

TSD.

FOR MY FOUNDERS

THE SITDOWN



THE SITDOWN

YOUR TSD. ***WELCOME***



Hello and welcome to the **11TH** issue of TSD -
THIS IS OUR EXCLUSIVE EVENT ONLY MAGAZINE!

Today is all about coming together to unpack the highs and lows of the founder journey, as it can often be a lonely road only few understand.

However, our hope is that you leave today feeling supported, and connected to a wider community of individuals who understand exactly what it means to start something from NOTHING.

Welcome To The Sitdown!

- Tope 'ICIE' Chiedozie
(@iciethehost)
Founder of The Sitdown UK

THE SITDOWN

ALWAYS REMEMBER WHY.

Remember Your Why

The founder journey is truly a unique one, characterised by its dizzying heights and harrowing lows. It is not for the fainthearted, because the heart that is needed to weather the entrepreneurship path requires it to be fortified with steel... cos whew chile it ain't easy.

There is only one thing that will carry you through those days: your **WHY**.

It's the one reason you looked at the world and decided you had something to add to it. Maybe it was a problem nobody was solving. Maybe it was a community that deserved better. Maybe it was a version of yourself you were determined to become. Whatever it is, it was real before the business was, and it will remain real on the days the business feels like it's falling apart.

The entrepreneurs who endure are not necessarily the most talented, the best funded, or the most connected. A 'WHY' that becomes the compass you return to when the noise gets loud and the path gets unclear.

So we encourage you, as you make your way home tonight write it down in your iPhone notes. Read it back to yourself or just put it somewhere you'll see it over and over again. The journey will demand everything from you, and the only way to keep giving is to keep remembering why you started in the first place

Don't let the hard days make you forget it, we're rooting for you!

-Icie

Founder of The Sitdown UK



This event is sponsored by the Entrepreneurs Wellbeing Club (EWC) - a community creating safe spaces for founders and business owners to prioritise wellbeing while navigating their businesses.

We invite you to join the Entrepreneurs Wellbeing Club WhatsApp community, where you'll get access to wellbeing resources, community conversations, events, and support designed specifically for entrepreneurs navigating the emotional side of building something meaningful.

JOIN HERE:





SUSAN C. ALLEN

Susan C. Allen is Co-Founder and Chief Brand Officer of **Here We Flo**, one of the UK's leading wellness brands. Through bold storytelling and purpose driven business, she has helped challenge stigma around periods, sex and intimate care whilst building a nationally recognised brand.



MAHARI HAY

Mahari Hay is Founder and CEO of the **Community, Corporate and Culture Awards (CCC Awards)**. From a successful corporate career in financial services to building a platform that celebrates overlooked voices, his work is rooted in purpose, heritage and legacy.



HANNAH AWONUGA

Hannah Awonuga is Founder and CEO of **Illume Executive Consulting**. After nearly 20 years in senior corporate roles at Barclays and Knight Frank, she now helps organisations build inclusive cultures whilst navigating her own entrepreneurial journey.



ISAAC MALACHI PETERS

Isaac Malachi Peters is Co-Founder of **gist | THE GAME** and co host of **gist | THE POD**. Alongside his wife, Low Peters, he is creating spaces for intentional conversation, emotional honesty and deeper human connection.



VANESSA BOACHIE

Vanessa Boachie is an award winning social impact entrepreneur, Cognitive Behavioural Psychotherapist and High Performance Coach. Founder of **Inside Out Wellbeing**, she specialises in helping founders, entrepreneurs and public figures navigate the pressures of leadership, performance and wellbeing.



TIWA KING

Tiwa King is Founder and **CEO of Beyond a Song CIC** and creator of **NeuroVision**. A TEDx speaker, author and social entrepreneur, she has transformed lived experience into a movement supporting wellbeing, confidence and neurodiverse families.



SHINEL CRICHLLOW

Shinel Crichlow is Founder of the **UK Entertainment Awards** and Creative Director of **Shinel Did It**. Having spent more than a decade creating opportunities for underrepresented talent, she brings valuable insight into building a platform with impact and longevity.



