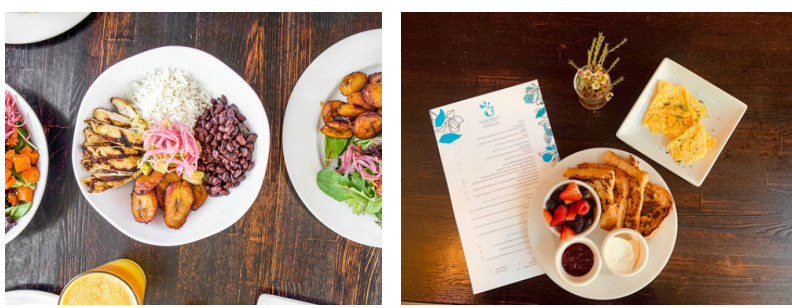
Established January 2021

About me:

Zeiri Guzman opened her business in January of 2021 taking over a space that was previously occupied by another Mexican restaurant. Her goal was to create a health conscious menu based on Mexican recipes with an emphasis on fresh produce and seasonal flavors. The mindfulness around the healthier options comes from her losing family and friends to the Covid19 Pandemic and wanting to make a difference for the community by providing better food options.



Zeiri Guzman




Our Goods:

Healthful-yet-tasty fare for breakfast and lunch, such as fresh toasts, bowls, juices and soups, as well as chicken, steak and roasted pork sandwiches

Meet me here:



 1106 University Ave Berkeley,
Mon - Sun,
9:30am-3:30pm





Chrysallis Lab Career Consulting

Established July 2022

About me:

Chrysallis Lab Career Consulting is a one-stop shop for career-starters and career-changers seeking support finding more career alignment and fulfillment. I design transformational resumes, cover letters, and optimized LinkedIn profiles to help professionals boost their career confidence, highlight their key skills and strengths, and align their personal brand with their career goals in order to land interviews for their dream jobs.

My passion for professional growth and development and holistic career alignment and development is at the heart of the work with my clients. I developed a passion for resume writing when I found myself struggling to form a professional identity and find opportunities as an entry-level professional post graduate school. I have since mastered the art of resume writing and professional development in order to gain more fulfillment in my career and I am on a mission to share my toolbox of career development resources with you.

Our Goods:

- Career Transformation Workshop - The goal of this 1-hour long workshop is to demystify the process of resume writing and empower and educate job seekers on how to create a compelling resume, effectively market their professional skills and experiences, and increase their opportunities for career growth and professional success.
- Resume Transformation - I design transformation ATS-friendly resumes to highlights your skills, align your personal brand with your career goals, and help you land interviews for your dream job.
- Cover Letter Transformation - Everyone needs to have a cover letter, but no one likes to write them. Well I do. I create captivating cover letters that tell your career story in order to position you as the ideal applicant for your dream job.



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Inayah Baaqee, MA

Certified Professional Resume Writer
Owner

Meet me here:



@chrysallislab



chrysallislab.com



www.linkedin.com/in/inayah-baaqee

Cocoa and Onyx™

Established July 2022

About me:

I am a determined and passionate entrepreneur with over 20 years sales and marketing experience. The inspiration for the Cocoa & Onyx™, brand and products stemmed from rescuing an abandoned 4-month-old Rottweiler. At that time, we already had a 7-year-old rescue in our home, whom we adopted when he was just 8 weeks old. This marked the first time we had two family pets, prompting me to enroll in a puppy training class. During this class, I discovered the effectiveness of treats as a behavioral modification tool for pets. Not finding exactly what I needed on the market, I designed the TreatPurse™ and subsequently designed the ComfortGrip™ leash. Cocoa & Onyx™ is a forward-thinking company that specializes in designing cutting-edge accessories for pets and their people. Our products not only serve a functional purpose but also contribute to training, behavioral modification, trust-building, safety promotion, and the strengthening of the bond between pets and their people



Felicia Bradley

Founder and Chief Creative



Our Goods:

- The TreatPurse™ the Ultimate Canine Companion. This all-in-one luxury purse is designed to provide unparalleled convenience for dog owners during their walks, ensuring that all essential items are readily accessible no matter where your adventures take you; and the innovative
- ComfortGrip™- anti-chew dog leash, designed for safety and comfortable control.

