



CONFIDENCE™

by Gabby Goodwin

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Fifteen-year-old Gabby is the CEO of Confidence. At the age of seven, she and her mom Rozalynn solved the age-old problem of disappearing hair barrettes by inventing GaBBY Bows, the first, patented and non-slip Double-Face Double-Snap Barrette.

GaBBY Bows, along with their full line of plant-based girls' natural hair styling products that reduce detangling time and tears and maintain moisture for days, and girls' salon remove stress from the styling process so moms, dads and girls can bond over beauty.

The company launched and began selling barrettes through its online store at gabbybows.com in February 2014. The mother-daughter duo has since filled online orders to all 50 states in the U.S. and in thirteen countries. Confidence products are also carried in retail and beauty supply stores in the US, Canada and South Africa.

Gabby became a six-figure entrepreneur by the sixth grade. She launched the Mommy and Me Entrepreneurship Academy in 2018. More than 50 girls and their mothers from 16 states have enrolled for mentoring and started their own businesses under the Confidence brand.

The children's book *Gabby Invents the Perfect Hair Bow* chronicles Gabby's entrepreneurial journey.

Her story has been featured on The Real, Good Morning America, Aspire TV, NPR How I Built This, The Today Show, BET, HSN and QVC, and in Inc., Forbes, Kiplinger Magazine, Black Enterprise, The Washington Post, Chicago Tribune, U.S. Chamber of Commerce Free Enterprise Magazine, JET.com, Essence.com, Madamnoire, AOL and Now This.

Gabby was named a 2015 South Carolina Young Entrepreneur of the Year, the youngest to ever receive this award. The company was named a 2016 SCORE and Sam's Club American Small Business Champion and the 2016 SCORE Foundation Outstanding Diverse Business of the Year. Gabby was also named the 2018 Black Enterprise Teenpreneur of the Year, the 2019 SpeakerCon Teen Speaker of the Year and a 2020 Women Founders Foundation Network Fast Pitch Junior Judge. She was surprised with a \$200,000 investment from Marcus Lemonis and Gayle King in 2021.

Gabby manages or is engaged in all aspects of the business, from inventory to speaking at schools and business conferences and sales taxes to writing thank you notes to every customer who orders products online. She also hosts quarterly online "Confidence in my Hair Challenges" to affirm girls and empower their parents with hair care education.

The straight "A" student loves to read and dance. Her favorite subjects are science, math and language arts. Gabby, Rozalynn and her father Comedian Mike Goodwin and little brother Michael live in Columbia, SC.