April Caldwell

MEDIA KIT



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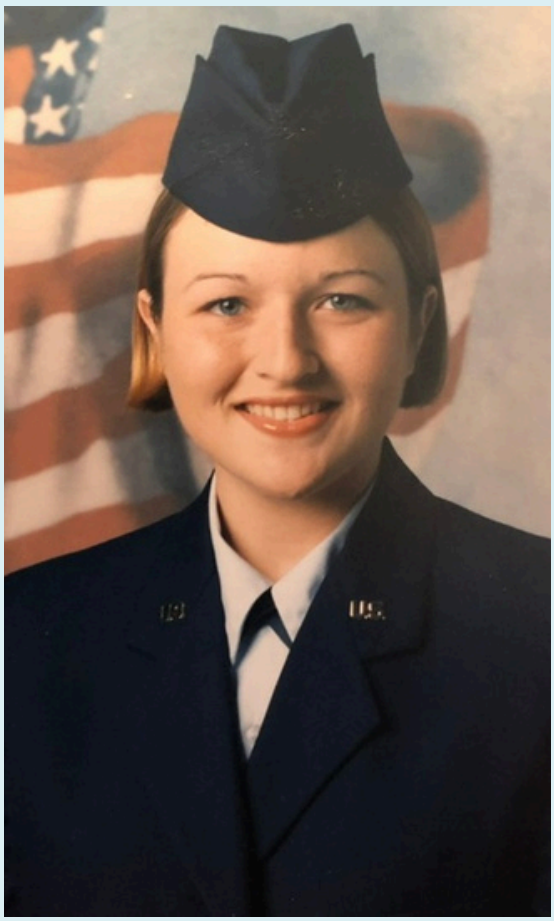


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ABOUT APRIL

April Caldwell helps venues, brands, and cities turn underused space and community into revenue. A U.S. Air Force veteran and founder of fayVen — the marketplace for pop-up markets — she won Bloomberg's $50,000 Two Minute Drill and has been featured by Daymond John.

April is a sought-after keynote speaker, workshop leader, and strategic advisor. Audiences leave with a real strategy to activate space, grow revenue, and build community — not just inspiration. She blends sharp business insight with genuine community engagement, turning empty space into opportunity everywhere she works.





FOLLOWING

IG, LI, FB

8,700

EMAIL SUBSCRIBERS

2,200

AUDIENCE

AGE RANGE

67% 25-54 YEARS

LOCATION

90% U.S

GENDER

77% FEMALE



Speaking at conferences, summits, and stages nationwide



IN ACTION

Speaking Topics

- REVENUE PER SQ FT
- COMMUNITY THAT CONVERTS
- EMPTY SPACE TO REVENUE
- AI MEETS COMMERCE
- POP-UP LIKE A PRO
- LEADERSHIP & COMMUNITY
- THE FUTURE OF RETAIL
- THE HIDDEN REVENUE PLAY

Signature talks for conferences, economic-development summits, hospitality and retail events, and entrepreneurship programs — built to send audiences home with a strategy they can act on.

BRANDS I'VE WORKED WITH



Aaron Caldwell, COO fayVen, Daymond John, The People's Shark, April Caldwell, CEO fayVen

aloft HOTELS
Embarc Collective
26 WEST CENTER STATE COLLEGE OF FLORIDA
BENCHMARK INTERNATIONAL ARENA
CENTRO Y'BOR
M1K3 EVANS FAMILY FOUNDATION
HOTEL HAYA
TAMPA PALMS GOLF & COUNTRY CLUB
GRASSROOTS KAVA HOUSE
OUR urban retreat HYDE PARK
THE FLOCK SRQ
PURINA
SEA MAIDS CREAMERY
DWELL STAGING home market Villa
bt
the women's CREATIVE
CENTRO ASTURIANO DE TAMPA
Sincerely PILATES & WELLNESS
Sorry Not Public Private Members Club
SAL Y MAR
BUENA MARKET
PETE'S
FAT BEET FARM
nimble
EPIC TALKS
STACKED BY PREVAIL
"THE" SWAP SOIRÉE
#west kendall LOCAL
NBO NOTHING BUT OIL
Tampa Casita
FACTORY ON FIFTH AVE
LAB THEATER PROJECT
Moxie Market
NACCE THE IMPACT OF ENTREPRENEURSHIP
WATERLEAF
Green Bench BREWING CO. ST. PETERSBURG, FL

TESTIMONIALS

"APRIL HELPS YOU FIND THE VERSION OF YOUR STORY THAT ACTUALLY LANDS — AND SHE DOES IT BETTER THAN ANYONE I KNOW." — STACY MILLER, ACCESS TO CAPITAL CHAIR



"APRIL DOESN'T JUST INSPIRE — SHE SHOWS UP, GUIDES YOU, AND STAYS WITH YOU EVERY STEP OF THE WAY." — BRUNI OQUENDO

"WORKING WITH APRIL IS A BREATH OF FRESH AIR. YOU CAN TELL SHE GENUINELY CARES." — JAS RODRIGUEZ



RATES

KEYNOTES / UPON REQUEST

WORKSHOP / UPON REQUEST

ADVISORY / UPON REQUEST

PANELS & HOSTING

INQUIRE

PUBLICATIONS, AWARDS, & PROGRAMS

APRIL HOLDS A MASTER'S DEGREE IN SMALL BUSINESS ENTREPRENEURSHIP AND A BACHELOR'S IN BUSINESS MANAGEMENT.