Meet me here:



@cocoaandonyx



cocoaonyx.com



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FINANCE
FRIDAY

Finance Friday

Established October 2017

About me:

Finance Friday is a multimedia company focused on educating people on the principles of business, entrepreneurship, investing and finance. Finance Friday was founded by Anthony Walker in 2020 and started as a video series where Anthony shared financial lessons taught to him by his parents, shortly thereafter it grew into a successful clothing line. After selling thousands of pieces of clothing and aiding in a financial wellness movement in the Black community, Anthony Walker wrote a children's book called B is For Black Wealth that has sold over 2,500 copies to date. Most recently Anthony and his business partner have developed a curriculum based on his book, called "A Guide to (Inter)Generational Wealth which has been delivered at various organizations around California including: UC Berkeley, Cal State Eastbay, East Oakland Youth Development Center (EOYDC) San Diego City College, the San Diego Black Worker's Center and many more.

THE BLACK WEALTH COLLECTION



Our Goods:

- Book: B is For Black Wealth
- Curriculum: A Guide to (Inter)Generational Wealth
- Clothing Line: Sweatsuits, Shirts and Jackets with powerful messages such as, Pay Yourself First, Black Wealth, Love is Currency and Buy Land



Anthony Walker
Founder

Meet me here:



@antwalker



blackwealthmedia



bisforblackwealth.com |
www.finance-friday.com



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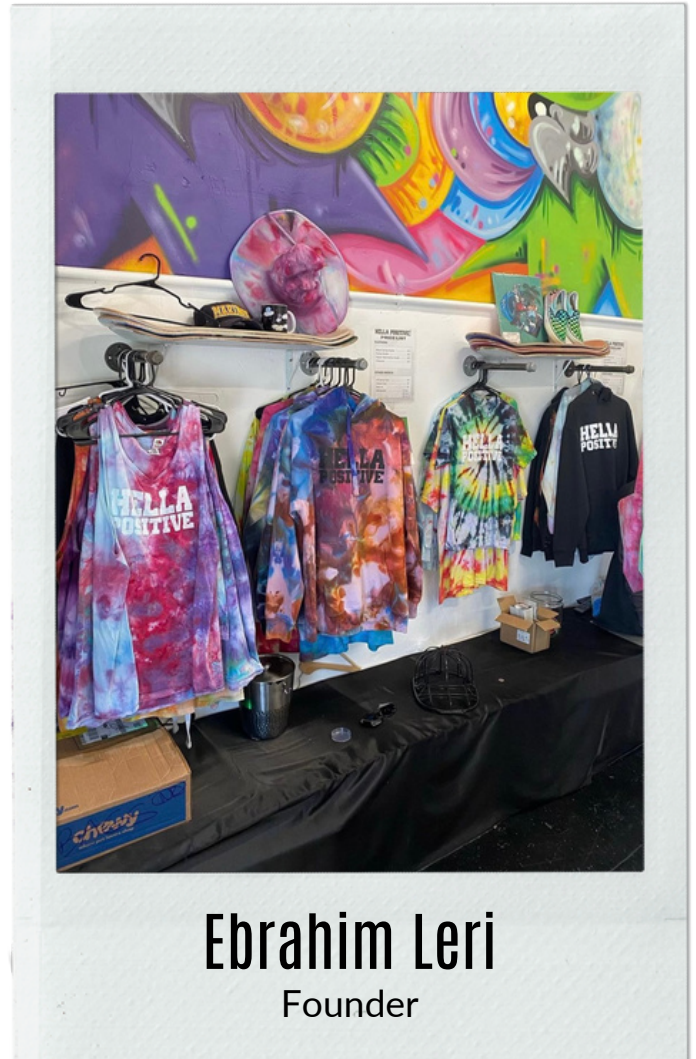


Hella Positive

Established 2019

About me:

Hella Positive is a movement founded in the Bay Area, CA that focuses on inspiring Hella Positive thinking, interactions and unifying activities within the community. We use positivity as a catalyst to create a safe environment that allows people to be themselves and enjoy the benefits of positivity.



