



## **The Fallon Company Partners with Street2Ivy on Innovative New Summer Real Estate Youth Entrepreneurship Program**

*18 youth participants paired with industry experts to learn valuable real estate skills and build a more diverse pipeline of industry talent*

BOSTON, MA, July 6, 2021 – Beginning today, The Fallon Company and Street2Ivy will launch a new summer Real Estate Youth Entrepreneurship program at Wentworth Institute of Technology to equip young people with the skills, knowledge, and mentors needed to participate in real estate investing. The program will include a robust curriculum of real estate fundamentals and business practices, including financial modeling, investment analysis and entrepreneurship, to 18 area youth, ages 16-19, from Boston and the surrounding community.

In addition to exposing students to practical skills, the program is intended to help support a more diverse talent pipeline in the real estate industry, which is considerably less racially diverse than the U.S. college-educated population and trails other professional service industries in gender and racial equity.

The program brings together The Fallon Company, a respected leader in commercial real estate, and Street2Ivy, an entrepreneurial incubator focused on giving aspiring change-makers in underserved communities the tools and resources they need to solve problems in their communities and beyond.

“Street2Ivy believes that entrepreneurship is a crucial path to combat the income and wealth disparities that plague underserved communities. Our mission is to empower aspiring entrepreneurs to create and innovate by offering the information, mentorship and tools they need to achieve economic empowerment,” said Tavares Brewington, Founder of Street2Ivy who graduated from The College of the Holy Cross and Cornell University, and cites mentorship as an important part of his academic and business success.

While Street2Ivy has created many mentorship programs, this is the first exclusively focused on real estate. The program aligns with The Fallon Company’s commitment to push partners and stakeholders to include equal and fair inclusion, direct greater philanthropic support to underserved and vulnerable communities, and build a more inclusive company and industry.

“The next generation of real estate developers needs to be inclusive of members from all neighborhoods,” said Joe Fallon, Founder & CEO of The Fallon Company. “With Street2Ivy, our goal is to provide a diverse group of students with the real estate development tools

and pathways they need to create a better economic future for themselves and the communities they serve."

The program will run over the next five weeks (July 6 - August 9) at Wentworth– which has generously provided classroom space for the program– and will include offsite tours of Fallon’s various Boston properties. Twice-weekly evening sessions will feature guest lecturers such as Clayton Turnbull, CEO of The Waldwin Group and a prominent member of the local business community, along with a roster of senior executives from The Fallon Company and Street2Ivy.

### **About The Fallon Company**

[The Fallon Company](#) is a privately held commercial real estate owner and developer of large-scale urban mixed-use environments. Headquartered in Boston, with offices in Charlotte, Raleigh and Nashville, the company was founded by Joseph F. Fallon in 1993. Over 25 years, Fallon has earned a reputation as one of the premier developers on the East Coast and for partnering with a variety of stakeholders to transform communities. To date, Fallon has developed more than six million square feet of property and has been a catalyst for some of the most vibrant new urban neighborhoods in the country.

### **About Street2Ivy**

[Street2Ivy](#) believes that entrepreneurship is a crucial path to combat the income and wealth disparities that plague underserved communities. Our mission is to empower aspiring entrepreneurs to create and innovate by offering the information, mentorship and tools they need to achieve economic empowerment. We execute our mission through multiple initiatives:

- Street2Ivy Corporation *invests* a portion of its profits back into underserved communities and offers employment to community members.
- [Street2Ivy Online Academy](#) *provides* aspiring change-makers with “design thinking” strategies and skills. Led by DxD Partners founder Andrew Pek, best-selling author of "Stimulated: Habits To Spark Your Creative Genius At Work. "
- [Street2Ivy Youth Programs](#) share with young people 16-21 the opportunity to work with industry experts in areas like real estate to learn skills like financial modeling, property valuation, investment analysis.
- [Street2Ivy Marketplace](#) *offers* entrepreneurs an e-commerce platform, marketing consultation and exposure on social media.
- [EleVate Magazine](#) *helps* new and aspiring entrepreneurs overcome obstacles on their journey to entrepreneurship by offering resources, real-world advice and inspiration.

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