LAI Leading Authorities, Inc.

Michelle Cordeiro Grant

Entrepreneurial Disruptor, Founder & CEO of GORGIE Energy Drink, Founder of Lively

The Lively Story: Being a Disruptor While Building and Leading a Brand with Purpose When Michelle Cordeiro Grant, the founder of apparel industry disruptor Lively, identified a problem and pain point in the marketplace and set out to create her own company to solve it, she did so with the unconventional approach of doing everything backwards. With her plan of attack in place, she took an idea to address a need and create a new category in the women's apparel market and transformed it into a powerhouse brand before selling it for $105 million — all in the span of three years. In this talk, she brings audiences along as she retraces her steps of founding, growing, and leading Lively. Highlighting pivotal moments and challenges along the way, she shares essential lessons for how to build your business backwards in order to capitalize on opportunities, power innovation, adapt in challenging environments, and position organizations in any industry for success.

Pivoting with a Plan: When and How to Change Course Becoming disillusioned with the politics of corporate life, Michelle Cordeiro Grant made the decision to pivot, step out of her comfort zone, and take on a new challenge. When she decided to start her own business with no prior experience as a founder, she pivoted again. She continued to pivot as her women's apparel brand, Lively, experienced tremendous growth at an unprecedented pace. Now, she is changing course and becoming a beginner once again as she pursues new ventures in wellness and Web3. In this talk, Cordeiro Grant looks back on the challenges she has faced on the path to achieving her goals to share valuable insights on identifying when to pivot, while providing a step-by-step framework that anyone can apply to map out their own path to achieving their goals.

Business Unusual: Lessons for Building a Successful Business from a Diverse Founder As a mother, woman of color, and first generation American born to parents who immigrated from India, Michelle Cordeiro Grant's journey to creating fashion industry-disrupting brand Lively was far from conventional. Despite the obstacles, Cordeiro Grant built Lively into an apparel juggernaut and led the company to a $105 million acquisition in just three years. She draws from her experiences founding and leading a company as a woman of color with the odds stacked against her to share actionable insights and strategies for entrepreneurs looking to spark growth for their businesses. In this talk, she provides insight on the ins and outs of entrepreneurship and proven tactics for building and selling a successful business, including determining whether your idea is a viable product, finding opportunities to differentiate from competing products, securing venture capital funding, and more.

What is Web3 and Why Is it Important to Your Business As organizations look toward the future, it's predicted that Web3 and all its capabilities will completely revolutionize our world and way of

living. What opportunities does Web3 represent and how can founders, leaders, and their teams capitalize on them? In this talk, entrepreneurial disruptor Michelle Cordeiro Grant leads a gripping discussion on blockchain, NFTs, the metaverse, decentralized autonomous organizations, and all things related to Web3, while pinpointing the possibilities they present for businesses to create innovative experiences for their employees and customers and unlock sustainable growth.