Ebrahim Leri
Founder

Our Goods:

We offer clothing such as hoodies, t shirts, and more. We also have a kids brand "Hecka Positive" where we offer clothing in youth sizes.

Meet me here:



@hellapositive



hellapositive.com



1606 7th St, Oakland

Hot Boi Chilli Oil

Established July 2020

About me:

Believe it or not, the recipe for Hot Boi Chili Oil came to Alex in a dream. Food has always been a passion of his and when his friends and family insisted on starting a business, it reaffirmed his passion on food and business. At first, his father did not approve of the business and saw it as a hobby, but Alex felt that this business is so much more than that. The vision is to live in a judgement-free world where sharing ideas and expressing ourselves are encouraged and the mission is to open a meaningful dialogue to help us find common ground in the values we believe in. In that spirit, part of the profits go to Equal Justice Initiative and Stop AAPI Hate, organizations that Hot Boi Chili Oil stands by their beliefs.



Alex Nguyen
CEO & Co-Founder

Our Goods:

- Handcrafted 5-spice infused chili oil with the golden crunchy garlic nuggets

Meet me here:



@hellapositive



hellapositive.com



1606 7th St, Oakland

Kids Play Zone

Established 2018

About me:

I grew up in SF with my parents and brother, my mom became a business owner when I was 18 and she started her own home daycare. As I got older I realized that it was time for me to become my own boss especially after I obtained my MBA in business at the same time I started my own family. I decided to follow in my mom's footsteps and do something with kids in mind. Growing up in SF, there were plenty of indoor spaces for me to take my kids. Upon my family's move to Oakland, was when I realized that there was a gap. In 2018, I began my journey with Kids Play Zone officially opening in April 2021.



Our Goods:

KPZ offers families with kids a space to play, learn and have fun.

- 2000 sq ft - 2 level play structure with tunnels swings, slides, and a ball pit
- We offer private parties and exclusive access to the space and party room
- We also provide drop off care for families that need time to run errands



Meet me here:



@kidzplayzoneoakland



www.kidzplayzone.com



900 Market Street., SUITE M
Oakland

Layla's Kuhinja

Established 2019

About me:

My family owned a huge farm in pre-war Bosnia. My love for cooking stemmed from farm to table vegetables and fruits. I served my first salad dish to my dad when I was 8 years old. He praised my dish and I haven't stopped experimenting with recipes since. Currently I work with Oakland Bloom as a chef to serve delicious Bosnian food to our community.



Our Goods:

- All dishes are made fresh with fresh ingredients. All dishes are traditional Bosnian dishes. Our menu was influenced by many Empires throughout history from Roman to Ottoman. It is similar to Mediterranean cuisine.



Meet me here:



@Laylaskuhinja



www.laylaskuhinja.com

Laurel Burch Studios

Established 2012

About me:

Laurel's passion to create art that celebrates the interconnectedness we all share made a lasting impact on her daughter Aarin. Five years after her mother's passing, Aarin launched Laurel Burch Studios in 2012 to share the exuberant spirit of her mother's vision and make Laurel's vivid, vibrant designs available to all. Today, we are a small, passionate company and the desire to bring meaningful beauty to the world remains at the heart of all we do. Laurel created art we love—and there are countless approaches to bringing her work to life. We achieve this through our ever-expanding Laurel Burch Jewelry Collections and licensed hand-selected goods, allowing people everywhere to take home a unique product, reassured that it is inspired by Laurel's vision and carries the integrity and quality expected of the brand. Our dedicated team members work together in Berkeley, California, reaching out to Laurel Burch collectors and fans, retailers, and licensees across the country and beyond



Aarin Burch
CEO

Our Goods:

- Our offerings span apparel, accessories, homewares, stationery, jewelry, gifts, and more.

