

# TALK OF THE TOWN

N. RICHARDSON & MURPHY



Tiffany Ricks of Hacware mentors a local entrepreneur.



Sarah Troxell, Capital One Product Manager, helps an entrepreneur fill out a mentorship application for their innovation center, The Garage.



Amy Simmons, Business Banking Market Sales Executive for Virtual Banking, Capital One, addresses the audience at the Small Business Growth Trends Panel.



Ricks speaks to an entrepreneur during the event's vendor showcase.

## LOCAL WOMEN ATTEND ENTREPRENEUR BOOTCAMP

Area CEO speaks and mentors leading women

Capital One presented **The Dallas Entrepreneur Center WEDallas Boot Camp** recently, helping to inspire, equip, and empower women entrepreneurs across Texas—and one of the area's own was on-hand to offer advice and guidance based on her own experiences.

Tiffany Ricks, a Frisco resident who is the CEO of Richardson-based Hacware, said the event was of great benefit. Her startup is a good example of local businesses working to disrupt industries and provide opportunities to inspired professionals.

“Hacware is a data-driven custom software startup that is disrupting the custom software sector with our free data analytics packages and roll-over maintenance plans,” Ricks said. “We have been working on getting certified as a woman-owned and minority-owned business to help us compete at a higher level and win contracts. We are also hiring software engineers to meet the needs of our projected growth. The WEDallas Bootcamp provides my startup with the opportunity to connect with some of the top subject matter experts and potential clients,” Ricks added.

Capital One also announced the launch of a new consultative coaching engagement with its innovation center, The Garage, whereby a woman-owned startup will have the opportunity to receive consultation from the coaching team. Also included at the event was the release of Capital One's Small Business Growth Index survey. Read more on the company's small business initiatives at [CapitalOne.com/smallbusiness/spark-iq](http://CapitalOne.com/smallbusiness/spark-iq) or check out Hacware at [Hacware.com](http://Hacware.com).

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