



[February 04th, 2026](#)

Agenda



1. Bagels & Coffee
2. Intros
3. Keeping up with ID
4. Upcoming Events & Offerings for Members
5. **ID Member Spotlight:** Natalia Serrano from Ceyba Holistic Nourishment
6. **ID Member Problem Solving:** Dorian Dickinson from FundingHope

Keeping up with ID:



- Industry Cluster Today! **EdTech & Education**
- Industry Cluster - **Female Founders (02/05/2026)**
- Midwest Innovation and Entrepreneurship Summit: **on February 26, 2026**
- Clean Energy Incubator Program:
 - **Fill out the Connect Form**
 - **Connect with Ricardo Magallon**
- O2CEO Recruitment
 - **Application Due Date: 04/03/2026**
 - **Program Start and End Date: 04/14/2026 – 06/18/2026**



Scan the QR code to keep up with the news:

Upcoming event:



Register Today!



Resources and Workshops



Additional Resources:



Strategic Business Advisor
Mike Varon



Entrepreneur-in-Residence
Elina Conley



Strategic Technology Advisor
Adam Jeffries



Interim CEI Program Director
Ricardo Magallon



Interim CEI Program Manager
Arlinda Bajrami



Strategic Business Advisor - CEI
Ozge Guney



ID Member Spotlight:

Ceyba Holistic Nourishment

Natalia Serrano



CEYBA
HOLISTIC NOURISHMENT



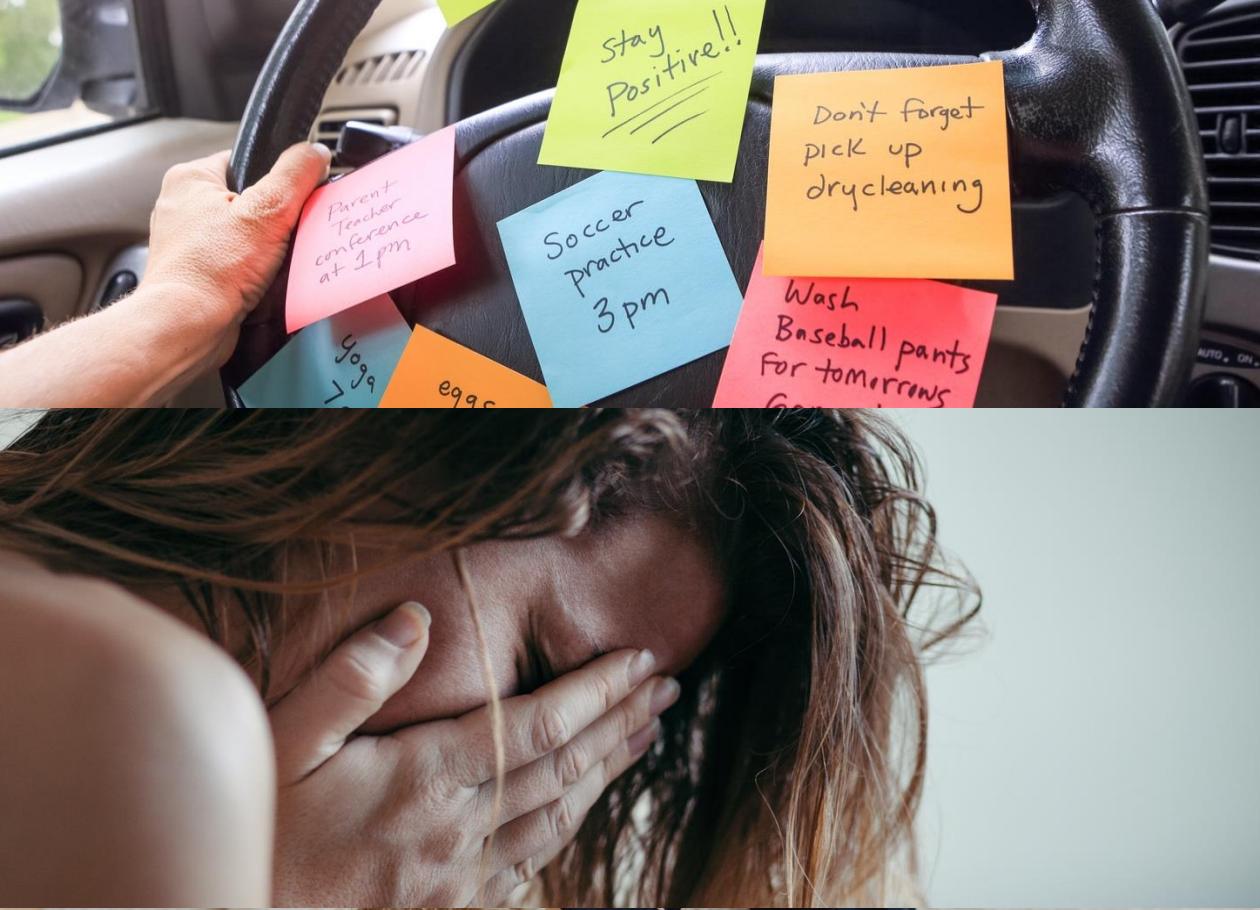
Natalia Serrano
Functional Nutrition & Lifestyle Practitioner
Certified Functional Nutrition Counselor