Meet me here:



@thegeezfreeze



laurelburchstudios.com



1345 8th street
Berkeley



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Louis Bryant Photography

Established 2013

About me:

Louis Bryant III is an international photographer and filmmaker based in Northern California. He refined his talent over the years through immersive travel expeditions and freelance opportunities. Recently, he and his partner, AmaYah, co-directed a visual EP that was a 2021 Tribeca Film Festival selection. His photo experience extends to just about every continent with meaningful trips to rural regions and a commitment to storytelling imagery. When he is not traveling, Louis is a photojournalist for a couple local papers, contributes product photography for the nation's largest art supply distributor, works with his collaborators at Converge, and co-produces visual content with his partner AmaYah Harrison. The goal for Louis' imagery is to depict visual truth by documenting humanity and its connection to one another, the surrounding environment, and our psyches.

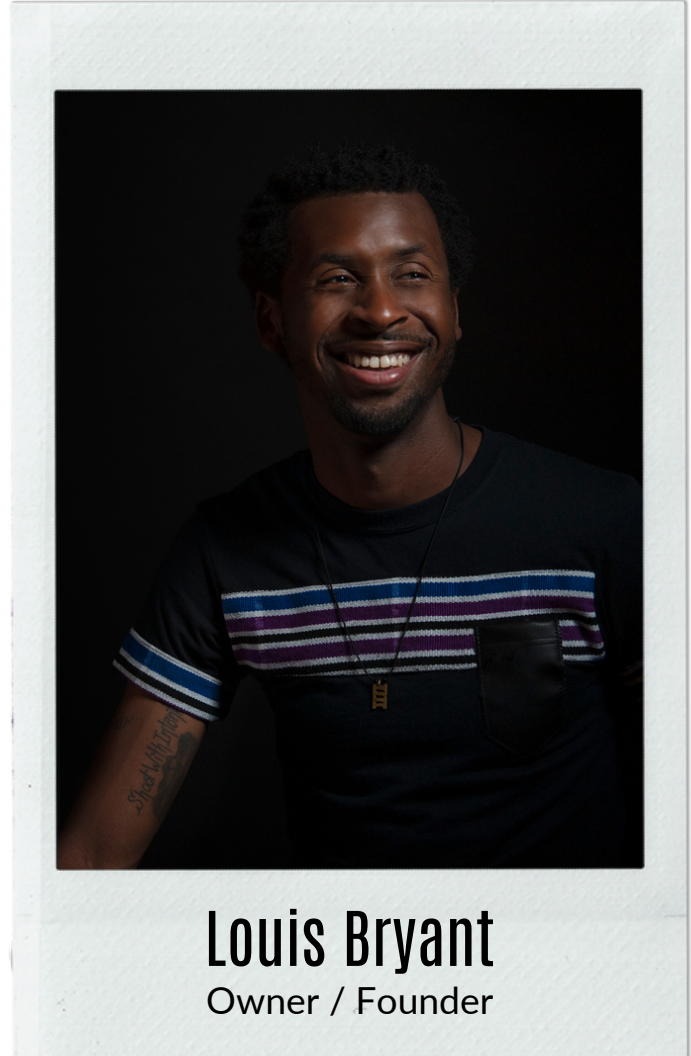


Our Goods:

- Authentic and evocative documentary-style video production with expertise in visual storytelling.
- Photo services ranging from event photography, professional portraiture, candid / street photography, photo workshops/critiques, and international travel photography.
- Our international travel photography offers access to exclusive locations and opportunities for cultural immersion. We pride ourselves on capturing stunning images that resonate on a deeply emotional level and providing a stress-free experience for our clients.



