



KAILA

CHERIE

FOUNDER & CEO • VENTURE VISIONARY • SPEAKER

MEDIA KIT

Biography

With an impressive business ownership and entrepreneurial career spanning nearly a decade, Kaila Cherie is the ultimate table shaker. From starting her very first business selling earrings at the age of 12 years old to becoming a multi-million dollar business and franchise owner by the age of 26, Kaila has dedicated herself to a pursuit of lifelong learning. A student first and foremost, her success is rooted in her willingness to put in the necessary prerequisite work. By allowing herself to be teachable at all times, being unafraid to ask questions, and a keen ability to acquire almost any skill, have all contributed to the bedrock of her present day success.

While studying Biology/Pre-Medicine at the University of Nevada Las Vegas, Kaila founded her first company. Despite the initial mismatch, she learned discipline and fostered strong business relationships - skills that would later shape the critical structure of her entire career. Sitting at the helm of several successful businesses including The Blueprint University, a premiere entrepreneurial education and incubator hub, The Blueprint Taxes & Services, Wright Way Estates, and Baby Blu Security, her resume is a testament to her experience, longevity, and expertise in the industry.

Born and raised in southern California, hard work is in her DNA. And at this next stage of her career, she now wants to use her hard fought experience and knowledge bank to lift the floor for the next generation of entrepreneurs who come from communities just like hers. Through her four core values - authenticity, communication, execution, and faith - Kaila anchors her work in how best she can be of service to those around her. By showing up wholly and unapologetically as herself, maintaining an unwavering commitment to truth-telling, her uncanny attention to detail, and walking in her purpose through her faith in God, Kaila has positioned herself as the foremost thought leader and subject matter expert—and is ushering in a new and revitalized era of wealth building.

When she's not steering the ship of her many businesses or running her consultancy program, Kaila is building out her speaking career and developing content for her new podcast, The Blueprint University Podcast, where she interviews exciting new leaders from across various industries about their business ownership journey. An avid reader and a new mother, Kaila is also an emerging philanthropist who loves to seek out new and innovative ways to invest in her community.



A woman with long dark hair is speaking into a large, professional microphone on a stage. She is wearing a blue top. The background is dark and out of focus.

Signature Speaking Topics



*I share my journey with you
- the good, bad, and the ugly - because it's valuable.*

My signature talks cover business development, operations, and leadership, the growing landscape of franchise ownership amongst young, Black entrepreneurs, and sharing my inspiring journey of how I navigated a devastating financial crisis and came out of it stronger and with a more clarified vision. My community-focused approach allows me to lean into my ability to connect with a wide array of people and delivers inspirational, invaluable, and timeless talks that audiences can apply in their own lives and business ventures for years to come.

Serving My Community Through Authentic Storytelling



01

From Bankrupt to Multi-Millionaire

In this expansive (and most requested) signature talk, I go into depth about my personal finance story. I take audiences on a journey, starting from my very first business at 12 years old to where I'm at today - a multi-million dollar business and franchise owner at just 26 years old. I share powerful and compelling stories of trial and error, and a path filled with mistakes and wrong turns that eventually led me to a nearly crippling roadblock at 21 years old. It was what I like to call my "financial phoenix moment" - I had to completely rebuild everything I had worked so hard for, from the ashes. Through invaluable lessons learned about what not to do in business, audiences will feel empowered in their own journeys. I go in-depth about how I went from bankruptcy to making millions, with 200+ sales a month, managing 75+ employees - all in less than one year. A staunch dedication to my core values: authenticity, open communication, and executing at the highest level possible, is what has enabled me to rebuild my career to even greater - and more sustainable - heights. Audiences walk away with clear, insightful and actionable toolkits that they can begin implementing into their own financial plans today.

02

Franchising 101 for Start-Ups

Nothing has been as critical to elevating my journey to financial freedom than the world of franchising. It is integral to my story. Becoming a franchise owner has allowed me to build capital at remarkable speed. In this signature talk, I explore in-depth the vast benefits to young entrepreneurs in becoming franchise owners. What I like to call the "ultimate entrepreneur learning experience," I weave insightful stories of my own experience in this lucrative space as I share the fundamentals of franchising and the opportunities it can provide. Together, we'll do a deep dive into this untapped business sphere and audiences will walk away with a thorough understanding of not only how franchising works within the larger landscape but how they can set up their first franchise for fast cash injections, and plant the seeds to build generational wealth.



Where ambition meets results

I'm the mogul in the making that you need to know about

My Story

h My Story

I've been starting and running businesses since I was 12 years old. My very first business was selling earrings. In high school, I started a company helping people apply for loans. By the time I graduated, I had saved up an impressive amount and had perfect credit. I felt untouchable. In college, I had built up a reputation as being incredibly business savvy. People would come to me with their ideas and I could write a business plan in three hours flat. I prided myself - and still do! - on being able to teach myself anything. I became a self-taught angel investor. The problem? I had my hands in way too many pots. I was robbing Peter to pay Paul just to stay afloat. I was drowning. And it all came to a head in 2018 when I had no choice but to file for bankruptcy. I was 21 years old. It was one of the lowest points of my life. I felt lonely and ashamed—I felt like a failure. I'm sure most experts wouldn't want me to share that part with you. But I'm not most experts.

It may not be a sexy or fun story to tell, but it's a valuable one. My business success is a result of my willingness to make mistakes. If there's something to learn, I will learn it. If I can teach myself how to do it, I will. In my journey to becoming a multi-million dollar entrepreneur and franchise owner by the age of 26, I've encountered countless obstacles. And guess what? That's why I am where I am today. Most entrepreneurs quit after their first failed business and even more quit after their second. Not me. That's my value proposition to you. I'm willing to do the work and be in the trenches with you.

