



Novella Center for Entrepreneurship launches the first cohort of acclaimed Conscious Venture Lab Accelerator Program in Trenton, New Jersey

Trenton, NJ (October 6, 2025) – [Novella Center for Entrepreneurship](#) (Novella Center) and the internationally acclaimed Conscious Venture Lab Accelerator Program are proud to announce the launch of their first cohort in Trenton, NJ to empower entrepreneurs statewide with cutting-edge training in the art and science of entrepreneurship. The program highlights how Stakeholder Theory reduces the risks of enterprises, creates exceptional returns for shareholders, and reimagines the relationship between business and society.

Novella Center for Entrepreneurship is a 501(c)(3) not-for-profit enterprise, headquartered in Baltimore, Maryland, that operates the world renowned Conscious Venture Lab accelerator program which provides entrepreneurship training and best-in-class mentorship at no cost to participants. These resources help participants develop new businesses, build startup ecosystems in emerging cities and spur economic growth and mobility for founders no matter what they look like or where they come from. With a focus on expanding opportunity, we are adept at finding founders in underserved communities who are often ignored and left behind for all the wrong reasons. We know that there are smart people everywhere, but not opportunities everywhere. We exist to unlock the potential of anyone brave, creative, or inspired enough to dream of a better life and to open pathways to economic and social prosperity. With the launch of Trenton's inaugural cohort we are excited about the prospects to create new prosperity in New Jersey's capital city.

“We’re thrilled to welcome the Novella Center for Entrepreneurship’s Conscious Venture Lab to Trenton as they launch their first New Jersey cohort,” said Trenton Mayor W. Reed Gusciora. “With 13 companies—four of them homegrown right here in Trenton—this initiative brings world-class training, mentorship, and opportunity to our local innovators. This is more than a business accelerator; it’s a catalyst for growth and a powerful investment in the people and potential of our Capital City.”

With the launch of this program, Novella Center is also pleased to welcome Jaime Coleman as Managing Director of the Trenton program. Jaime brings years of experience across public service, leading learning and development, community engagement, and supplier diversity across higher education and local government. Born and raised in Mercer County, NJ, Jaime cares deeply for uplifting her home area and welcomes the opportunity to serve alongside the Novella Center for Entrepreneurship.

“I’m grateful for the opportunity to contribute to my community in such an impactful way,” said Jaime Coleman, Managing Director, Conscious Venture Lab/Trenton. “I believe in Trenton and the capital region as a whole. I trust we are primed to advance founders and their companies and enhance our community’s entrepreneurial ecosystem.”

The inaugural Trenton cohort will consist of 13 companies, 9 of which are from NJ with 4 of those being from Trenton directly.

1. Never Hopeless Again - Founded by Tashanna Ellis
2. Policy over Politics - Founded by Catherine Sackey
3. Motivity Care - Founded by Mim Senft
4. Caribbrew - Founded by Beverly Malbranche
5. Icon Global Innovations - Founded by Patrick Daly
6. Syauctus - Founded by Sid Bose and Rahul Varman
7. ReconIt - Founded by Gargi Madhok
8. MyAllies - Founded by Yohanes and Bianca Frezgi
9. Ticker - Founded by Logan Jones and Luis Rivas Villacorta
10. Shuffle SEO - Founded by Jose Valdez
11. Protologue - Founded by Kobiinah Abdul-Salim
12. MyMonitor.AI - Founded by Charles Mbata
13. Skillform - Founded by Corey Shaw

“As we were planning this launch we spent a great deal of time engaging with the Trenton community” said Jeff Cherry, Founder and CEO of Novella Center for Entrepreneurship. “We are excited to have such an outstanding group of founders in this inaugural cohort of the Conscious Venture Lab/Trenton. We believe preparation + uncommon access = growth and we can’t wait to see all of the amazing growth and impact these founders will have in the State of New Jersey and beyond.”

During the 14-week program, founders will develop and strengthen their plans to scale and become more prepared for venture capital investments. The program will culminate with a Demo Day where the founders will present their companies and their progress to our community of mentors, investors, and ecosystem partners.

Novella Center for Entrepreneurship is concurrently running Cohort 14 of the Conscious Venture Lab Accelerator Program in Baltimore, MD. To date, the Accelerator Program has served over 200 entrepreneurs who have received more than \$200M in funding.

Novella Center is still seeking the support of business and tech mentors - as well as philanthropic supporters - who align with the tenets of stakeholder capitalism and want to see Trenton and New Jersey become a major hub of startup activity in the United States. More information can be found [here](#). Other supporters are invited to follow the founders’ journeys on our [LinkedIn](#).

About Novella Center for Entrepreneurship

[Novella Center for Entrepreneurship by Conscious Venture Lab, Inc.](#) ("Novella Center") is a not-for-profit corporation with 501(c)(3) status. Leveraging more than a dozen years of learning from our work at the Conscious Venture Lab Accelerator Program. Novella Center creates partnerships and programming to train entrepreneurs how to build companies that matter. We introduce entrepreneurs, early-stage founders, and CEOs to the tenets of Stakeholder Theory and Conscious Capitalism, showing them how managing a business for all of its stakeholders creates both societal and financial value.

About the City of Trenton

Trenton is the capital of the state of New Jersey, situated along the Delaware River. It plays a key role in American History, being the site of the historic 1777 Battle of Trenton, a turning point in the American Revolution. As the state capital, Trenton is home to numerous historical sites such as the New Jersey State House, the Old Barracks Museum, the New Jersey State Museum, and many others. The City of Trenton is committed to governing the people of Trenton with integrity, fiscal responsibility, and a focus on enhancing the quality of life throughout the City.