

MEDIA KIT



ENTREPRENEUR | COMMUNITY ADVOCATE | SPEAKER



Biography

DON'T TALK ABOUT IT, BE ABOUT IT

Men like me are seldom given the opportunity to rewrite their own story. But, when you've seen what I've seen, and experienced the full breadth of life's unpredictability, you understand the power of taking back the pen. Rewriting my story, the unimaginable highs and the life-changing lows came down to one person: me.

As an honor student of the streets of Philly, the unlikely transferable skills I picked up - learning how to market myself to attract clients amid a sea of competition and critical thinking while working in a high-risk environment, to actually taking calculated risks, managing money, and developing partnerships - greatly benefited me when I graduated from the streets to the boardroom, and finally entered the world of business.

After earning a BA in Communications from the University of Maryland, and an MBA from Bowie State University, the sky was the limit. Since then, my portfolio has grown to include success in real estate development, commercial cleaning enterprises, stock market and cryptocurrency investments, and various other joint ventures. However, it's my executive coaching and mentorship programs that feed my soul the most. Gatekeeping has never been a part of my vocabulary, as I know there will always room for all of us to win. With this understanding, I continue to revel in helping my brothers harness their individuality to reach their full potential in a judgment-free environment that catalyzes growth.

I take immense pride in delivering positive messages based on my own real-life experiences, and remain a staunch believer in the sentiment that we are **all** capable of achieving greatness. Regardless of our origin story, Courage, Curiosity, Consistency, Challenge, and Community, also known as The Five C's, are the major factors that determine success. These have acted as guiding values and principles throughout my life, and remain the driving force that maintains my entrepreneurial momentum, while keeping me accountable.

In applying these key components to my own journey, my ability to sit comfortably at the crossroads of where the culture and corporate endeavors intersect became my superpower. I believe that knowing your worth, capabilities, and what your superpowers are and can be, will help fortify and sharpen your personal toolkit to ensure you're always best equipped for any of life's uncertainties. Irrespective of the hardships that may have led to unthinkably low points or questionable decision-making throughout my life, I've always known the power of the pivot. Today, I strive to use my life as the blueprint to show youths and executives, alike, just how to transition to entrepreneurship to gain success with authenticity and ease.

As a generational entrepreneur, I understand the value of passing down business industry knowledge to help the next generation of entrepreneurs define and achieve undeniable success. Similarly, as a differentiator - someone who stands out from the crowd by delivering the kind of distinctive, superior value that easily sets them apart, even among the strongest competition. This skill has allowed me to, no pun intended, Hustle and Grow, and truly embody the bold statement, "Don't talk about it, BE about it."

My Story

MY STORY IS FAR FROM YOUR TYPICAL JOURNEY TO SUCCESS

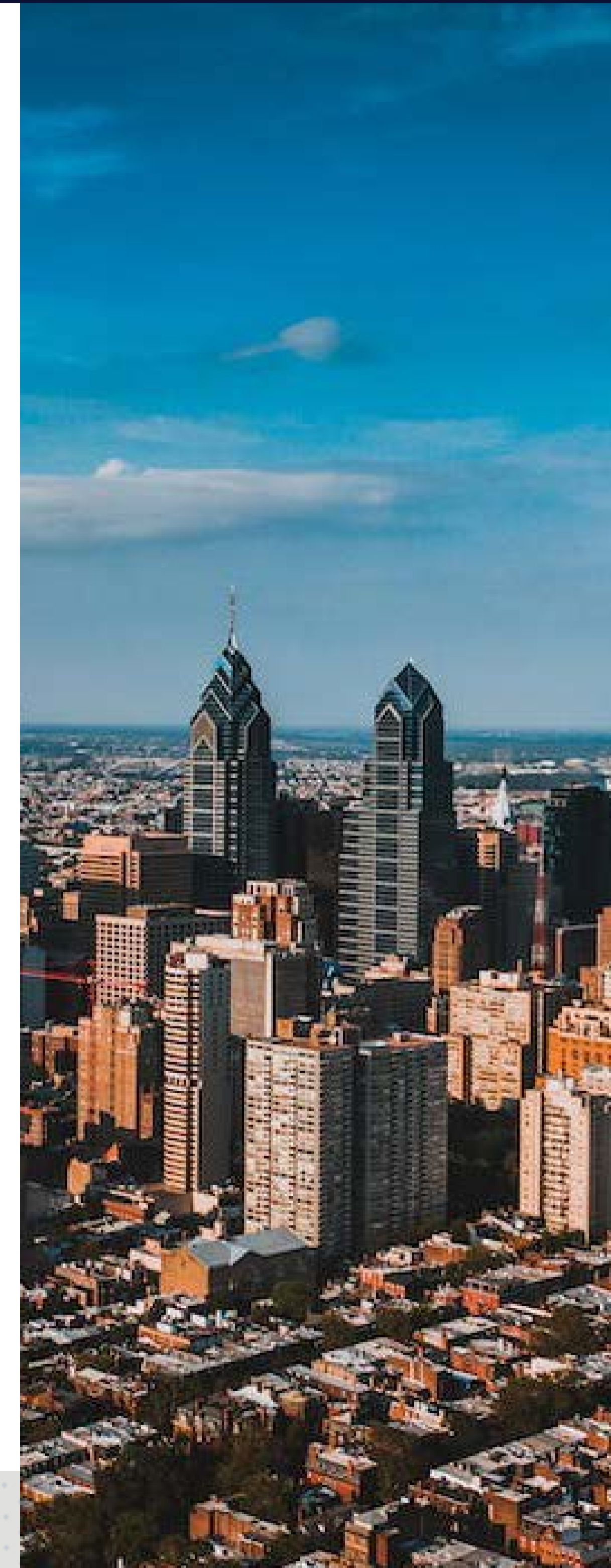
From being schooled in the streets of Philly, to becoming a serial entrepreneur, my story is far from your typical journey to success. At 15, I walked in on my father and grandmother refining the details of my life insurance policy, as they were both certain I wouldn't make it past the age of 21. The realization of their actions stunned me into silence, unable to reconcile why family members were effectively signing my life away before it had even begun.

