

INEXORABLE ▶

Capabilities

INEXORABLE applies the unrelenting spirit of innovation to design, support, and deploy new solutions to cross-sector problems. We develop content and campaigns with impact, provide strategic advice, and incessantly pursue new approaches that set projects on an **INEXORABLE** path to success.





Brandon Andrews

CEO

Brandon Andrews is CEO of The Inexorable and co-founder of GAUGE; an AI-driven mobile market research platform fundamentally changing the way successful companies make decisions. With Values Partnerships he leads a nationwide casting tour focused on bringing more diverse ideas and voices to ABC's Shark Tank, and advising/supporting businesses. He has also led casting for Bet on Black and has consulted on casting for Meet The Drapers, and Steve Harvey's Funderdome. Named a Global Innovation Fellow by the U.S. Department of State, he has traveled the world speaking on entrepreneurship and innovation.

As a speaker for the State Department he has led business events in Uganda, Kazakhstan, Mongolia, China, Kyrgyzstan, Tajikistan, and other countries. He partnered with the Clinton Foundation to develop and host the CGI Entrepreneurship Greenhouse at Clinton Global Initiative.

He hosted Innovation Forward bringing startup and innovation programming to HBCU campuses with AAAS and USPTO. He also managed the #TechtoWealth Tour with DJ Young Guru. Designed to get 10K people of color coding, #TechtoWealth brought tech events to WeWork locations in the final six OTRII Tour cities + BET Hip Hop Awards with \$1M in coding scholarships available from Opportunity Hub and Flatiron School.

He helped the Consumer Technology Association launch a \$10M fund of funds for female and venture capitalists of color; directly recruiting VCs that received funding. As a member of Target's Entrepreneurship Advisory Council, he helped launch the Forward Founders Accelerator Program.

He provides commentary on policy, politics, and technology on TV, radio, and the web. A former Division-1 track athlete, Brandon is a graduate of Oral Roberts University.

Our Work

We work with entertainment companies, emerging brands, innovative market leaders, and organizations from government to education looking to **harness the power of innovation**. Helping them learn, connect with diverse audiences, and launch new content and solutions.

Our work includes running a nationwide casting tour for **ABC's Shark Tank**, leading innovative employee trainings at **Salesforce, Edelman** and **VaynerMedia**, and helping **Target** launch the Forward Founders Accelerator. We helped the **Consumer Technology Association** launch a fund to support underrepresented investors and entrepreneurs, and led a US Government-wide training for First Generation Professionals across the Federal Government at the **Securities and Exchange Commission**.

Our Work

We led a **State Bar of Texas Continuing Legal Education** training on patents and technology. We train entrepreneurs to pitch at global competitions, including; Anitab.org's **PitchER™** which awards \$100K+ at the annual **Grace Hopper Celebration** and the **GIST** pitch which awards \$450K+ at the **US Department of State's Global Entrepreneurship Summit**.

We helped the **Bill & Melinda Gates Foundation** develop and refine its public relations strategy for the annual **Goalkeepers** Report and Conference; reaching new audiences via digital, print, radio, and social media.

Our founder [hosts global events](#) including **Web Summit**, **Global Entrepreneurship Summit**, **Collision**, **Clinton Global Initiative**, **AWE USA**, and the **World AI Conference**.

Our Work

We helped develop and hosted the **AAAS #InnovationForward** tour bringing startup and innovation programming to HBCU Campuses across the nation. We also managed the **#TechToWealth Tour**; traveling with the **On The Run Tour II** headlined by **Jay-Z and Beyonce**'.

We partnered with the **Clinton Foundation** to help create, program, and host the inaugural Entrepreneurship Greenhouse at **Clinton Global Initiative** during the United Nations General Assembly.

We have planned and executed over 50 business show casting calls and are a go-to resource for **live pitch events** and **business TV shows**.

We have led entrepreneurship, investing, and artificial intelligence training for the **US Department of State** in Kyrgyzstan, Uganda, Morocco, Kazakhstan, Mongolia, and other countries.