PRISCILLA VIVIAN

Priscilla Vivian is a behavioural health practitioner and founder wellbeing specialist. For over six years she has supported entrepreneurs through therapy, coaching and wellbeing experiences focused on resilience, mental health and sustainable success.

THE BLACK LIFE COACH DIRECTORY

Tired of coaching that doesn't **get you?**

Find a qualified Black Life Coach who understands your world, and exactly what you're navigating.

All of our coaches are:

- ✓ Verified credentially
- ✓ Culturally atuned
- ✓ UK based

Find a coach you can click with and message them directly to arrange a session



TheBlackLifeCoachDirectory.com

THE ONLY DEDICATED UK DIRECTORY FOR
BLACK LIFE COACHES



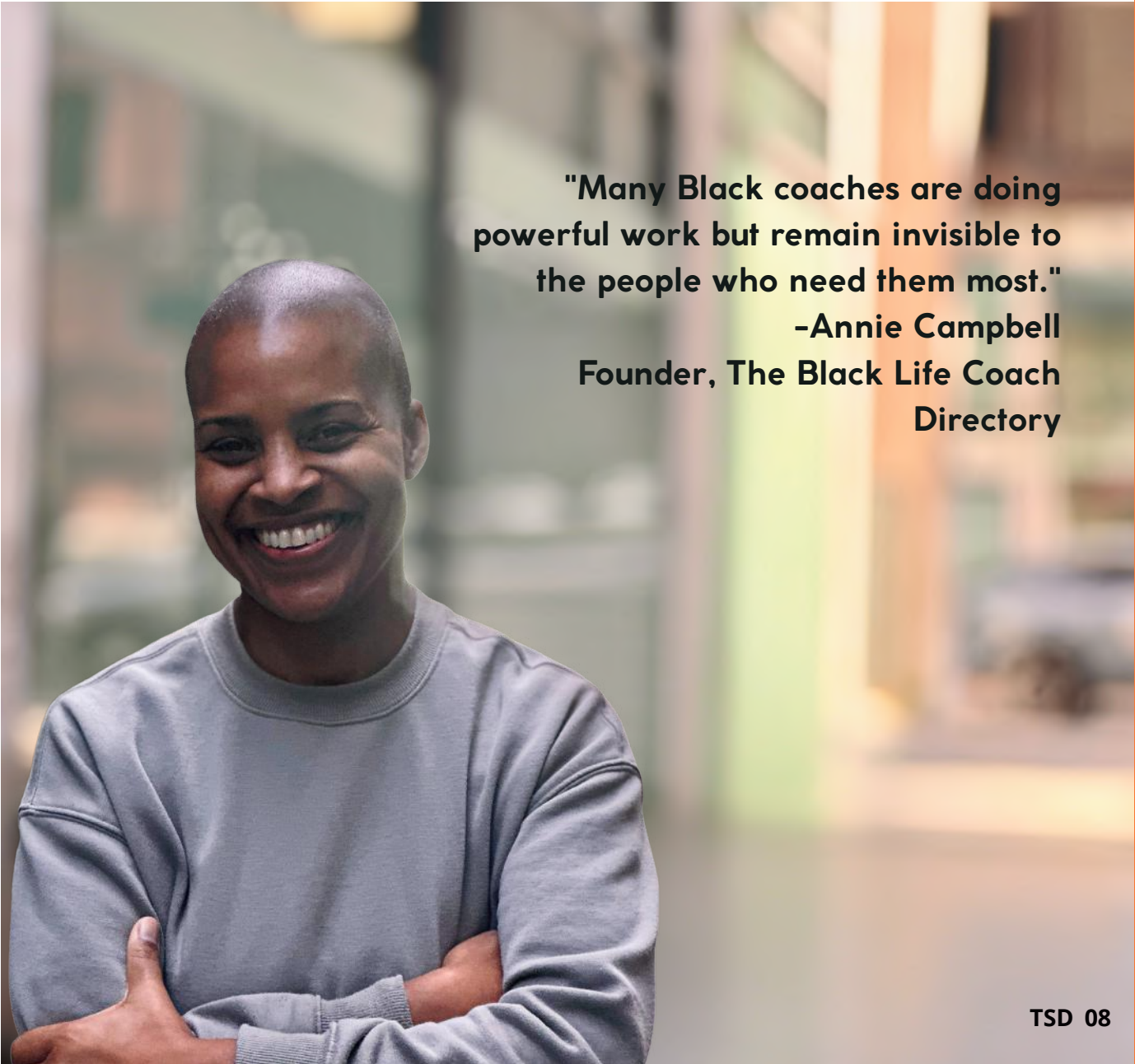
THE
**Black
Life
Coach**
DIRECTORY

MAKING WELLBEING EASIER TO FIND:

Connecting Community to Care

Finding the right support can be difficult. Finding support that understands your lived experience can be even harder. For many people within Black communities, navigating the wellbeing and personal development space often means searching through countless options without knowing who truly understands their cultural context, challenges, and aspirations.

Recognising this gap, Annie Campbell - the founder of The Black Life Coach Directory, set out to create a trusted platform that makes Black coaches more visible and accessible to the people who need them most.



**"Many Black coaches are doing
powerful work but remain invisible to
the people who need them most."**

**-Annie Campbell
Founder, The Black Life Coach
Directory**

In Conversation With Annie Campbell

Founder of The Black Life Coach Directory

Can you take us back to the moment you realised this directory needed to exist? What were you seeing, hearing, or experiencing that convinced you something had to change?

From the start of my coach training, I knew I wanted to help other coaches become visible. Then, in 2025, a Black professional client came to me because her workplace couldn't, or wouldn't, find her a Black life coach, which cemented my decision to launch the directory.

What gaps did you notice in existing services, and how is your directory helping to bridge that gap?