Never one to submit to the negative assumptions of my life, I decided, then and there, to use their misconceptions to fuel my ambitions, and rewrite what it meant to live a long and prosperous life. With my fate in my own hands, I was determined to win.

As a teen and in my early 20's, my initial participation in "extracurricular street activity" to increase my net worth led to one too many narrow misses with the law. The paranoia of constantly having to look over my shoulder made it apparent that something had to drastically change. That moment came the day I saw my then-baby daughter attempt to reach out to me through the plexiglass of the prison visiting room. It broke my heart, and forced me to officially resolve that enough was enough. The experience shifted something in me, and I knew then that I didn't want her to be yet another statistic whose dad wasn't around during their most formative years, just like mine had done. Once I got out, I began to rebuild my life with intention and a clear goal in mind.

Despite the unlikelihood of picking up transferable skills in the streets - leadership, sales, marketing, strategic thinking, and operating in a high-risk environment - I did just that. I took everything the streets had sowed in me and used it to earn a BA in Communications from the University of Maryland, and an MBA from Bowie State University.

Since then, my portfolio has exponentially evolved to include real estate development, commercial cleaning enterprises, stock market and cryptocurrency investments, and various other joint ventures. In ensuring I constantly challenge myself beyond the limitations once imposed on me, I'm currently in the process of writing my first book, "Hiding In Plain View." This biopic aims to document my many adventures, and is set to be published later this year.





THERE ARE NO LIMITS WHEN YOUR POTENTIAL CALLS YOU TO SOAR

There's no doubt that without my unwavering commitment to God, I wouldn't be here. The courage He's placed in me to consistently bet on myself has undoubtedly played an essential role in my continued growth. Through Him, the many lessons I've learned, and the several calculated risks I've taken along the way have transformed me into a generational entrepreneur, leader, and community advocate.

Before realizing the power of my faith, my father was my first role model. Growing up, I proudly watched on as he owned and operated multiple successful businesses. In my young eyes, he exemplified, through his consistency, resilience, and determination, what it meant to succeed. With very little Black men taking calculated risks to do what he was doing in his day, he became my blueprint.

After regrettably misjudging a business partnership, however, my father lost everything he'd worked so hard for. To save me from what she believed to be an environment unbefitting for her young son, my mother and I left my childhood home. From there, we would end up in the less-than-desirable neighborhoods in both Maryland and Philadelphia. As dire as it was, it kickstarted my instincts to hustle hard for the life I envisaged for myself. There's a different level of grind that's ignited in you when you have nothing – from experiencing the pang of hunger because you've had to decide whether the paycheck will cover food or rent, to living in a dilapidated, roach-filled building with no front door – you're just trying to survive and sustain yourself on the bare minimum. While my mother ensured that there was always a little something for us to eat, the life we'd left behind was a far cry from what we endured almost immediately after my father's business went bust. I opted then to take business into my own hands.

