

By: Representative Dortch

To: Rules

HOUSE CONCURRENT RESOLUTION NO. 63

1 A CONCURRENT RESOLUTION RECOGNIZING AND COMMENDING MS. SHEENA
2 ALLEN FOR BEING HONORED AS A MEMBER OF THE 2019 FORBES 30 UNDER 30
3 CLASS.

4 WHEREAS, Ms. Sheena Allen, a native of Terry, Mississippi,
5 received one of the most prestigious honors awarded to a young
6 person when she was honored as a member of the 2019 Forbes 30
7 Under 30 class, a truly outstanding and remarkable achievement;
8 and

9 WHEREAS, the 30 Under 30 list is Forbes' annual list of
10 outstanding entrepreneurs across the United States and Canada, and
11 choosing these honorees among thousands of individuals is a
12 daunting, three-layer process that relies on the knowledge of its
13 wide-reaching community, skilled reporters and expert judges, with
14 the final product being a collection of bold risk-takers that put
15 a new twist on the old tools of the trade; and

16 WHEREAS, while she currently resides in Atlanta, Georgia, Ms.
17 Allen is a Golden Eagle at heart, as she graduated from the



18 University of Southern Mississippi with a dual bachelor's degree
19 in psychology and film; and

20 WHEREAS, in 2011, Ms. Allen started her first company, Sheena
21 Allen Apps, and her ingenuity and savvy business sense catapulted
22 the media tech company to millions of downloads, cementing her
23 success in the digital world; and

24 WHEREAS, while visiting Terry in late 2015, Ms. Allen noticed
25 that numerous people in her community were still using predatory
26 financial services, such as payday lenders, and while this
27 information was upsetting at first, it also inspired her to start
28 her second business, CapWay, which is a neo-bank that includes
29 financial education and gamified micro-lending for those who do
30 not fit into the traditional banking system; and

31 WHEREAS, in 2016, Ms. Allen made her debut in *She Started It*,
32 a documentary that follows the startup journey of five women, and
33 in 2017, she released her first print book, *The Starting Guide*, a
34 three-part book that discusses her startup adventure and serves as
35 a guide for those interested in app development but not sure where
36 to start and business advice and tips; and

37 WHEREAS, the positive response from supporters of *The*
38 *Starting Guide* was so monumental that it led Ms. Allen to start
39 *App It Out*, an interactive workbook and curriculum focused on
40 simplifying app ideas and app development; and

41 WHEREAS, as a world traveler who has given presentations on
42 subjects such as owning a successful tech company as a



43 nontechnical founder and inclusion in tech, Ms. Allen has been
44 featured in various publications, including *Black Enterprise* and
45 *EBONY Magazine*, and she is a 2018 Business Insider Under 30
46 Innovator; and

47 WHEREAS, with her outstanding disposition, Ms. Allen
48 certainly exemplifies the qualities of perseverance, courage and
49 hard work, inspiring all of those around her to strive for
50 excellence each day; and

51 WHEREAS, it is the policy of this Legislature to recognize
52 and commend outstanding Mississippians, especially those such as
53 Ms. Sheena Allen, whose hard work, determination and success as an
54 exceptional entrepreneur bring honor to the State of Mississippi:

55 NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF
56 REPRESENTATIVES OF THE STATE OF MISSISSIPPI, THE SENATE CONCURRING
57 THEREIN, That we do hereby recognize and commend Ms. Sheena Allen
58 for being honored as a member of the 2019 Forbes 30 Under 30
59 class, and extend best wishes for continued success in all of her
60 future endeavors.

61 BE IT FURTHER RESOLVED, That copies of this resolution be
62 furnished to Ms. Sheena Allen and to the members of the Capitol
63 Press Corps.