My Story

Curious
Burn Out
Type A
Change
Digestive Issues
Perfectionism
Australia-Seattle
Madrid - Luxembourg







Where do you get your best ideas?

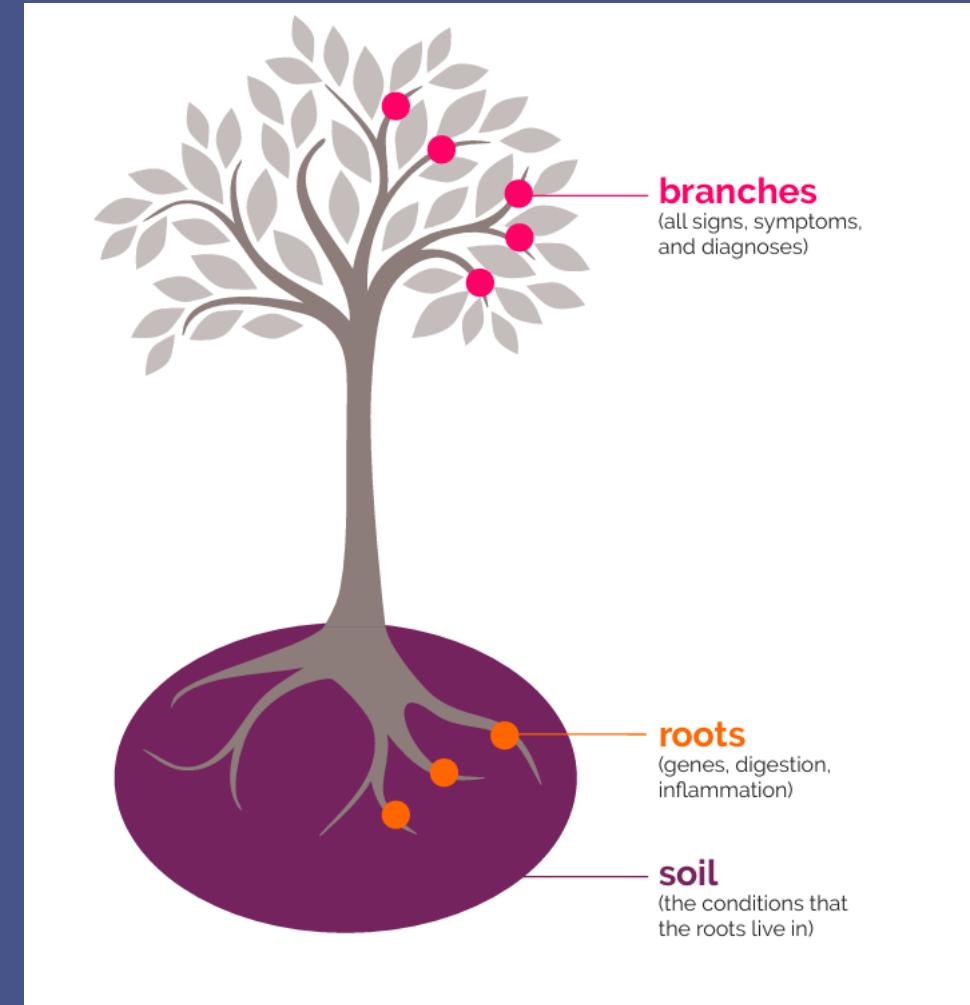


What is being healthy
means to you?

How can Functional nutrition fill these gaps?

Functional Nutrition is not about labeling foods as “good” or “bad”

It's never just what someone eats:
it's their physiology
their stress load
their digestive capacity
their history.....
and their current state of resilience



What are some of the biggest gaps in our current health system....

