

Lubar Entrepreneurship Center Presents
Women's History Month Series

Ashley Valentine
Founder of RootedMKE



Meet Ashley! Founder of RootedMKE, a place that is so much more than just a bookstore. It also serves as tutoring center, and maker's space for BIPOC families of Milwaukee, a setting outside of the traditional classroom environment. Ashley graduated with both undergraduate (2015) and graduate (2017) degrees from UWM. With a notebook full of ideas, she slowly built her vision over the years, finally opening doors in March of 2022.

Lubar Entrepreneurship Center Presents
Women's History Month Series

Britt Gottschalk
Founder and CEO of Geno.me



Meet Britt! Britt graduated with her undergraduate degree from UWM in 2015. Having founded Geno.me, a searchable ecosystem of linked genetic and medical data, she says "Having a good idea isn't the same as having a solution to a problem. If you want to know if your idea is a valuable solution, find people that will pay you because your idea would solve their problem. If no one is willing to pay, humble yourself, and listen to them when they tell you about the solution they would pay for."

Lubar Entrepreneurship Center Presents

Women's History Month Series

Bekki Yang
CEO and Founder of Workshift



Meet Bekki! She graduated UW- Milwaukee with her Marketing degree in 2007 and has since held many roles for the iHeart Media group. She says "Being an entrepreneur begins with understanding business fundamentals UWM's School of Business helped me with that. Being able to launch a business takes determination, persistence, and commitment. Never give up!" Her new venture is Workshift, a digital platform to match available talent with open shifts in the restaurant and hospitality industry.

Lubar Entrepreneurship Center Presents

Women's History Month Series

Lilith Lenz

Founder of ArtsConnect



Meet Lilith! One of our previous Innovation Interns, Lilith graduated from UWM last year with a Bachelor's of Music in Voice and Opera. "As a woman, girlfriend, daughter, and founder of the startup ArtsConnect, it's natural to experience fear and doubt, but it's crucial not to let others amplify these emotions. Instead, surround yourself with supporters who uplift you rather than detractors." Congratulations to you and ArtsConnect, which won third place at the La Macchia Business Plan Competition!

Lubar Entrepreneurship Center Presents
Women's History Month Series

Daniela Ruby Varela
Owner of Ruby's Bagels



Meet Daniela! Graduated from UW-Milwaukee in 2017 with her Medical Microbiology and Bacteriology Degree. Ruby's Bagels opened in 2018, it is a Pop Up located inside Zócalo Food Truck Park in Walkers Point. They specialize in bagels made from scratch. Daniela says "You have to bet on yourself and jump even before you think you're ready, it all works out - the scary feeling doesn't go away but that's the beauty in this, we are ever-evolving."

Lubar Entrepreneurship Center Presents
Women's History Month Series

Marisa Camacho
Co-Owner of La Gente Gallery



Meet Marisa! They graduated from UW-Milwaukee in 2018 with a Comparative Ethnic Studies. They say "My favorite thing about owning a business in the art industry is that failure gets to be a space to find myself and truly create things that genuinely mean something to me while also having nothing to do with me and impacting others in an incredible way that I hadn't thought of."