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Louis Bryant
Owner / Founder

Meet me here:



@LB3rdphoto



LB3photo.com



Nuevo Sol

Nuevo Sol Cafe

Established February 2022

About me:

Gilberto is the executive chef and owner of Nuevo Sol Cafe, a Berkeley Brunch staple and community space. Gilberto was born and raised in Guanajuato Mexico and immigrated to Berkeley in 1988, shortly after moving to Berkeley, he began working as a dishwasher at Bette's Oceanview Diner. With the support of Bette herself, he was inspired to become a chef and was quickly fascinated by the art of cooking and the different flavors he could create. In addition to working at Bette's, Gilberto has run his own catering business for over 18 years.



Gilberto Monroy

Executive Chef and Owner

Our Goods:

Mexican American Breakfast and Brunch Staples

- Spicy Chilaquiles
- Chorizo Potato Pancakes
- California Breakfast French Toast Deluxe
- Camarones a ala Diabla.

Meet me here:



@nuevosol_berkeley



www.nuevosolberkeley.com



1335 San Pablo Ave., Berkeley
Thurs-Mon
8am-3pm



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Pimpin Chkn

Established 2020

About me:

I'm Elijah Brown, a Bay Area go getter and chef. I'm the boss at Pimpin Chkn in East Oakland, where we sling some bomb grub and vibe with local artists. We're all about our community, dishing out Afro-Latino flavor and growing fresh goods in our own garden. We're on a mission for culinary greatness, uniting young chefs, artists, and small biz peeps at our spot. Right now, we're MEHKO and spreading the word about our goods, services, and real estate moves. Check us out at L12bookings.com or pimpinchkn.com. Come through, we'll be waitin'!




Our Goods:

Our top services include loft bookings with full catering for up to 70 guests. This provides a private, secluded setting to savor our cuisine with your loved ones. We also offer add-ons like personalized bands, local artwork, and entertainment for family, friends, or colleagues. It's the perfect way to support your local BIPOC community in the heart of East Oakland.

Meet me here:

  @pimpinchkn | @L12Loftspace

 (415)917-5956

 5701 International Blvd Oakland



Serial Material

Established 2015

About me:

My journey into the world of vintage fashion started back when I was in grade school. My grandma, Lorraine De Mello, used to take me shopping to all of the different thrift stores in Redwood City where I grew up. We would hop inside her Toyota Corolla Hatchback with burning hot leather seats in the summertime. These are memories that I will always remember. My obsession for all things vintage my passion for the hunt to find unique & weird items continued on from there, which led me to my dream of opening up my own vintage shop. My dream of opening a shop along with my life in general has been nothing short of an adventure, filled with challenges and triumphs that have shaped me into the person I am today. This is where Serial Material begins the journey into an open shop to share with other vintage lovers and people that love fashion, standing out in a crowd and dressing up in a look that kills.



Our Goods:

- Our shop has everything you need to create a look that kills everyday. Whether you're into vintage dresses, rock tees, leather jackets or retro toys, we have something for you. When you buy vintage you're not only adding style to your wardrobe but also giving new life to old pieces, meanwhile reducing waste and creating a more eco-friendly, sustainable fashion industry for our mother earth. So what are you waiting for? Dare to dress in vintage fashion from Serial Material.



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Jeanette & Jakki
Owners

Meet me here:



@serialmaterial



1634 7th Street Oakland
CA. 94697

Wed - Sat. 1 -7, or by
appointment.

Strong Island Fitness

Established XXXXX

About me:

Richard worked in this studio as a manager before buying the place from the previous owners, and Felicia worked as a fitness trainer. Our team is committed to providing a judgment-free environment and a relaxed atmosphere where everyone gets the motivation and support to change their lifestyle.



