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## VENTURE CAPITAL FIRM ANNOUNCES \$150,000 INVESTMENT TO CHARLOTTE TECH STARTUPS

*Equilibrium Impact Ventures will invest \$75,000 each into BatteryXchange and Just Her Rideshare*

**CHARLOTTE, N.C.** (Aug. XX, 2023) -- Venture capital firm [Equilibrium Impact Ventures](#) (EQIV) has announced its first investments as part of efforts to support social impact businesses led by women and business owners of color. The firm will invest \$75,000 each into two Charlotte startups: [BatteryXchange](#) and [Just Her Rideshare](#). Founding EQIV partners Adrian Smith, Dr. Shante Williams and Kasem Rodriguez Mohsen are leading the fund that is deploying checks ranging from \$50,000 to \$75,000 to North Carolina-based, mission-driven startups to support sustainable social impact.

“As we begin National Black Business Month, it’s exciting to be able to sow into the work of BatteryXchange and Just Her Rideshare. Their teams have already shown us they can be innovative, and we’re looking forward to seeing more of their impact,” said Dr. Shante Williams, who also heads Black Pearl Global Investments as its global chief executive officer.

Desmond Wiggan founded BatteryXchange in 2019 as a platform that allowed cellphone users to rent portable batteries. Now, the company partners with businesses to install kiosks in popular locations – such as hospitals, convention centers, stadiums and college campuses – for users to keep their mobile devices charged while on-the-go. BatteryXchange has raised \$750,000 since inception, and with EQIV funding, Wiggan plans to expand outside of North Carolina, introduce new healthcare-focused products and hire new team members.

“We’re grateful to the partners at EQIV for believing in our vision,” Wiggan said. “The significance of this investment is important to advance our company’s technology and open doors to existing client opportunities.”

Kimberly Evans had women’s safety at the forefront with her tech startup Just Her Rideshare, launched in 2020. The company provides a safe alternative rideshare marketed primarily toward

women riders and drivers. Evans plans to use the \$75,000 investment to focus on growth, retention and repeatability.

“Our goal is to empower women by giving them the option to choose how they experience riding with others in the shared economy space. We’re happy to receive this funding from EQIV because it helps us continue providing this option to so many other communities,” Evans said. “When there is limited mobility, it impacts the quality of life. We want to be a solution to safe mobility.”

EQIV will allocate 100% of all venture investments to Black, Brown and women founders with scalable businesses focused on issues such as access to healthcare, food security, economic mobility and climate resilience. Two additional startups will be announced by the end of the year.

For more information on investment opportunities, interested founders can visit [www.eqiv.vc](http://www.eqiv.vc) to complete the contact form or email [info@eqiv.vc](mailto:info@eqiv.vc).

### **About Equilibrium Impact Ventures**

Equilibrium Impact Ventures (EQIV) invests in mission-driven startups to support sustainable social impact. EQIV aims to develop new, collaborative models; seeks to allocate at least 2/3 of all investments to Black, Brown and women founders; seeks to balance financial returns and social impact; and scale ideas regionally and nationally. Investment decisions and performance measures are tied to globally-recognized metrics designed to generate positive community impact. Additionally, EQIV leverages an ecosystem of partners to provide support to companies. To learn more, visit [www.eqiv.vc](http://www.eqiv.vc)

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