

DOMMONIC “DOM” NELSON

ENTREPRENEUR • INVENTOR • BUSINESS ARCHITECT
BIG IDEAS. EVEN BIGGER EXECUTION.



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PROFESSIONAL VALUE PROPOSITION

WHAT I BUILD, STRUCTURE & DELIVER

I operate across founder-led ventures, growth-stage companies, and enterprise environments to diagnose operational friction, structure the business beneath the growth, and build measurable improvements across systems, product deployment, commercialization, intellectual property, and execution.

42,000+

REAL-WORLD TRANSACTIONS

\$92,500 → \$510

AI-SOFTWARE REBUILD

32

OPERATIONAL IMPROVEMENTS

17-45

TEAM SIZE LED

28,000+

FIRST-PARTY ORDERS

\$30,000

5-Year Software Cost Avoidance

11+

FEDERAL IP ASSETS

\$239,000

REAL ESTATE SALE

CORE MANDATES

- Operational architecture and process redesign
- Commercialization and go-to-market sequencing
- Founder dependency reduction and role clarity
- AI-enabled workflow automation
- Intellectual property and asset strategy
- Cross-functional deployment and implementation
- Vendor, partner, and specialist coordination
- Revenue activation and first-party customer infrastructure

THE MANDATE IS NOT TO PRODUCE MORE ADVICE. THE MANDATE IS TO LEAVE THE BUSINESS WITH A STRONGER OPERATING SYSTEM.

NURO

AUTONOMOUS VEHICLE OPERATIONS LEADERSHIP | HOUSTON, TEXAS | JUNE 2020 - MAY 2023

Joined Nuro in 2020 as an **Autonomous Vehicle Operator** on the in-vehicle team, advanced to **Shift Supervisor**, and was promoted to **Operations Manager within nine months**. The work required people, software, vehicles, safety, field execution, and commercial partner expectations to function together inside a high-accountability operating environment.

OPERATING SCOPE

- Led teams ranging from 17 to 45 people across autonomous-vehicle operations.
- Completed 32 operational improvements within 10 months.
- Led during a 98% on-road operating month.
- Owned workforce scheduling, mission readiness, communication, performance, training, and daily execution.
- Collaborated across Product, Research, Mapping, Safety, Fleet, and Operations.

COMMERCIAL CONTEXT

- Supported autonomous delivery operations connected, across different stages of Nuro's commercial programs, to **Chick-fil-A, FedEx, Kroger, Uber Eats, 7-Eleven, CVS Pharmacy, Walmart, and Domino's Pizza**
- Worked inside live operating environments where product behavior and field reality had to match.
- Translated field friction into process improvements, deployment feedback, and clearer operating systems.
- Advanced from frontline field work into management responsibility.

PROFESSIONAL SIGNIFICANCE

Nuro strengthened Dom's ability to operate inside complex, cross-functional environments where software, people, safety, field execution, and commercial expectations had to function together. The experience sharpened his approach to systems thinking, operating discipline, process improvement, and translating field friction into structured solutions.

DIAGNOSE

Find the constraint, dependency, or failure point.

STRUCTURE

Clarify ownership, workflow, sequence, and standards.

DEPLOY

Move the system into real operating use.

MEASURE

Track what changed and where intervention remains.

WALMART DISTRIBUTION CENTER

LOGISTICS SUPERVISOR | 2010–2013

Before autonomous-vehicle operations and entrepreneurship, Dom developed an early operating foundation inside high-volume retail distribution.

- Managed a team of 20 employees supporting large-scale distribution operations.
- Maintained 99.9% production performance.
- Improved dock utilization by 55% through loading optimization.
- Built early experience in workforce leadership, throughput management, process improvement, logistics coordination, and operational accountability.

OPERATING SCOPE

Walmart established an early foundation in high-volume operations and measurable performance. The experience preceded Dom's later work across product development, autonomous vehicles, restaurant infrastructure, and business architecture, demonstrating that process discipline and systems thinking have been recurring elements throughout his professional career.

THE YUMMY BOX®

INVENTOR & FOUNDER | PATENTED RESTAURANT PICKUP INFRASTRUCTURE

Built The Yummy Box® from an overlooked restaurant handoff problem into patented infrastructure with years of live operating validation. The platform has supported more than 42,000 real-world transactions across nine restaurant concepts in Texas, North Carolina, and Wisconsin.

