



## DAWN NADEAU

As a Partner in TwoCents Riot, Dawn thrives in the messy area where ideas first spark. TwoCents Riot works with founders, blue-sky thinkers and lean teams. We are experts in moving ideas into action. We demystify the entrepreneurial and brand-building process into achievable goals. We are committed to helping others get their passions and good works into the world because when we share meaningful work we love, we inspire others.

As a serial founder, Dawn has built an idea from spark to reality more than once. With her partner in TwoCents Riot, Elizabeth Chapin, she co-founded the play-based platform VONK while at the StartEd Incubator at NYU. Prior to VONK, Dawn co-founded IAmElemental and created a line of successful action figures for girls - voted one of the 25 Best Inventions of 2014 by TIME magazine. She has done her time in large corporations and is a past Vice President of Goldman Sachs and Director of FORTUNE magazine. She was a member of the original team at FAST COMPANY magazine and ran their Live Events group.

Her work has been featured in a variety of publications and on television, including NBC, ABC, *Fast Company*, *Advertising Age*, *Marie Claire*, Today.com, *Huffington Post*, Forbes.com, Slate.com, *The Guardian*, and the BBC to name a few.

Dawn is an expert on self defense and children, a former self defense instructor in NYC, and is co-creator of the personal safety website for kids: BigLessonsForLittlePeople.com. Dawn is the first woman in the United States to be certified as a G1-Instructor in Krav Maga by the Israel-based International Krav Maga organization.

Dawn has served as a Court Appointed Special Advocate in the New York City foster care system and is a Patient Volunteer at Memorial Sloan Kettering Cancer Center. She is a graduate of Wellesley College. She loves to hit things and is a mostly-inside-the-court tennis player and a beginning banjo player, although not at the same time.

### SPEAKING TOPICS

Company and Product Naming Strategy - Product Development - Start-Ups from Idea to Execution - Failure - Navigating Partnerships - Personal Safety for Women and Families - Encouraging Play