The work I do today is about building generational wealth for my family and my community. I know how hard this climb can be. That's why whatever knowledge or resources I can share with other young and up-and-coming entrepreneurs, I'm going to make sure that I do my part to make this space a more equitable and accessible one. My belief is that when you're teachable and open to the process of learning, success is inevitable. It may take a little longer or it may not be what you first envisioned, but it'll be success the right way.

The Billionaire Nabeer





In the business world,
It can feel like everyone is moving at lightning speed.

But that doesn't mean you have to.

Business Development Solutions

WHY I DO IT

This isn't about selling you another product you won't use or a course that promises unrealistic results. For me, the work I do focuses on lifting the floor. Community upliftment is at the core of my mission. I know that education creates equity and equity grants access to spaces that all types of entrepreneurs have previously been excluded from. Not anymore. We're creating a new and brighter future—together.

HOW I DO IT

My team of industry heavy hitters and insiders will guide you through each step of business development, from ideation and vision clarification all the way through to launch day. My job is to fool-proof the process, not the idea. I can't guarantee that every concept you come up with is going to be a winner but what I can tell you is that my team and I have developed an innovative and market-responsive top-down system that will analyze your pain points, give you a clear customer journey map, and provide you with the tools you need to fortify your business plan as well as possible. My job is to get you into the rooms you need to be in and connect you to the right people and resources. Access to the most suitable information eliminates fear. When you know what you're up against, you can develop a plan—and execute. My team is ready. We're just waiting on you.

WHO I DO IT FOR

Whether you're starting at square one and need coaching on the entire entrepreneurial process, or you've already created a product or have an idea and need guidance in team structuring and scaling, or you're a seasoned founder who now needs access to investors and funding programs, I'm here for you. I'm not asking you to know everything but I am asking for your commitment to the process. I don't handhold any of the clients I work with. We work hard. We get results.

My Why, My How and The Who



We don't sell dreams.
We build them.



THE BLUEPRINT UNIVERSITY

The ultimate one-stop-shop for entrepreneurs of all kinds, at any phase of their career, The Blueprint University is an entrepreneurial incubator hub with different programs designed to address the most common failure points for business and franchise owners. BU's focuses on refining the startup investment landscape by offering resources for early-stage venture capital and advocating for startup awareness. We cultivate and maintain strong connections with startup founders, VCs, angel investors, and community partners, like accelerators and co-working spaces, and provide you with full access to everything you need on your journey.

EXECUTIVE ADVISORY SERVICES

I also offer high-level, private consultations with entrepreneurs, founders, and CEOs who may need more in-depth, one-on-one time. Depending on your needs, we can zoom into your pain points, map out a custom strategy designed to respond to the unique needs of you and your business. This route is perfect for the entrepreneur who may only need a 60-minute strategy call or a more thorough and intensive audit and scan of your internal systems. I offer my expertise and lived experience as your resource bank. Together, we'll co-create a roadmap that is flexible enough for your business today and robust enough for your business tomorrow.

BRAND PARTNERSHIPS & COLLABORATIONS

As a top finance and business influencer, my goal is to join creative forces with brands and organizations that are moving the needle and shifting the culture within our industry. There is incredible power in co-creating a new, shared path towards financial literacy, freedom, and business leadership for the communities we serve. I'd love to push the conversation forward with progressive, ahead-of-the-curve brands that are focusing on impact-driven and human-centered initiatives that aim to amplify and uplift our stories.

Podcast Appearances

The Blueprint University Podcast!

This is where I get up close and personal. I sit down with inspiring guests from different industries as they share how they created their own blueprint. These fun, informative, and vulnerable conversations are shifting the conversation around Black entrepreneurship. I curate dynamic, evergreen conversations with people who are changing the game in the business world and giving you exclusive access to their million dollar tips and tricks.

Click to watch!



Known for dropping gems and my impressive business acumen, I am invited for media and podcast appearances to offer my unique insight and perspective on the business development landscape. The bottom line: I love sharing what I know with the people who need to hear it most.



Click to watch!

Podcast Appearances

Way Up with Angela Yee



2 Minute Drill by David Meltzer



Office Hours feat David Meltzer



The Blueprint University Podcast



WHAT PEOPLE ARE SAYING

what people are saying



She played a pivotal role in restructuring all my businesses, introduced me to the franchise game, guided me through successful rebranding efforts for both my business and personal brand, and skillfully facilitated the process of securing funding for my ventures. Kaila's mentorship has been transformative, shaping my professional journey positively.

- **Latia Mann**



I love Kaila's approach to entrepreneurship because it's so down to earth, and simple - in a world of bombastic, flashy titles and strategies that are meant to sound fancier than they are, Kaila takes the no fluff approach and teaches us the true path of an entrepreneur. She's disciplined, highly focused on excellence in execution, but incredibly generous at the same time, and I love how she gives back to her community by putting start-ups in the same room with the more successful and seasoned business owners, so they learn from their experience and grow faster. If you're looking for guidance towards success from a realistic, grounded and laser-focused perspective, Kaila's the person you want to make sure you connect with ASAP.

- **Ziza Natur**

Let's Start The Conversation



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Kaila Cherie Wright



The Blueprint by Kaila'Cherie

CONTACT

For media appearances, hosting, and speaking engagements, please contact: info@kailacherie.com

