



Faith Richardson

BBA '24

Zell Entrepreneur
2024 Cohort

Venture: **Mitzi Development**

Mitzi Development uses AI driven solutions to provide affordable and effective digital marketing and social media management for small businesses.

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About Faith

Why Entrepreneurship?



Entrepreneurship has given me the fuel to improve my well-being and discipline while simultaneously changing the marketing landscape for small businesses.

Fun Fact



I love going to concerts and it is not a rare occurrence to catch me flying to a new state/country just for a festival.

Support Needed



I would like help with scaling. I know that what I am doing is scalable and repeatable to a large scale, but I am having trouble executing that myself. I seem to hit a ceiling.