In the early stages of my second chance at life, I recalled how my father would strategically set his businesses up in locations that were easily accessible to the pockets of Black communities in the immediate and surrounding neighborhoods. He used his presence to provide access to affordable services to those who needed them most. Bearing witness to such demonstrable acts undoubtedly sowed the very same philanthropic seeds within me.

This is why, at Hustle and Grow, we provide young entrepreneurs with the fundamental business blueprint to guide you towards success with authenticity and ease. In a world full of gatekeepers, Hustle and Grow takes pride in doing the opposite. We wrote the map, and now it's time to show you how to get there.

Coaching THE EXECUTIVE EDGE

IGNITE YOUR INNER LEADER

As a purpose-driven, serial entrepreneur, I use my unique life experiences to forge intentional business relationships. Drawing on reliable, tried, and tested actionable insights that have allowed my business partnerships to thrive, and my portfolio to continuously expand, my executive coaching program focuses on five key touch points to maximize your potential, and help you harness the full power of your inner leader. I've carefully compiled and curated decades worth of experience and learnings into an elevating experience that will truly change your life.

While combining the five elements is encouraged, the program is customizable. Tap each topic below for a high-level bulleted overview of what to expect.



LEADERSHIP



OPERATIONS



**FINANCIAL
LITERACY**



NETWORKING



MARKETING





Module 1: Leadership

- Identify your most effective leadership style
- Develop your visionary toolkit to help with big picture thinking
- Create impact and influence through effective communication
- Build trust beyond words: learn how to transmit confidence to your team



Module 2: Operations

- Revitalize your goals using life-mapping as a strategic framework
- Leverage brainstorming techniques to unlock your big ideas
- Supercharge your growth with operational efficiency
- Take control of your calendar: how to restructure your day and lighten your load



Module 3: Financial Literacy

- Assess your financial health by getting real with your money story
- Define your path forward: Intrapreneurship vs. Entrepreneurship
- Learn how to outline a revenue forecast
- Passive Income: Assess your financial health and track your investments



Module 4: Networking

- Secure crucial connections, no matter the room
- Step out of your comfort zone and showcase your individuality
- Mentorship and Sponsorship: The secret to excelling in your career
- Self Check-ins: Cultivating self-esteem, self-confidence, self-love



Module 5: Marketing

- Step into your role as CEO: Personal Branding 101
- Master your brand message and learn how to build an audience framework
- Audit your business startup checklist and launch your big idea
- Strategize key role marketing plays in driving brand awareness, profit, and growth

Mentorship

STEP INTO SUCCESS: IT'S YOUR TURN TO WIN

IF YOU CAN DARE TO IMAGINE, YOU CAN DARE TO ACHIEVE

Representation is everything. With one foot firmly rooted in business and the other anchored within my community, my mentorship program is the bridge that connects the two. If you've ever found yourself challenging stereotypes, struggling to get your foot in the door, or questioning how to transition into entrepreneurship, **this** is the program for you.

Whether seeking accountability or a little extra motivation, the power of support, by way of family, friends, mentors, or a community of advisors, should never be underestimated. By partnering with a mentor capable of using industry insights to provide the framework to deliver effective resources, tools, and actionable steps towards success, you'll walk away reaping the benefits of a blueprint that **works**.

Through input from diverse and expert guests from my personal network, the program candidly reveals the celebratory ups and inevitable downs of the entrepreneurship journey. Our program seeks to eradicate the limitations that many Black boys have been forced to grow accustomed to, and replace it with an environment where access to life-changing lessons, and guidance are abundant, and continuous evolution is the norm.

Step out in confidence knowing that every door is now open and available for you to create the life of your dreams. The sole aim of **Step Into Success** is to bring you closer to your entrepreneurial goals.

So, if you're ready to get clear on your goals, learn to create a strategy to achieve them, and connect with like-minded individuals with the same determination and drive, what are you waiting for?

WHAT YOU CAN EXPECT

- Monthly coaching calls: Live Q&A with Marcel
- A paced learning environment with accountability partners
- Expansion of your professional network
- Lifetime access to a closed community group

WHAT WE'LL BE TAPPING INTO

COMMUNITY
SUPPORT

PERSONAL
DEVELOPMENT

LIFE SKILLS

ENTREPRENEURSHIP

FINANCIAL
LITERACY



Speaking **SIGNATURE SPEAKING TOPICS**

***CHALLENGE THE LIMITS AND
CREATE SUCCESS THROUGH AUTHENTIC STORYTELLING.***

From a stable childhood in a middle-class neighborhood in Maryland, provided by his role model entrepreneurial father and home-making mother, to unceremoniously being thrust into financial insecurity and officially being labeled “poor,” Marcel found himself with few options.