5 years ago, I was specifically looking for a Black Life Coach. I Googled "Black life coach" and various other similar search terms. The search brought up a directory. Great, I thought, everyone in one place, this will be easy. I scrolled page after page. After looking at hundreds of faces, I gave up because there were only a couple of Black coaches and I didn't feel a connection. I Googled some more, found some names, and clicked through to the websites only to find that the coaches were either not Black or out of my budget. I gave up, and shortly after, I retrained as a coach myself. My experience led me to realise that existing services did not cater for anyone searching for a Black Life Coach. It was soul destroying. Googling only gets you so far, because many coaches use logos instead of their face as their picture. By the time you've clicked through to the website and scrolled only to realise they're not Black you've just wasted another 5 minutes! It's frustrating. The Black Life Coach Directory exists to make the search easier. Verified Black coaches, all on one platform, searchable by niche, cost, region and availability.

Trust can be a major factor when people seek support. Why is it important for Black communities to have access to practitioners, spaces, and services that understand their cultural experiences? When it comes to finding practitioners, being in spaces and accessing services, it's absolutely essential that clients feel seen and heard. It's easier for someone in the Black community to feel safe, when they are in spaces occupied by other individuals who belong to the same community. It removes the need to explain your cultural context, the fear of misunderstanding and conflict. It's the difference between a tick box exercise and real transformation.

Since launching the directory, what stories, feedback, or moments have stayed with you most and reminded you why this work is so important?

While building the directory, I personally spoke to lots of coaches. One of them talked about wanting to join the directory, but said she wasn't qualified yet. She explained that she went to an introductory day for a coaching course and felt out of place, like she didn't belong. She didn't see anyone else who looked like her, and it made her question if it was the right place for a Black person. She never enrolled on that course. Behind the scenes, we're really growing the community of coaches, they're thriving and sharing information and resources. We've had coaches sharing opportunities with other coaches and they have a real support system. The feedback from them has been phenomenal. Amongst others, this story and feedback remind me that the directory, and particularly all of our coaches, are doing amazing and necessary work.

Looking ahead, what is your vision for the directory, and what change would you hope to see in Black wellbeing if this resource reaches its full potential?