Selected Case Studies

Objective

Expand audience by increasing touchpoints with relevant under-engaged communities in the United States. Identify and help the organization build relationships with media to find synergy, increase awareness of the organization’s work, and explore potential partnership.

Strategy

- Built media list with 100+ outlets and influencers representing South Asian, Latinx, Black, and other communities.
- Led targeted introductions and briefings with organization experts.
- Offered programmatic and media relations suggestions for events, including Goalkeepers.

Results

- Forged relationships with relevant organizations never-before engaged by the Bill & Melinda Gates Foundation.
- Landed quality media coverage including [HerAgenda](#) and [The Global Take Podcast](#).

The screenshot shows the top of a HerAgenda article. The navigation bar includes 'NEWS', 'ADVICE', 'RESOURCES', 'EVENTS', 'HERAGENDA', 'ABOUT', 'VIDEOS', 'SHOP', and 'SUBSCRIBE'. The article title is 'A Peek Inside Her Agenda: Kedest Tesfagiorgis', with a subtitle 'Deputy Director, Global Partnerships & Grand Challenges at Bill & Melinda Gates Foundation'. The author is 'BY AMADA CABA'. A quote from Kedest Tesfagiorgis is displayed: 'THE DIVERSITY OF IDEAS IS WHAT WILL HELP US CRACK THE ISSUE OF EQUITY.' Social media sharing icons for LinkedIn and a close button are visible.

Apple Podcasts Preview

The image shows the cover art for the 'Global Take Podcast'. The top half features a row of various national flags. Below the flags, the text reads 'GLOBAL TAKE PODCAST' in large, bold letters, with 'GLOBAL' in white and 'TAKE PODCAST' in yellow. Underneath, it says 'with Black Professionals in International Affairs'. At the bottom, there is a 'PLAY' button and a duration of '26 min'.

Part 1: Climate Change and its impact on Food Security in Africa: A Discussion with Enock Chikava from the Bill and Melinda Gates Foundation

Global Take with Black Professionals in International Affairs

Politics

[Listen on Apple Podcasts](#)

In this episode, we discuss the impact of climate change on African food production with Enock Chikava, the Interim Director for the Agricultural Development Department at the Bill and Melinda Gates Foundation. Global Take Podcast Host, Alexandria Haidara, spoke with Mr. Chikava on the heels of the 2022 Goalkeepers Summit that took place in New York City on September 20-21, 2022. In 2015, world leaders agreed to 17 Global Goals for Sustainable Development to achieve a better world by 2030. Started by the Bill & Melinda Gates Foundation, Goalkeepers is a catalyst for action toward these goals—bringing together leaders from around the world to make progress toward ending poverty and fighting inequality. Goalkeepers is dedicated to accelerating progress toward the Global Goals: using powerful stories, data, and partnerships to highlight progress achieved, and bring together a diverse range of leaders to address the world’s major challenges. Chikava highlighted the importance of building a robust agricultural economy in Africa, the demand for climate resistance seeds for food production, investing in women’s agriculture businesses, and intra-Africa trade as the solution for Africa to become a breadbasket for the world.



**CLINTON
GLOBAL
INITIATIVE**

Objective

Partner with the Clinton Foundation to conceptualize, build, and host Clinton Global Initiative Greenhouse – the first dedicated program for social entrepreneurs at Clinton Global Initiative (CGI).

Strategy

- Ideated with CGI leadership + Inclusive Economic Recovery and Growth team to develop program.
- Tapped network to recruit social entrepreneurs from around the world.
- Developed innovative media plan including hosting a series of themed Twitter Spaces conversations in the lead-up to CGI.

Results

- Launched and hosted inaugural event at CGI 2022 with entrepreneurs from the U.S and around the world.
- Engaged new, younger, and more diverse audiences with digital and traditional media strategy.