COMMERCIALIZATION	Structured the product around physical infrastructure, software, recurring revenue, restaurant deployment, licensing, and strategic acquisition pathways.
FIRST-PARTY COMMERCE	Built systems supporting more than 28,000 documented first-party orders at Gatlin's BBQ and a direct-order value model of approximately \$570,400 based on stated dashboard assumptions.
TECHNICAL DEPENDENCY REDUCTION	After more than six years and over \$92,500 had been invested in software development, rebuilt the core platform for \$510 in 38 hours using an AI-assisted development workflow.
INTELLECTUAL PROPERTY	Invented and secured U.S. Utility Patent 10,997,548 B2 and developed a broader portfolio of federally registered trademarks.

WAFL+, LLC

BUSINESS ARCHITECT & GROWTH STRATEGIST | HOUSTON, TEXAS | 2015–PRESENT

Through WAFL+, Dom architects the business infrastructure beneath founder-led ventures, emerging companies, and creator enterprises. His work spans operating systems, revenue architecture, commercialization, intellectual property, AI-enabled workflows, process improvement, partnership structure, and implementation. WAFL+ combines business architecture, brand strategy, and growth infrastructure to move companies from ideas and fragmented activity into structured, measurable execution.

SELECTED WAFL+ DEPLOYMENTS

Selected examples of WAFL+ translating business architecture into operating decisions, systems, infrastructure, and measurable next steps.

GATLIN'S BBQ	Operational Modernization	Architected a three-screen owner-controlled digital menu system, coordinated trade vendors and implementation, eliminated a proposed \$500 monthly software dependency, and created approximately \$30,000 in projected five-year software cost avoidance.
THE BRISKET MAGICIAN	Business Foundation & Growth Architecture	Moved an informal food concept toward a structured operating business through entity restoration, DBA, compliance, brand architecture, go-to- market sequencing, and a staged path from validation to mobile food trailer to brick-and-mortar.
THE BIRRIA QUEEN	Brand & IP Architecture	Built Phase 1 naming, ownership, clearance, domain, filing-readiness, and expansion architecture before major capital was committed to signage, packaging, grocery distribution, or franchising.
DAWN OF I	Behavioral Health Business Architecture	Expanded an initial website and referral request into phased revenue, operating, profitability, and scalability architecture.

INTELLECTUAL PROPERTY & ASSET STRATEGY

Dom holds U.S. Utility Patent 10,997,548 B2 and has developed and managed a portfolio of **more than 10 federally registered trademarks** across technology, consumer products, apparel, software, education, and related ventures. When Nike filed a federal trademark opposition against WAFL+, Dom represented himself pro se. He strategically refined the application around the commercial territory that mattered. The amendment was accepted, Nike withdrew its opposition, the Trademark Trial and Appeal Board dismissed the proceeding, and WAFL+ proceeded to federal registration.

Operating principle: Protect the territory that matters.

REAL ESTATE EXECUTION

Dom's asset-building experience also includes real estate. His first documented project sold for \$239,000, generating \$75,495.24 in proceeds due to the seller at closing.

Asset principle: Income can solve the present. Assets can continue producing after the transaction ends.

CONSUMER PRODUCT, IP & ASSET EXPERIENCE

TRAPLEMENTS

CO-OWNER · CONSUMER PRODUCT COMMERCIALIZATION & OPERATING ARCHITECTURE

Traplements is a beverage and lifestyle company built around culture, wellness, creator ownership, and community-centered distribution. Dom's work demonstrates the ability to operate outside software and services inside a physical consumer-product business with supply-chain, vendor, brand, IP, and go-to-market complexity.

SELECTED CONTRIBUTIONS

- Designed early operating infrastructure spanning supply chain, vendor coordination, distribution planning, and product positioning.
- Reduced beverage production lead time from roughly 8 weeks to approximately 2 weeks through vendor and process coordination.
- Coordinated field validation, taste testing, and community-based product activation.
- Built creator-economy and campus activation frameworks tied to cultural storytelling and direct community engagement.

CAPABILITIES DEMONSTRATED

- CPG commercialization
- Supply-chain and vendor management • Brand-to-market execution
- Field validation and activation
- IP-backed growth
- Cross-functional launch coordination

SLEEPY TEEPEES

HOUSTON, TEXAS | 2014–2017

Sleepy TeePees was an early consumer-product venture that moved from family-originated concept through prototyping, manufacturing, patent coordination, production, and early commercialization. Dommonic served as the venture operator responsible for coordinating much of the product-development, manufacturing, financing, and commercialization process. His work included product-development coordination, manufacturing research, supplier sourcing, unit economics, patent-counsel coordination, packaging, pricing, insurance, website development, commercialization planning, and capital deployment.

