



KNOW YOUR HAIRITAGE

# Capability Statement

## Core Competencies

Know Your Hairitage, LLC is a New York-based publishing and inclusion consulting company that supports school districts, product initiatives, and ERG programs that are centered around marginalized communities.

**Our services are founded in the concept of HAIRITAGE, offering:**

- Research and Marketing strategy for product launches (specializing in beauty)
- Hairitage ERG presentations and panel contribution
- Inclusion workshops and HR training

## Past Performance

Know Your Hairitage, LLC. has a proven track record of delivering service to clients that exceeds expectations in national public, private, and international sector. Notable clients include:

- Davines NA
- The Jordan Brand (Division of Nike)
- Blue Cross Blue Shield
- EAB: Education Technology, Services, & Research
- Toronto School District (CAN)

## Differentiator



**We empower organizations by co-creating training, development and marketing strategy.**

- Co-creation of programming entered around the universal concept of “Hairitage”
- Culturally responsive and inclusive education training
- Integrate, engaging hands-on experience for child and adult learners
- Award-winning Know Your Hairitage book series, published by *Running Press Kids*, serves as the foundation for our educational materials

## CERTIFICATIONS

NY & NJ NMSDC (MBE): NY28618  
WBENC (WBE): WBE2401941

## NAICS CODES

611430  
541611  
541618

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