- All patients with the same diagnosis are treated with the same protocol. A lot of times lifestyle and foods are not taking in consideration.
- Patient doesn't feel seen because they only have 10 mins to meet the doctor.
- There is not a whole system approach, and some patients have to see 5 different specialists but they don't talk with each other.
- Patients are told to do changes in a diet but never have any instructions of how to do it and sometimes they are just focused in solving symptoms and not really in improving the terrain where those symptoms arise.



My entrepreneur journey



SEP 2022 : CREATE THE BUSINESS NATALIA SERRANO WELLNESS LLC

- The business was focused in working with individual clients to improve their health.

What did I do to get the clients:

- **Cooking classes** : Filled them through social media, people liked them but didn't get clients from those classes
- **Cooking class in a friend house with friend**: got one client after one class and they loved it.
- Rent a space in a healing center in Naperville, where I could meet clients one morning a week. Commit to 1 year contract and realize clients need it more flexibility.
- During 1 ½ year of being in business, I was able to help 10 clients and even though I loved doing that, realize that it was not working and decide to get a different opportunity.

Ceyba is...

It's a space where you can be yourself. The big roots of the ceiba tree give you the strength and courage to explore what's happening in your body. The ceiba remind us that we are deeply connected to one another, and that meaningful change always starts from within.

How it continues...

The person that I rent the cooking place to give the class told me about a job in a non profit in West Chicago a neighborhood 20 mins from here where aprox 50% is latino.

My journey in Healthy West Chicago

- Offered Nutrition Talks in the community (English and Spanish)
- Find chefs to teach cooking classes in the high school
- Help create and be a teacher in elementary schools in West Chicago
- Organize 2 Fit4Fall 5K races (Fundraiser)
- After 14 months of working there, I realized I wanted to help the community at a deeper level and decide to create Ceyba.



Survey results after talks...



we did a survey to 16 people and to the question: Have you implement any change or have you add any new habit?

I have start chewing slowly the food, I have reduce process foods and I've been more conscious of the foods I eat

I have feel better and I'm a better human being.

I have reduced my soda consumption and I am sleeping better

I am eating more vegetables

I have start to do more exercise

Current opportunities

I'll be hired by Healthy West Chicago as a contractor to run 2 programs (10-15 people) for 3 months.

English: Common Ground Health

Spanish: Construyendo Salud en Comunidad

The money from this program comes from a “Northwestern Medicine” Grant and the participants only have to pay 10% of the fee to be part of the program.

What is included in the program:

- Intake of signs and symptoms before and after the program
- Education about benefits of adding more whole foods and strategies to make it happen
- A 12 week video lessons that they access through an online platform
- 2 meetings in person and one online every month. Where people can share their discoveries and experiences and help each other.

What is Ceyba ideal client....

“My **ideal client** is a woman between 35 and 50 who feels like her body is sending mixed signals—digestive discomfort, hormonal changes, low energy, and constant stress. She knows there’s a deeper connection between her gut, hormones, and nervous system, and she’s ready to uncover what’s really going on so she can feel like herself again”

Strategy to get more clients:

- My current strategy is to network and try to get places where I can do talks to create awareness and get people to know me.
- Contact benefits professionals in different industries to offer a group program. (I’m hoping to have good results after the non profit program)
- Networking with doctors in the area to get referrals.



A dense forest of green trees, with a large, gnarled tree in the center.

Thank you

Q&A



ID Member Resource:

FundingHope
Dorian Dickinson

FUNDINGHOPE™

Investment Crowdfunding for Impact-Driven Founders

An Accessible Path to Capital for Early-Stage Companies

The Funding Gap for Early-Stage Companies

Traditional VC Challenges

Less than 1% of startups secure VC funding

High equity dilution requirements

Geographic and network limitations

Pressure for rapid scaling over sustainability

What Founders Need

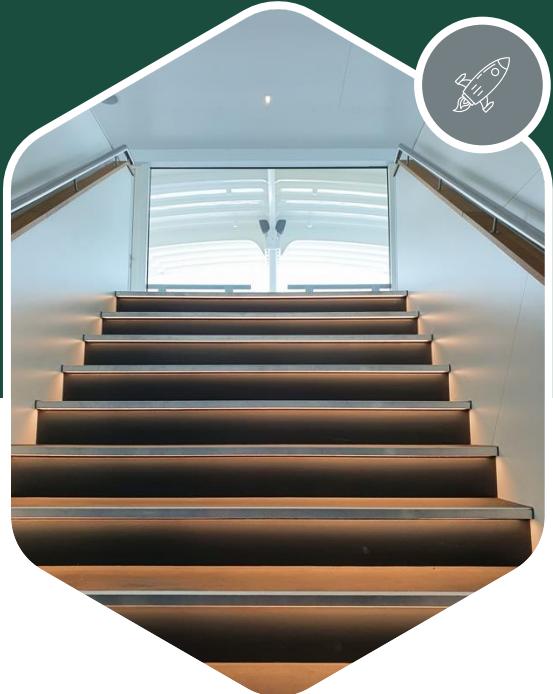
Capital without losing control

Access to committed investors

Flexible funding structures

Time to build sustainable businesses

Regulation Crowdfunding (Reg CF)



RAISE UP TO
\$5 Million
Per 12-month Period

OPEN TO
All Investors
Accredited & Non-Accredited

YOUR TERMS
Offer Equity, Debt, or
Convertible Instruments

YOUR COMMUNITY
Customers & Contacts
Become Investors &
Advocates

Why Founders Choose Regulation Crowdfunding

MAINTAIN CONTROL

You set the terms, valuation, and equity offered—no forced board seats or loss of decision-making power

BUILD YOUR COMMUNITY

Turn customers and supporters into invested stakeholders who promote your mission

FLEXIBLE STRUCTURES

Choose from equity, debt, revenue sharing, or SAFEs based on what fits your business model

MARKET VALIDATION

Prove demand for your product while simultaneously raising capital and gathering customer feedback

MARKET OPPORTUNITY

Leverage your campaign as a marketing event to build brand awareness, drive sales, and increase investment

FAIR ACCESS

Raise capital regardless of your location, network connections, or proximity to traditional investors

FUNDINGHOPE™

End-to-end campaign management from initial strategy through successful campaign close

SEC compliance expertise ensuring your Form C and offering materials meet all regulatory requirements

Campaign page development support to help you craft compelling content and presentation

Strategic guidance from experienced professionals who understand what drives successful fundraising

Post-campaign support for investor communications, annual SEC reporting requirements, and future capital-raising planning

