

0:00

[Music]

0:07

my name is keisha thompson from new york

0:09

city and i'm the founder of deloitte

0:11

cakery

0:12

deloitte cakery is a five-star artisan

0:15

cake catering company where we create

0:17

tantalizing joy and connections through

0:19

our sugar artistry

0:21

delore found me i didn't find dolor

0:25

my parents are jamaica and my

0:26

grandparents on my mom's side they're

0:28

cuban and i thought to myself how can i

0:31

stand out from other cake decorators in

0:34

the industry

0:35

and i thought why not tap into my

0:38

caribbean background and infuse the

0:41

products with spices and flavors from

0:43

the caribbean i started

0:46

baking cakes at home

0:49

i started posting cakes online and

0:51

people started reaching out to me to

0:53

place orders

0:54

[Music]

0:57

social media has been a huge blessing a

1:00

huge impact for the lord cakery

1:04

due to the way that i branded the lord

1:06

cakery a lot of opportunities came my

1:08

way

1:12

i met my

1:13

social media manager through fiverr when

1:16

i won the fiverr grant it came with cash

1:18

but it also came with fiverr credits

1:21

which was really pivotal and really

1:23

helpful because that helped give my

1:26

social media platform a boost with the

1:28

consistency

1:29

[Music]

1:33

what inspires me to keep the lord cakey

1:36

going is to prove that i have the skills

1:38

and the ability and experience and the

1:40

knowledge to run a business

1:43

what i know is what i've learned either

1:45

through reading books or from having a

1:47

mentor

1:50

i think it's pivotal

1:52

to have someone that is more

1:54

knowledgeable than you that has more

1:56

experience than you

1:58

so that if something comes up or you're

2:00

stuck you can tap into them

2:04

what black businesses could benefit from

2:07

more funding more financing more

2:09

mentorship programs that will further

2:11

support our businesses because when you

2:13

support us businesses you're supporting

2:16

the community and the growth of that

2:18

community

2:21

[Music]

2:27

you