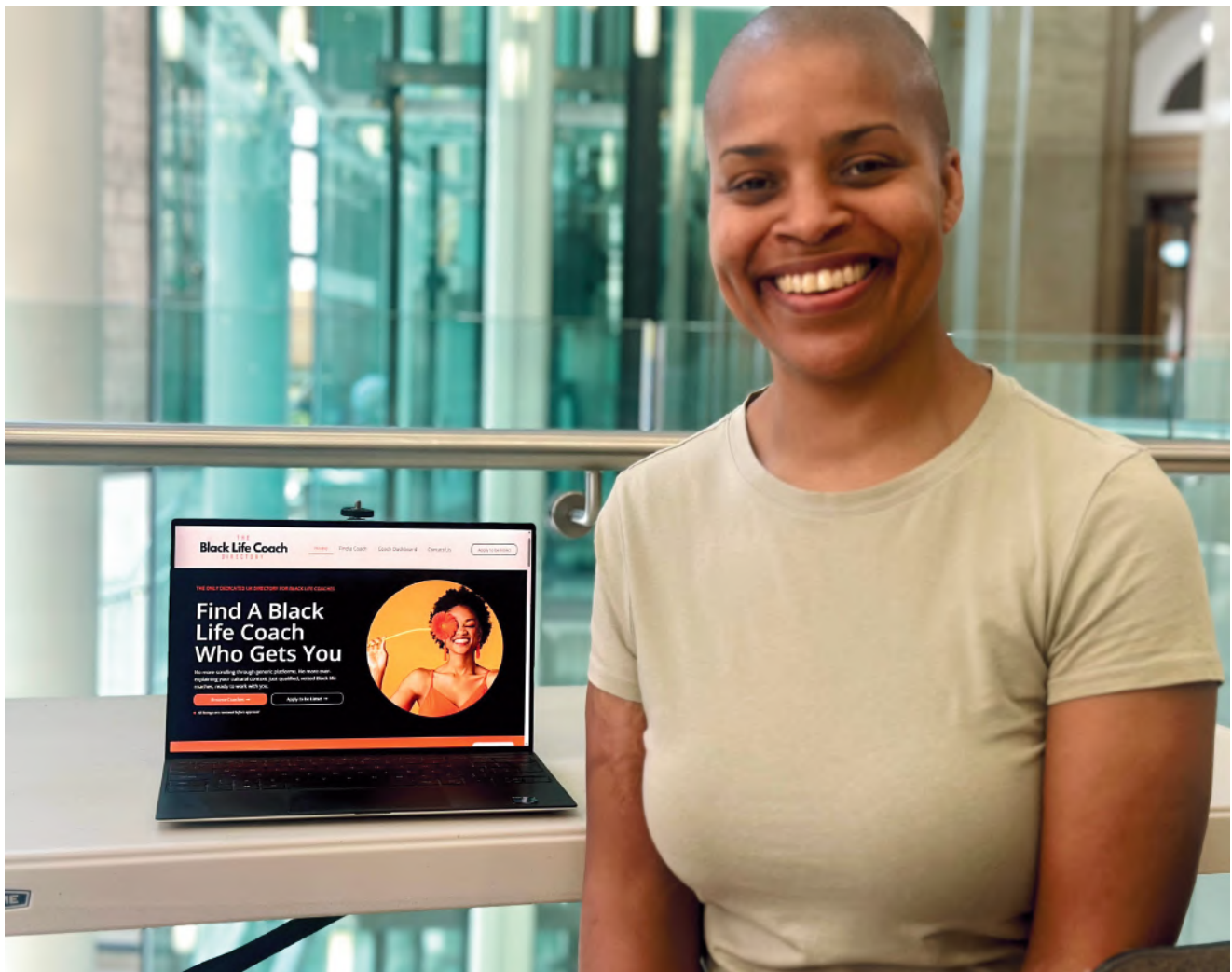
My vision for The Black Life Coach Directory is to become the UK's gold-standard hub for both personal and professional coaching. I want it to be the first place individuals go to navigate life's personal transitions, and a resource that corporate HR departments actively use when standard wellbeing programs inevitably fall short for their Black employees. As a result, I hope to see more Black Britons keep moving away from surviving and securely position themselves to succeed, both in and out of the workplace.

