Krispy Addicts Dhafir Hasan

With his entrepreneurial spirit, passion for all things fashion, and big heart, Dhafir Hasan founded Krispy Addicts, a streetwear clothing brand. Hasan had the idea for opening his clothing brand for a long time, always interested in the clothing industry, but revamped his business plan, fine-tuned his work, and named his concept while working with ProsperUS Detroit. The name of the company, Krispy Addicts, holds a double meaning to Hasan. First as a streetwear brand Hasan uses words that speak directly to his clients as he works to help them get their fix of crispy apparel. The name *Krispy Addicts* is also in part inspired by Crispus Attucks, the first American killed in the American Revolution. Attucks, who was Black, is not prominently taught about in school, and through his brand, Hasan wants to bring recognition to him.

Growing up in the West Side of Detroit, Hasan always had dreams and plans of owning his own business. After graduating with a degree in business management and traveling to NYC, working with the wholesale industry there, Hasan returned and founded Krispy Addict. Since the founding, the company has grown to include a sleek online presence and two storefronts, one on Livernois Avenue, Detroit’s Historic Avenue of Fashion and the other on Woodward Avenue Downtown.

Hasan is more than an entrepreneur.. He wants to inspire his peers and youth by showing them how a man from inner city Detroit with a vision from an early age worked until his goals came to fruition. Hasan uses his connections to the Detroit community to uplift his neighbors. He showcases other businesses’ flyers and business cards, and plans to bring in local brands to host popup shops in his store to help them grow. Hasan plans to follow through on many of his pre-COVID plans to engage with the community even more, speaking to community members, churches, and students, and giving back to the youth, helping by sharing his skills so that they can fulfill their dreams just as he did.

To learn more about Dhafir Hasan and Krispy Addicts, visit their website [here](https://krispyaddicts.com) and go visit them at 19434 Livernois Ave Detroit, MI 48221.

**PLAYGROUND DETROIT**

With their innovative and ambitious mindset and eye for all things art and design, Paulina Petkoski and Samantha Bankle Schefman co-found PLAYGROUND DETROIT, but would never have predicted it when the two first met at Groves high School in Birmingham, Michigan. Petkoski spent several years living in NYC after graduating with her BFA in International Fashion Design from the Fashion Institute of Technology in NYC and Polimoda International Institute of Design in Florence, Italy. Schefman also moved to NYC after receiving her BFA in Metalsmithing from the College for Creative Studies. Schefman was designing jewelry and watches and working as a Gallery Manager when the two reconnected in 2012. While still in New York, Petkoski and Schefman co-founded PLAYGROUNDED DETROIT and brought Detroit artists out to NYC to showcase their art to a wider audience. Just two years later in 2014, Petkoski and Schefman moved back to Detroit and began to focus on the next steps in PLAYGROUND DETROIT’s growth.

Now, PLAYGROUND DETROIT is an art gallery and creative talent agency with a mission to create opportunities for artists supporting Detroit’s creative economy. They offer a variety of services, including artwork sales, artist management and development, and special projects. PLAYGROUND DETROIT has grown to work with over 200 Detroit-based artists. They uplift artists, inspire the next generation, give back to Detroit through community discounts and partnerships with other community members, leverage the ability of their artists to use their talent for good and positive change, enhance Detroit’s creative economy, and encourage the vibrancy and beautification in Detroit.

To help get to this point, Petkozki and Schefman attended ProsperUs workshops, secured funding from community lenders, won grants, and relied on the support from other organizations and businesses.

To learn more about Paulina Petkoski and Samantha Schefman and all the incredible exhibitions happening at PLAYGROUND DETROIT click [here](https://playgrounddetroit.com) and visit them at 845 Gratiot Avenue, Detroit, Mich. 48207.

**Guerrilla Food**

**Meiko Krishok**

Milwaukee is best known for its breweries, festivals, and food; all of these impart a unique lens through which Meiko Krishok views the world. Her interest in travel, culture, and cuisine emerged from these hometown influences as well as her family’s Korean roots. After college, Meiko taught in Detroit through Americorp and like many others, she found a community through farming and activism. Meiko was eager to give back to others, especially in a way where she could share her knowledge of food; when she was put in touch with a woman selling an old concession trailer she siezed the opportunity .

Armed with the food truck, Meiko saw a way to get involved in something community-based while also supporting local growers. Meiko evolved the food truck, Pink Flamingo, into a brick and mortar location and catering company, which has withstood the pandemic through their to-go business. Meiko’s entire company, with various aspects including the to-go business and the Pink Flamingo food truck, is known as Guerrilla Food. Meiko’s success, however, is not without massive hurdles faced by many small business owners, especially those who don’t have a traditional background in business. Taking the time to build her financial literacy and finding a network of collaborative small business owners helped Meiko stay afloat during especially tough times.

Meiko emphasizes the communal aspect of her business. Although she never received formal training in business, Meiko has taken advantage of many resources that have been made available to her and relies on her community and business network for support. She recognizes that there are huge learning curves that restrict access to capital and connections, yet she felt supported as she successfully navigated these challenges and secured funding. So much of the joy that Meiko takes from the business comes from bringing people together to enjoy food and culture. This is what makes Guerrilla Food stand out: their commitment to “using food as medicine”.

To learn more about Meiko Krishok and Guerrilla Food, click [here](http://www.guerrillafooddetroit.com/) and visit them at 17740 Woodward Ave., Detroit.