Ultimately turning to the streets in the sketchy neighborhoods of Philadelphia as a way to make quick cash, after one too many close calls with the law, he decided enough was enough. While being a citizen of the streets is objectively an unlikely place for a young man to learn the cornerstones of business and entrepreneurship, that’s precisely what Marcel did.

In full embodiment of the statement, “It’s not where you come from, it’s where you’re going,” Marcel turned his entire life around. Equipped with sales, marketing, and communication skills, as well as the capacity to operate strategically, and think critically in a high-risk environment, the sky became the limit when he graduated from the streets to the boardroom.

Today, Marcel is a successful businessman, leader, and community advocate who speaks on entrepreneurship, and the importance of giving back. With an innate ability to genuinely connect with people from all walks of life, Marcel’s storytelling promises to deliver motivational content that inspires, impacts, and resonates with audiences far beyond its initial delivery.

SPEAKING TYPES

- Keynote Speeches
- Workshops
- Business panels
- Fireside Chats
- TV Appearances
- Virtual Learnings
- Informal: Ask Me Anything
- Executive Advising

BREAK DOWN THE BARRIERS, BUILD THE LIFE AND BUSINESS OF YOUR DREAMS

Signature Talk

01

The Leaders Legacy: The Key Components To Unlocking Your Entrepreneurial Evolution:

In this signature talk, I'll let you in on what I believe are the deciding factors in the success of your entrepreneurial pursuit, and how I implemented them while on my own path towards the life I lead today. You'll walk away with an understanding of how **Resilience and Faith** are conducive to rebounding from setbacks, why **Adaptability** is crucial for maintaining a competitive advantage and remaining ahead of the innovative curve, and the key role **Strategic Thinking** plays in having a clear vision and set of tactics to plan and execute long-term goals.

02

The Art of Getting Ahead: A Call To Empowering Yourself and Others:

Do you want to learn how consistent effort and a positive mindset can pave the way to a successful life? Although I'll forever be learning, I have significant experience in developing healthy habits that stem from my unwavering commitment to my vision, persistence, and adaptability. With an innate dedication to sharing my knowledge, I will teach you how to majorly catapult your life in the direction of progress.

You will walk away equipped with an understanding of how, through **Perseverance**, to navigate challenges, setbacks, and obstacles without giving up when the going gets tough. You will learn the prerequisites of a **Positive Mindset**, and how it powerfully shapes our outlook on life, influences our responses to challenges, and impacts our overall well-being. Lastly, you will glean the scope and significance of **Consistent Focus**, and how to use it to advance your prioritization of tasks, as well as your ability to stay motivated and make steady progress.

03

Giving Back, Moving Forward: The Transformational Power of Connecting with Community:

There are many ways we can use our superpowers to enhance the lives of those who are less fortunate, or even the many folks who are simply looking for guidance and/or advice. If you're in a position to share the gems you've learned along the way, you'll greatly benefit tomorrow's entrepreneurs and future generations in their entirety.

Creating access for otherwise closed-off communities to the delivery of empowering messages from relatable figures and tangible examples of success is what sets the stage for a brighter future. **Educational Initiatives** can help break the cycle of poverty, and create opportunities for a better future. Investing in **Community Development Projects** can enhance the quality of life and create a foundation for sustainable progress. The establishment of **Skill-building and Employment Programs** enable community members to secure employment, support their families, and contribute to the overall growth of their communities.

Podcast **HUSTLE AND GROW**



INSPIRE. EMPOWER. EDUCATE.

The *Hustle and Grow* podcast is where an intentional mix of authentic, insightful, and candid interviews allow entrepreneurs from various industries to come together to share success stories, lessons, and cautionary tales to help provide the full breadth of the journey towards building the dream life you aspire to.

With your lead host, Marcel Clarke, expect in-depth interviews that highlight everything from life lessons, tips on getting started, securing and maintaining funding, and scaling a business. We'll also be digging into market insights to analyze trends and opportunities in the DC metro area, and beyond. Our "Behind The Hustle" segment will delve into the day-to-day life of an entrepreneur, while our "Community Spotlights" segment will feature stories from our viewer community on their personal entrepreneurial journeys.

Life is full of questions, but with the Hustle and Grow podcast, we have all the answers you'll ever need. Whether you're an aspiring entrepreneur seeking guidance and inspiration, an experienced business owner in search of new ways of thinking, or an individual curious about the entrepreneurial landscape in the DC metro area and looking for networking opportunities, let our community of experts equip you with skills to help you win. Tune in, and trust, we've got you covered.





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