Our Goods:

- Free complete Fitness Assessment
- Strength and Fitness Training
- Cardiovascular Training
- Weight Loss Training
- Flexibility and Mobility Training

Meet me here:



(510) 280-5853



strongislandfitness.com



1601 Martin Luther King Jr. Way

Tallio's Coffee & Tea

Established October 2017

About me:

Olton Rensch is the remarkable founder of Tallio's Coffee & Tea. He graduated from San Francisco State University with a degree in Sociology and Africana Studies, combining his academic knowledge with a background in information technology. With a commitment to making a positive impact in historically ethnically diverse communities, Olton strategically places cafes to provide employment and educational opportunities in historically diverse areas. Beyond his entrepreneurial pursuits, Olton is a dedicated father of three and an active volunteer in the community. He passionately mentors aspiring entrepreneurs, sharing his expertise and empowering others to follow their dreams. Olton's journey is defined by his profound passion for innovation and community engagement. Through Tallio's Coffee & Tea, he is creating a platform for social change and fostering a sense of unity, diversity, and opportunity.



Olton Rensch
Founder



Our Goods:

- Espresso Beverages
- Pour Over
- Teas + More
- Breakfast Sandwiches
- Lunch options: sandwiches, garlic noodles, BBQ dinner



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Meet me here:



@tallioscoffee



[www.linkedin.com/tallios
coffeeandtea](http://www.linkedin.com/tallioscoffeeandtea)



www.tallioscoffee.com



4732 3rd Street, San Francisco



TARIQ HOLLOWAY
HOMES

Tariq Holloway Homes

Established 2019

About me:

Being born and raised in Berkeley with a Mother who worked to serve our community as a social worker over 20 years, ariq truly loves his job, and believes in getting clients what they want. Buying or selling a home is a big, oftentimes complex transaction, and many people underestimate the value of a good real estate agent. Tariq's aim is to always be an asset to his clients, ensuring they get the smoothest, most painless experience possible. Tariq's strengths lie in bidding amongst multiple offers, negotiations, and resource-sharing. Having a strong background in real estate including mortgage, renovations, and high-end developments allows him to provide clients with great resources and insights when it comes to their real estate assets. He will always bring passion, professionalism, and top customer service.



Tariq Holloway
Bay Area Realtor

Our Goods:

- First Time Home Buyers Assistant
- Local Down Payment Programs
- Consultative and Research approach to selling your home
- Market analysis reports
- Highest level of customer service

Meet me here:



@tariq_realtor



<https://www.compass.com/agents/tariq-holloway/>



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The Geez Freeze

Established August 2019

About me:

The Geez Freeze was inspired by my upbringing in the Fillmore. I am a San Francisco native and I have always wanted to be an entrepreneur as a way to connect deeper to my community the way it was when I was coming up; I wanted to share the skills I've learned - particularly for young people. My background is in culinary arts. Food is in my blood. Ice cream and sweet treats bring happiness to people and I find so much joy in their experiences with us. The Geez Freeze allows me to be creative with textures, flavors and imagination. My favorite ice creams growing up were bubblegum and coffee so naturally, having the opportunity to help customers be inspired by their choices, or inspired by our creative themes with our signature homemade waffle cones (like our peach cobbler cone), is at the core of our work.



Our Goods:

- All of my signature waffle cones are a must have. I make my waffle cones from scratch and each cone are flavored to the cone they are purchasing.



Gayle Hart
Owner

Meet me here:



@thegeezfreeze



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Acknowledgements:

A very special thank you goes out to the entire Alliance team. For the past three years now we have been able to create the Small Business Directory Guide in conjunction with the Bay Area Capital Connections Conference. This guide and this event would not be possible without all of the hard work each and every one of you put in every single day. Your endless drive, compassion and love for this work we do is duly noted. Thank you for being the best team ever. Cheers to the best one yet!

In Community,
Alex Pineda

