

Dom Nelson



Hey 🙋 I'm Dom—

Creator of The Yummy Box at Gatlin's BBQ and former Operations Manager for a billion-dollar self-driving vehicle company. That journey earned me recognition as one of America's Top 50 Award-Winning Tech Entrepreneurs—and recognition from legends like Daymond John, unlocking a \$5M IP valuation.

I'm an Inventor, Business Architect, and Growth Strategist with 10 registered trademarks, 3 pending, and a utility patent.

Fun fact: on one of those trademarks, I went head-to-head with Nike on my own—and won—securing ownership of WAFL.

I've been invited to platforms like Intro, where I work 1-on-1 with other creators to build real businesses from the ground up. I'm an HBCU grad, a regular speaker with future business leaders at TSU, and the first African-American Coast Guard intern out of TSU.

Industries I move in: Real Estate · EdTech · Consumer Tech & Goods · Apparel & Lifestyle · IP & Brand Strategy.

Beyond that, I co-own Traplements—a beverage brand built for go-getters, creators, and culture shifters. We were the first to do home deliveries, selling out 60 four-packs of 12oz cans for \$44.44.

I've traveled the world—London, France, Italy, Rome, Vietnam—and came back knowing I prefer autonomy over freedom (F-R-E-E-D-U-M-B). That's why Anjelique and I are building something intentional: a real community, not just a campaign.

I'm serious about winning in the game of capitalism so I can actually enjoy my life. With a decade in Operations, Product Development, and Strategic Execution, I know how to build systems that make discipline irrelevant—so people can perform at a high level, even on the off days.

Let's win together—and have a lot of fun doing it.

Favorite hobbies: private stadium tours, social darts, documentaries, traveling, and go-kart racing 🏁

Motto: Facilitate victories in the most expedited manner.

WIN TOGETHER?

Building with small business owners, HBCU students, and side hustlers who want strategy, real structure, systems, and repeatable wins without being drained.

Dommonic (Dom) Nelson

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