

Four Strangers Launch a Women's Safety Subscription Box Service



From LaToya Workman <info@weaponizedwomen.org>
To LaToya Workman <info@weaponizedwomen.org>
Bcc <sjohnston@tuesdayforumcharlotte.org>
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Media Contact
info@weaponizedwomen.org
IG @weaponizedwoman | FB: [Weaponized Women](#)

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Charlotte, NC - December 22, 2021 – Weaponized Women started off as a capstone project of four women in the Women's Business Center of Charlotte Center of Excellence Supply Chain Certification Course. LaToya Workman, Jessica Richey, and Rashaan Peek were part of the original team of four that won the mock pitch competition on June 10, 2021, during the graduation ceremony.

Their first and only pitch to an investment group did not go well. Discouraged, but not defeated, the group of three added another certified firearm instructor, Kisha Kincaid, and began to get mentoring, organizational structure, and financial focus advice from a successful entrepreneur couple in Houston, Texas.

"We took a class assignment and made something that will create a legacy. Each woman on the team is passionate about women's safety. We have taken a unique approach to this work by adding subject matter experts on economic literacy, career growth, and life coaching in a box.," said LaToya Workman, CEO of Weaponized Women.

After months of work, the four Weaponized Women co-founders sold their first subscription on December 15, 2021.

Weaponized Women, Inc. is a group of women passionate about empowering women with the tools needed to protect their legacy. The dynamics of the world have changed. It's critical that women have the tools and knowledge to empower and protect their legacies.

The "Stay Ready" Safety Box subscription provides women with a variety of personal protection tools and the know-how to use them properly. With each subscription, subscribers get exclusive access to additional resources to empower women in other areas of their life.

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