

Founder From Santa Monica Awarded \$100,000 From Google For Startups

nēdl (As in, 'the haystack.') will receive non-dilutive cash awards as part of Google's commitment to support promising African-American entrepreneurs.

Santa Monica (September 21, 2021) - Google for Startups today announced their 51 recipients of the \$5M Google for Startups Black Founders Fund, which provides promising African-American Founders from across the country awards of either \$50,000 or \$100,000 of non-dilutive cash awards to fuel their business' growth. Santa Monica based founder Ayinde Alakoye received \$100,000 for his social audio startup he founded in 2017: nēdl.

The Google for Startups Black Founders Fund was announced in June of 2020 as part of Google's company wide commitments for racial equality. Unlike equity dependent funds, non-dilutive cash awards allow founders to make meaningful updates to their business with no strings attached. In line with Google for Startups mission, these founders will also receive the best of Google's technical resources, people, and best practices, through future Google for Startups programming.

"We are committed to partnering with African-American founders who have been deeply impacted by COVID-19 and who are disproportionately locked out of access to the funding they need to succeed," says Jewel Burks Solomon, Head of Google for Startups US. "By combining cash awards with Google for Startups mentorship and programming, we hope to help create a more level playing field for these founders, who are building amazing companies and making an impact on their communities."

nēdl is like a hashtag for live audio. Established in 2017, their mission is to democratize access to information & the microphone itself. Their free app gives everybody their own custom URL and a live call-in radio show that transcribes, amplifies, and monetizes their words as they speak. nēdl makes Podcasters, Radio Hosts, and Social Media Creator's words searchable in real-time, solves the live audio moderation problem, and creates new monetization opportunities using their 2020 issued patent for searching live transcriptions.

"The award and support from Google fundamentally boosts our efforts in a few ways," says Ayinde Alakoye, Founder and CEO of nēdl. "Practically, they allow us to bring on a new software engineer and build a more robust experience for users. This funding also validates our current path and trajectory. And finally, this funding gives us some necessary capital to market the hard work and investments we've put into our technology over the last 4 years. It's literally a second wind for our vision of what social audio really can be."

ABOUT GOOGLE FOR STARTUPS

Google for Startups works to level the playing field for startup founders and communities to succeed by bringing the best of Google's products, connections, and best practices to startups. Paired with a deep commitment to create diverse startup communities, many of our offerings are designed specifically to provide underrepresented founders with access to resources and opportunities. We support startups everywhere to build something better. Because when startups succeed, we all succeed.

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