



# WOKEPRENEURS



## WHAT?

This tribe is made up of young entrepreneurs who are using their businesses as platforms to address social issues that speak to their values.

## WHERE?

An example of this is Olatiwa Karade, the owner of Splendid Rain Co, who created a political clothing line following the US 2016 presidential campaign. She felt African Americans were not adequately represented and didn't have a voice, so she developed a range of T-shirts with provocative political slogans like 'Your founding fathers owned slaves'.

**INFLUENCERS:** Maya Penn & Olatiwa Karade

**KIN TRIBES:** New Leadership Tribes

**INDUSTRY:** Retail and Marketing, Religion, Activism and Social Justice

**TAGS:** #wokepreneurs #socialjustice #activists #tribes2018 #newurbantribes #newleadership