Instagram: <https://www.instagram.com/theblacklifecoachdirectory/>

Facebook: <https://www.facebook.com/theblacklifecoachdirectory>

Linkedin: <https://www.linkedin.com/company/the-black-life-coach-directory>

The Black Life Coach Directory: <https://theblacklifecoachdirectory.com/>





FOR MY FOUNDERS

Spotlighting a few brands and services designed
to support your business growth.

gist.

THE GAME

**Real conversations.
Stronger connections.**

gist | THEGAME is more than a game
it's a catalyst for meaningful
conversations. Designed for couples
and friends, our game sparks laughter,
uncovers deeper connections, and
creates unforgettable moments.



OUR MISSION

To strengthen relationships
and build community through
the power of real
conversations.

We're on a mission to inspire
connection in homes, friend
groups, and communities
around the world.

THE gist PODCAST



Our podcast dives into the
conversations that matter
relationships, healing, growth,
and building a life and
business
with purpose.

New episodes coming soon.



JOIN THE CONVERSATION

Follow our journey. Be part of the movement.



PLAY. CONNECT. GROW.

Get your game. Start the conversation.

www.gistthegame.com



@gistthegame



@gistthepod



XV Events is an international event planning and management company creating memorable, community-centred experiences across the UK, Ghana, and for American clients. With over 10 years of experience across social causes, brands, education, and the creative industries, XV Events specialises in bringing people together through events that feel purposeful, seamless, and impactful.

From intimate gatherings and corporate events to live shows, conferences, panels, brand activations and community-led experiences, XV Events provides creative direction, event planning, supplier coordination, logistics, production support, on-the-day management and post-event evaluation.

XV Events has worked with organisations, brands and creatives including **The Black Curriculum, To My Sisters, Candace June, The Mainstream founded by Remel London, The Sitdown UK, Juiceee and Friends, BoxPark, Red Bull with DJ P Montana, and more.**

XV Events - Book Us For Your Next Event

Email: info@xveventsuk.com

Instagram: [@xveventsuk](https://www.instagram.com/xveventsuk)

Website: www.xveventsuk.com

GENERAL ADMINISTRATION. CUSTOMER SERVICE. CALENDAR MANAGEMENT. EVENT COORDINATION. PROJECT SUPPORT.

*Behind every growing
business is a founder
carrying more than
most people see.*

That's why founders
ASK SHANNA & CO

Shanna Antonio, Founder of Ask Shanna & Co

OVERWHELMED AND READY TO DELEGATE?

Let us help you reclaim valuable time so you can focus on growing your business.



Ask Shanna & Co was founded by Shanna Antonio in 2020, after five years of supporting founders and seeing how many were trying to do everything themselves while feeling overwhelmed by the daily demands of running and growing a business.

As a company, we bring over 25 years of experience between us and support founders, entrepreneurs and C-suite executives with high-quality assistance behind the scenes, helping them stay organised, reduce pressure and focus on what they do best while scaling their business.

Here is how we can support you:

- General administration
- Email & calendar management
- Customer service
- Event coordination

If you need support outside these services, we would be happy to discuss your needs.

Scan the QR code or visit our webpage to book your consultation now.

10% off services by 19 June 2026.
www.askshannaandco.uk



PRO BONO LEGAL ADVICE CLINIC

A VIRTUAL CLINIC. REAL IMPACT.



In our continuing efforts to support our communities, we are extending our pro bono reach **throughout the Caribbean.**



Our pro bono virtual legal clinic serves individuals and communities **wherever they are.**



Due to our effort to support our diverse communities through **accessible, inclusive and effective** legal assistance.



**ACCESS TO JUSTICE.
EMPOWERING
COMMUNITIES.
CHANGING LIVES.**

AREAS OF LAW WE COVER



FAMILY DISPUTE

Support with issues relating to family and children.