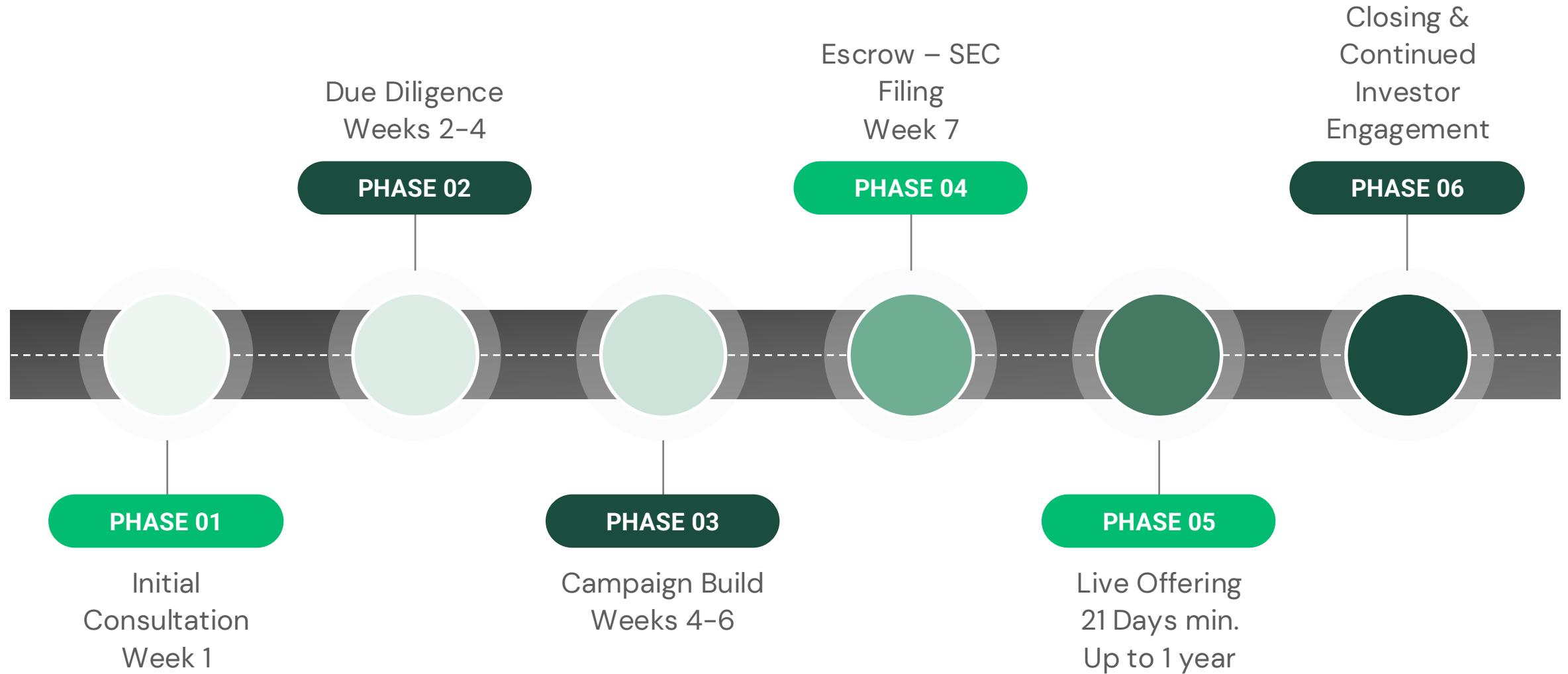
What We Offer

FundingHope connects impact-driven entrepreneurs with investors who care about positive change.

Our mission is clear: Bridge the Gap Between Capital and Sustainable Growth.



Your Regulation Crowdfunding Journey

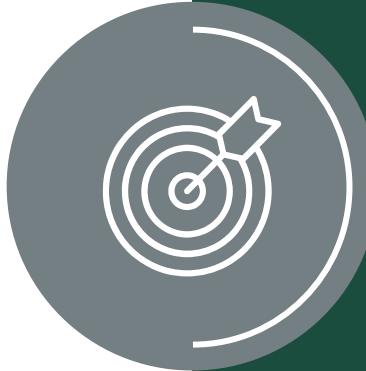


ARE YOU READY FOR REG CF?

FUNDINGHOPE™

STRONG CANDIDATES

- Seeking capital to scale operations
- Have traction or strong proof of concept
- Can articulate clear use of funds
- Willing to actively engage their community and network
- Committed to transparency and reporting
- Have 30-60 days for campaign preparation



NOT READY

- Need capital immediately (within 30 days)
- Require more than \$5M
- Pre-revenue with no validation
- Unable to provide financial statements
-  Unwilling to share business details publicly
- Looking for strategic partner, not capital

Keys to a Successful Crowdfunding Campaign



COMPELLING STORY

- Clear problem and solution
- Authentic founder narrative
- Visual campaign materials

ENGAGED COMMUNITY

- Existing customer base or audience
- Active social media presence
- Network willing to share campaign

BUSINESS FUNDAMENTALS

- Strong unit economics
- Realistic financial projections
- Clear path to profitability

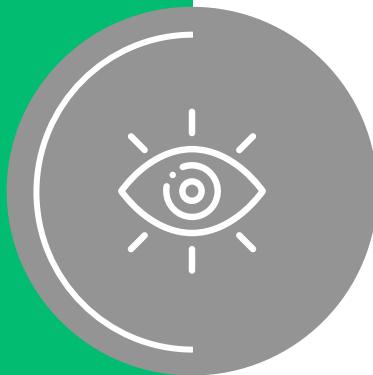
ACTIVE PROMOTION

- Consistent campaign updates
- Multi-channel marketing
- Founder engagement with investors

What to Expect: Planning for Success

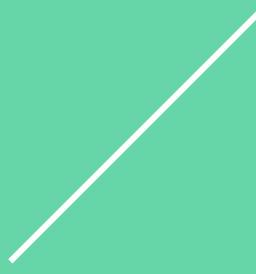
REGULATORY REQUIREMENTS

- Financial statements (reviewed or audited based on target amount)
- Accurate disclosure of all material information
- SEC Form C filing and ongoing annual reports
- Investor shares cannot be freely traded for 12 months
- Ongoing investor communication obligations



SUCCESS FACTORS

- Active founder engagement is critical
- Early momentum from your network matters
- Platform and legal costs vary by campaign complexity
- Preparation significantly impacts outcomes



QUESTIONS?

www.FundingHope.com

hope@fundinghope.com



FUNDINGHOPE™



EdTech & Education Industry Cluster Today!



Catch the next Meetup on 02/18/2026

Collaborate • Scale • Succeed



INNOVATION
DUPAGE