IN HER ROLE AS THE COMMUNITY EVENTS DIRECTOR FOR NONPROFIT ACTION ZONE, APRIL IS COMMITTED TO SUPPORTING VETERAN ENTREPRENEURS AND FOSTERING A THRIVING COMMUNITY. HER JOURNEY IS MARKED BY A COMMITMENT TO CONTINUOUS GROWTH AND LEARNING, HAVING COMPLETED SEVERAL PRESTIGIOUS PROGRAMS THAT HAVE SHAPED HER ENTREPRENEURIAL ACUMEN AND LEADERSHIP SKILLS. THESE INCLUDE STELLA LABS, SOARING CITY'S INNOVATION ACCELERATOR, EMBARC COLLECTIVE'S FOUNDATION SERIES, TAMPA BAY WAVE'S TECHWOMEN RISING ACCELERATOR, IP 2 MARKET, TWO39 LABS, AND ACTION ZONE'S ACTION IN MOTION. ADDITIONALLY, SHE HAS BEEN PART OF THE INSTITUTE FOR VETERANS AND MILITARY FAMILIES (IVMF) PROGRAMS V-WISE, EDGE, AND STRIVE, AND HAS FURTHER HONED HER EXPERTISE THROUGH VETTOCEO, JULO STRATEGY, CEO MINDSET, AND SEED SPOT.

APRIL'S EXCEPTIONAL CONTRIBUTIONS HAVE EARNED HER NUMEROUS ACCOLADES, INCLUDING WINNING DAVID MELTZER'S TWO MINUTE DRILL ON BLOOMBERG AND APPLE TV, ST. PETE PITCH NIGHT, AND RECEIVING THE EVERYDAY ENTREPRENEUR VENTURE FUND GRANT, THE STEVE FUND GRANT, AND THE STATE COLLEGE OF FLORIDA VETERAN'S PITCH COMPETITION. SHE WAS ALSO NAMED ONE OF THE TOP 23 STARTUPS TO WATCH IN 2023 BY TAMPA BAY INNO AND WAS THE WARRIOR RISING BUSINESS SHOWER COMPETITION WINNER IN 2023.

APRIL HAS BEEN FEATURED IN A VARIETY OF PROMINENT MEDIA OUTLETS:

- HYPEPOTAMUS: FAYVEN: CONNECTING VENDORS AND VENUES IN TAMPA
- ST. PETE CATALYST: ST. PETE PITCH NIGHT SHINES A LIGHT ON LOCAL FEMALE ENTREPRENEURS
- SWITZERHYCH: NOVEMBER-DECEMBER ARTICLES
- 83 DEGREES MEDIA: GET HELP TO START YOUR BUSINESS FROM EVERYDAY ENTREPRENEURS IN TAMPA
- MILITARY.COM: HOW A VET-OWNED BUSINESS IS HELPING OTHER SMALL BUSINESSES FLOURISH
- MEDIUM: WOMEN IN TECH TAMPA BAY: APRIL CALDWELL, CEO OF FAYVEN
- JULO STRATEGY: FAYVEN IS BECOMING VENDORS' FAVORITE PLACE TO CONNECT WITH VENUES: MEET CEO & FOUNDER APRIL CALDWELL
- TWO39 GROUP: VETERAN-OWNED STARTUP TO SPONSOR FLORIDA GULF COAST UNIVERSITY ENGINEERING PROJECT
- TAMPA BAY BUSINESS JOURNAL: MEET THE COMPANIES IN SCF'S FIRST VETERANS INCUBATOR
- TAMPA BAY BUSINESS JOURNAL: RITHM ACCELERATOR STARTUPS INNOVATE IN UPTOWN
- TAMPA BAY BUSINESS JOURNAL: TAMPA STARTUP WINS PITCH COMPETITION
- FOX 13 NEWS: NATIONAL SMALL BUSINESS WEEK KICKS OFF: TAMPA RANKED AS 2ND BEST PLACE TO START A BUSINESS



GET IN TOUCH

WWW.FAYVEN.COM

INFO@FAYVEN.COM

707-372-6180

PLEASE GET IN TOUCH AND APRIL'S TEAM WILL GET BACK TO YOU IN 1-2 BUSINESS DAYS.