

SVCREATES ARTS TOWN HALL AND CONFERENCE
Reclaiming Business as a Creative Act:
Presented by Zoo Labs and HiiiWAV

THURSDAY, MAY 2, 2024 | 9:00 AM - 2:00 PM

Schedule

8:45 AM - 9:15 AM

Check-in; coffee and conversation

9:15 AM - 9:45 AM

Welcome

Vicky Phan, Chair of SVCREATES Board of Directors

President Susan Ellenberg, Santa Clara County Board of Supervisors

Land Grounding

Yosimar Reyes, Santa Clara County Poet Laureate

SVCREATES Updates

Vicky Phan, Tshaka Campbell, Tim Leehane, SVCREATES Board of Directors

Alexandra Urbanowski, SVCREATES CEO

9:45 AM - 1:00 PM

Reclaiming Business as a Creative Act

Vinitha Watson, Zoo Labs

Bosko Kante and **Maya Kante**, HiiiWAV

Part 1: Intro & Reclaiming Business as a Creative Act (20 min)

Part 2: Looking Inwards: Exploring Your Energy (20 min)

Part 3: World-Building: Look Back to Look Forward (45 min)

Break (10 min)

Part 4: How We Get There: Value Proposition Canvas (70 min)

Part 5: Speaking the Future Out Loud: Quick Pitch / Integration (30 min)

1:00 PM - 2:00 PM

Closing Remarks

Kerry Adams Hapner, Director of Cultural Affairs, Office of Economic Development and Cultural Affairs, City of San Jose

Roundtable/Lunch Discussions

Following closing remarks we invite you to join a discipline or topic specific table or just gather with colleagues for networking conversations over lunch

WIFI

There is no WIFI in the Pavilion (our meeting space). There is an open WIFI network, Lift Zone, accessible outside the classroom wing behind the Pavillion.

Photography

Please note that photos will be taken at this event for use in **SVCREATES** collateral materials. If you object to the use of your photo, please inform **SVCREATES** staff today.

Presenters

Yosimar Reyes, Santa Clara County Poet Laureate (2024-25) is a nationally-acclaimed poet and public speaker renowned for his powerful performances and thought-provoking messages. Born in Guerrero, Mexico, and raised in Eastside San Jose, Reyes draws inspiration from his personal experiences as an immigrant and as a member of the LGBTQ+ community.

Vinitha Watson is the Co-Founder and Executive Director of **Zoo Labs**, a groundbreaking accelerator that bridges the worlds of art and business. Vinitha is an entrepreneur, design strategist, and artist (she is a trained Bharatanatyam dancer and Carnatic vocalist). Over the last twenty years, Vinitha has helped hundreds of artists, top level executives, and social impact teams heal, remove internal obstacles, and align themselves with their vision to grow impactful businesses globally.

Bosko Kante is an award-winning music producer, inventor, tech founder, and artist advocate. As one of the world's top talkbox artists, he has written and performed on Grammy-winning albums by Dua Lipa and Kanye West. Bosko, also a USC-trained Mechanical Engineer, invented the patented ElectroSpit mobile talkbox. In 2020, Bosko founded nonprofit **HiiiWAV**, a Black Music Incubator in Oakland. Bosko enjoys mentoring underrepresented creators to help them harness new technology, like AI and VR, in their art, build innovative business models, increase the social impact and reach of their work, and generate wealth for themselves, their families, and their community.

Maya Kante is a 5th generation Oakland native, Co-Founder & CMO of **ElectroSpit**, and VP of Strategy at **HiiiWAV**. She is a Business Strategist, a UC Berkeley grad, and a Certified Spiritual Life Coach who has led online, offline, and live-event marketing campaigns for lifestyle brands, top-selling beer and wine makers, and musical artists. She is passionate about creating jobs and training black youth in Oakland. Maya builds strategic partnerships, authentic brand messaging, and sales funnels that elevate the platforms of creative artist-entrepreneurs.

SVCREATES Board of Directors

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