CLINTON GLOBAL INITIATIVE
GREENHOUSE

TUESDAY, SEPTEMBER 6 | 6 P.M. EST

**JOIN US FOR A CONVERSATION
ON CLIMATE RESILIENCE**

Join the Clinton Global Initiative (CGI) and host Brandon Andrews for a conversation series on [Twitter Spaces](#), featuring entrepreneurs driving impact on climate resilience. Hear their stories and share your ideas ahead of the CGI Greenhouse at [#CGI2022](#).








Consumer
Technology
Association

Objective

Expand the audience for and impact of Consumer Technology Association programming designed for startups and investors, including launching a \$10M fund of funds and “Innovation for All” program at CES; the world’s largest tech conference.

Strategy

- Analyzed then-current CTA programming for startups and investors at CES and throughout the year.
- Developed outreach, media, and activation plan to engage wider audiences; especially previously underrepresented communities.
- Tapped global network of startups and investors to recruit exhibitors for CES, funds for investment consideration, and thought leaders for discussions.

Results

- Successfully launched the “Innovation for All” program in Eureka Park at CES with the most diverse group of startups.
- Consulted on investment thesis and recruited first group of funds invested in by CTA.

CTA Selects First Two Recipients of \$10 Million Investment

by **Caroline Finnell**, 703-907-7649, cfinnell@CTA.tech;

Jamie Kaplan, 703-915-0348, jkaplan@CTA.tech

The [Consumer Technology Association \(CTA\)](#) today announced the selection of the first two funds it will invest in as part of [CTA's \\$10 million commitment](#) to venture firms and funds that invest in women, people of color and other underrepresented entrepreneurs – [Harlem Capital Partners](#) and [SoGal Ventures](#).

Harlem Capital Partners is a New York-based minority-owned early-stage venture capital firm with a mission to change the face of entrepreneurship by investing in 1,000 diverse founders over the next 20 years. SoGal Ventures is the first female-led, millennial venture capital firm and invests in early stage diverse founding teams in the U.S. and Asia.



Objective

Increase the depth and breadth of engagement with targeted small businesses and consumers through cutting edge media content, rich business programming, and elevated business practices.

Strategy

- Led casting for Bet on Black – a ‘Shark Tank’ style TV business show providing non-dilutive capital to entrepreneurs of color on REVOLT TV.
- Joined Target’s Accelerator Advisory Board, evaluated current accelerator programs and business practices. Co-developed the new Target Forward Founders Accelerator for early-stage companies.

Results

- Successfully launched the Target Forward Founders Accelerator with entrepreneurs from the Inexorable network. Elevated retail agreement recommendations.
- Cast host, judges, and entrepreneurs for Season 1 of Bet on Black – the top performing show on REVOLT.





Objective

Generate targeted recommendations to improve the impact and reach of Cargill partnerships around the world. Align innovative partnerships approaches with metrics including ESG, UN SDGs, and Cargill business goals.

Strategy

- Conducted a comprehensive review of all documentation and literature related to grantmaking, philanthropy, and partnerships managed by the Corporate Responsibility function at Cargill.
- Conducted 10+ hours of In Depth Interviews (IDIs) with both internal and external stakeholders.
- Analyzed business imperative and equity of partnerships strategy touching 125 countries.

Results

- Delivered 30+ page report with findings, competitive analysis, recommendations, and implementation strategy to move partnerships and measurement forward.
- Facilitated trainings with Cargill employees on 5 continents.

Cargill's 2023 Environmental, Social and Governance (ESG) Report Showcases the Company's Progress to Deliver Positive Impact on Climate, Land and Water, and People



SHARKTANK

Objective

Engage a wide range of business types, communities, and cultures in casting for ABC's Shark Tank. Build networks and resources to support entrepreneurs, and drive show engagement.

Strategy

- Built a network of 100+ local and national organizational partners working with entrepreneurs to engage.
- Hosted 50+ casting calls around the country with thousands of entrepreneurs.
- Tapped organizational partners, investors, and experts to add value for entrepreneurs during casting events.

