

LOCAL ATLANTA FOUNDER SELECTED FOR THE 2024 - 2025 TRUIST FOUNDATION FELLOWSHIP

*The Year-Long Fellowship will Enable Georgia-Based Entrepreneurs to Gain Access to
Technical Assistance, Mentorship Opportunities, Financial Capital and More*



ATLANTA, Feb. 14, 2025 - Founder and CEO - Dr. Nuri Jeong has been selected as a Fellow for the 2024 - 2025 Truist Foundation Fellowship cohort. The Truist Foundation Fellowship, powered by Watson Institute, is an intensive venture and leadership development program designed for impact-focused entrepreneurs, business owners, and nonprofit founders in Georgia. Eighteen Fellows were selected out of more than 220 applicants, representing a selectivity rate of less than 10%.

This fully-funded program will support the Fellows to become more financially sustainable and resilient, enabling them to move beyond product-market fit and begin to scale. The Truist Foundation Fellowship includes the following programmatic elements:

- **Expert-guided technical assistance:** Fellows participate in educational courses led by expert facilitators who are also often entrepreneurs themselves.
- **Mentorship network:** Access to a robust mentorship network helps Fellows connect with potential advisors, investors and collaborators.

- **Access to capital and financial services:** Fellows connect with impact investors like Valor Ventures in Atlanta for 1-1 and group sessions, as well as engage with Truist Financials' Small Business and Financial Inclusion teams through information sessions and workshops.
- **Entrepreneurial workshops to increase knowledge sharing:** Fellows receive a community development stipend to lead workshops for earlier-stage small business owners in their communities.
- **Pitch opportunities:** Fellows will present their small business to local leaders, potential investors, and Truist stakeholders during the culminating event of the Fellowship—the Summit—which takes place in Atlanta each June.

Participating in the Truist Foundation Fellowship will provide timely resources and networks to grow Goals Unhindered. Goals Unhindered is a corporate training and coaching company that helps next-generation leaders and teams unlock the value of their data—by learning to see it differently. Over 80% of businesses underutilize their existing data, costing organizations more than \$4 trillion globally. Through an immersive, neuroscience-based, spy-themed workshop series, participants from leading organizations such as Truist, the CDC, Emory University, and Georgia Institute of Technology have learned how to make strategic, data-driven decisions that drive greater profitability and impact.

“Small businesses make up the fabric of this country, and at Truist Foundation, we are committed to lifting up entrepreneurs so they can become more financially sustainable,” said Lynette Bell, president of Truist Foundation. “By partnering with the Watson Institute on the Truist Foundation Fellowship, we are opening more doors for these Georgia-based small businesses by investing in solutions and strategies that will empower them to be resilient and strong.”

To learn more about the Truist Foundation Fellowship, visit <https://watson.is/truist-foundation-fellowship/>.

About Truist Foundation

Truist Foundation is committed to Truist Financial Corporation's (NYSE: TFC) purpose to inspire and build better lives and communities. The foundation, an endowed private foundation established in 2020 whose operating budget is independent of Truist Financial Corporation, makes strategic investments in a wide variety of nonprofit organizations centered around two focus areas: building career pathways to economic mobility and strengthening small businesses to ensure all communities have an equal opportunity to thrive. Embodying these focus areas are the foundation's leading initiatives — the Inspire Awards and Where It Starts. Learn more at Truist.com/Foundation.