COMMERCIAL

Advice on business formation, contracts, disputes and commercial matters.



PROPERTY

Guidance on property transactions, leases, and related matters.



WILLS & ESTATE

Assistance with wills, estate planning and probate matters.



AND MORE

Including employment, contracts, debt, injunctions and other legal issues.



HELP US RUN THIS VIRTUAL CLINIC

We are seeking cross-qualified Caribbean lawyers and paralegals interested in cross-jurisdictional pro bono work.



Create Impact



Share Knowledge



Strengthen Communities



Expand Access to Justice



INTERESTED IN HELPING?

EMAIL US AT

probono@bowlawchambers.com

Let's work together to deliver justice, wherever it's needed.

WE PROVIDE PRO BONO ADVICE TO THE FOLLOWING JURISDICTIONS:



ENGLAND &
WALES



JAMAICA



TRINIDAD &
TOBAGO



GUYANA



**EASTERN
CARIBBEAN
ISLANDS***

*Including territories such as Grenada, Barbados, Dominica, St. Vincent & the Grenadines and others in the Eastern Caribbean.



**SUPERVISED BY
QUALIFIED LAWYERS
REGULATED BY
THE BAR COUNCIL**

All advice is supervised by qualified lawyers regulated by the Bar Council in the relevant jurisdictions to ensure quality and compliance.

TOGETHER, EXPANDING ACCESS TO JUSTICE ACROSS THE CARIBBEAN AND BEYOND.



Your business. *Better supported.*

Reliable, professional virtual assistant support
so you can focus on what you do best.

HOW I CAN HELP



“ Supporting time-pressed founders
behind the scenes, so they can
lead at the front. ”

Cherrelle Stewart-White

— FOUNDER | CEO —



EMAIL
info@cswwa.co.uk



INSTAGRAM
@cswwa_va



WEBSITE
www.cswwa.co.uk



LET'S WORK TOGETHER
Get in touch today to find out
how I can support you.

ILLUSTRY®

BUILDING BRANDS THAT SPEAK
TO THE CULTURE.

Helping purpose-led founders, creatives and
growing businesses move from “idea” to a brand
that feels aligned, credible and ready to grow.

Services

Brand Strategy
Visual Identity
Art Direction
Experience and Event design
Founder Brand Consultancy

Trusted By:



@illustrystudio



illustrystudio.co.uk



dorrinaefah.com



07873743007



Book a call

Dorrina Efah



YOU'RE PERSONALLY INVITED TO
an unforgettable evening at

SKYLINE *Supper*

JOIN US FOR A NIGHT OF GREAT FOOD, BEAUTIFUL VIEWS,
AMAZING VIBES, MUSIC, AND MEANINGFUL CONNECTIONS

under the city lights.



DATE

FRIDAY

19.06.2026



TIME

7PM - 12AM
AFTER PARTY
UNTIL 3AM



LOCATION

45 CURTAIN ROAD,
EC2A 3PT



DRESS CODE

DRESS TO
THE NINES

Hosted by

SHINEL CRICHLOW

COME DINE, CONNECT, CELEBRATE,
and experience the skyline with us.

LIMITED SPACES AVAILABLE
RSVP TO RESERVE YOUR SEAT

✉ Shineldidit@gmail.com

YOUR TSD.
GOODBYE

Thank You For Joining Us Today!

**We hope you enjoyed your experience at The
Sitdown: Founders Edition and left feeling inspired,
seen and connected with fellow founders, creatives
and business leaders.**

Follow us and stay connected @thesitdownuk

A stylized, handwritten signature in black ink, appearing to read 'Icie'.

- Icie

Founder of The Sitdown UK

TSD.



**ENTREPRENEURSHIP IS THE
CLOSEST THING TO MAGIC
THAT EXISTS.**

**YOU LITERALLY CREATE
SOMETHING FROM NOTHING.**

–SAMUEL AYOBAMI

@THEBAMI_

THE SITDOWN



THE SITDOWN