Results

- Successfully cast entrepreneurs for 8 seasons of ABC's Shark Tank.
- Drive millions of impressions for Shark Tank and small businesses across the country.
- [Behind the scenes look Season 16 Shark Tank set.](#)





AI for Good

Objective

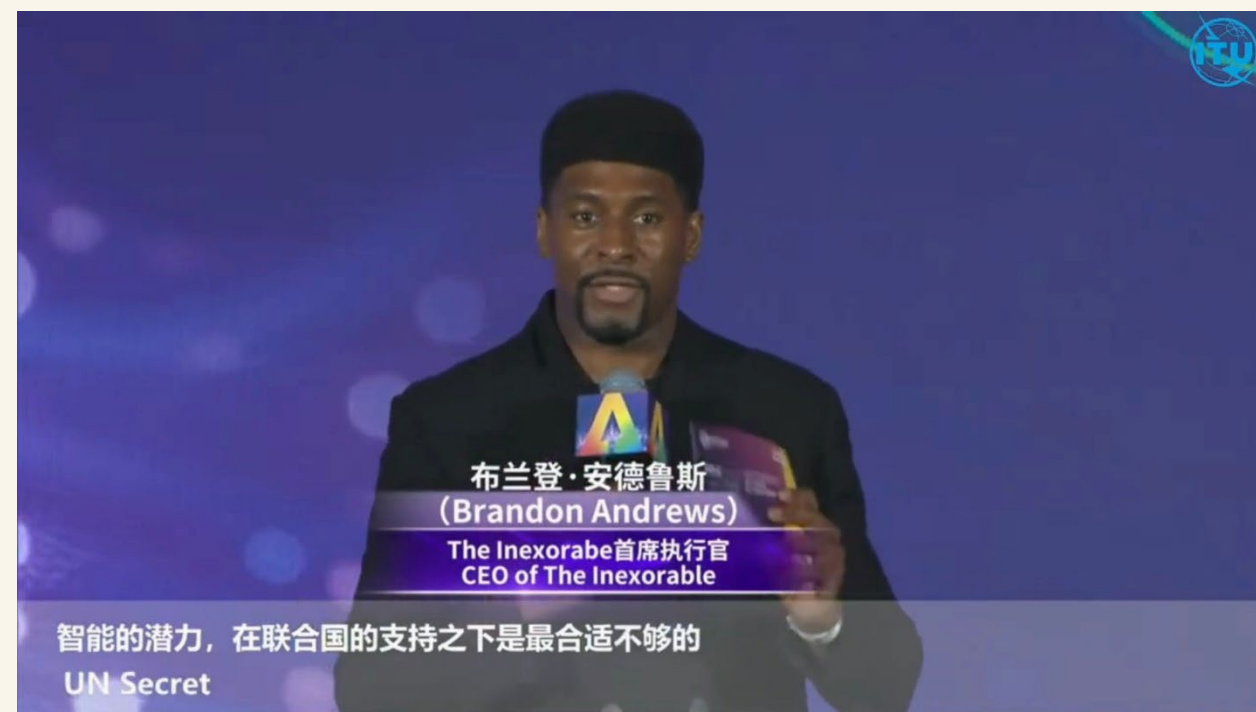
Align corporate business imperatives from SMEs to global enterprise companies with AI business transformation in support of the United Nations Sustainable Development Goals (SDGs). Expand audience through a range of events and content opportunities.

Strategy

- Hosted “Innovation Factory” pitch competition at AI for Good 2024 in Geneva, Switzerland.
- Hosted AI for Good – Innovate for Impact at the World AI Conference in Shanghai, China.
- Developed idea and host the “Impact with AI” interview series engaging global entrepreneurs using AI to impact the SDGs.

Results

- Centering AI business transformation in impact conversations.
- Driving conversation on AI’s role in sustainable development and impact business transformation.
- [275K+ views](#) of first two episodes of “Impact with AI”



Thank You!

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