SELECTED CONTRIBUTIONS

- Coordinated the product-development process from concept through physical samples and production readiness.
- Researched manufacturing options and identified Gann Memorials as the production broker.
- Traveled to Raleigh to meet with the supplier and participate in product-development and manufacturing discussions.
- Evaluated early manufacturing economics and identified that the original proposed cost structure would not support a sustainable business model.
- Negotiated and coordinated revisions to materials, foam, pricing, and production assumptions to improve unit economics.
- Paid the documented **\$1,600 sample-development invoice** and coordinated the sample-development process.
- Coordinated approval of the completed physical samples before production.
- Coordinated a **2,000-unit production run** totaling **\$12,240**, bringing documented payments to the supplier to at least **\$13,840** before other expenses.
- Located and communicated with patent counsel during the intellectual-property process.
- Coordinated packaging, safety labeling, website development, insurance, pricing, and commercialization preparation.
- Raised, assembled, and personally deployed capital toward product development and production.
- Contributed to moving the venture through the progression:

Concept → Prototype → Manufacturing → Production → Patent → Early Commercialization

PROFESSIONAL SIGNIFICANCE

Sleepy TeePees represents one of Dommonic's earliest documented experiences operating across multiple business functions simultaneously. Before formally identifying his work as business architecture, he was already coordinating product development, manufacturing, unit economics, intellectual property, capital, vendors, commercialization, and operational execution.

The venture ultimately stopped operating before establishing a repeatable distribution and sales engine. The underlying record indicates that the product itself successfully reached manufacturing and production, while ownership, governance, capital rights, inventory rights, decision authority, and intellectual-property alignment remained insufficiently structured.

OPERATING LESSON

A strong product is not enough. The structure around the product must be strong enough to support it.

HBCU & INSTITUTIONAL ENGAGEMENT

EXECUTIVE EDUCATION · KNOWLEDGE TRANSFER · INSTITUTIONAL ENGAGEMENT

Dom is a Texas Southern University graduate who regularly returns to engage graduate business students and emerging founders around ownership, intellectual property, artificial intelligence, capital deployment, business structure, employment as leverage, and converting access into assets. The work is intentionally practical rather than motivational. It translates operating experience into frameworks people can understand, apply, and carry forward inside their own businesses, careers, and institutions.

FRAMEWORKS SHARED

- Structure Before Strategy
- Employment as a Vehicle for Higher Ground
- Spending vs. Capital Deployment
- Attention Is Not Ownership
- Ideas Do Not Die. They Transfer
- AI as a Force Multiplier
- Ownership Requires Comprehension

CAPABILITIES DEMONSTRATED

- Executive communication
- Change management
- Workforce education
- Knowledge transfer
- Founder development
- Organizational adoption
- Translating complex systems into usable operating language

PROFESSIONAL SIGNIFICANCE

Strong systems only create durable value when the people responsible for operating them understand the logic, standards, and intended outcome. Dom's institutional work demonstrates his ability to translate complex business concepts into practical frameworks that others can understand, apply, and carry forward.

BUILD THE SYSTEM. FIX THE SYSTEM. TRANSFER THE SYSTEM.

EDUCATION & CREDENTIALS

- Texas Southern University - B.S., Maritime Transportation Management & Security; Minor in Business Management.
- First Texas Southern University student selected for an internship with the United States Coast Guard.
- Graduate studies in International Transportation Management, SUNY Maritime College.
- Lean Six Sigma Green Belt Professional.

PROFESSIONAL CAPABILITIES & OPERATING FRAMEWORKS

Dom’s professional capabilities have been developed across enterprise operations, technology, consumer products, restaurant infrastructure, intellectual property, real estate, commercialization, and founder-led business development.

BUSINESS ARCHITECTURE

Clarify the operating model, roles, workflows, monetization logic, dependencies, and sequence required for the business to scale.

COMMERCIALIZATION

Move products, services, or IP from concept and scattered activity into a structured path to customers, revenue, partnerships, licensing, or deployment.

IP & ASSET STRATEGY

Identify what should be protected, who should own it, how it should be organized, and where the commercial territory actually matters.

OPERATIONS & PROCESS IMPROVEMENT

Identify friction, simplify recurring work, define standards, create accountability, and improve throughput without unnecessary complexity.

AI & AUTOMATION

Use AI and automation to reduce manual work, vendor dependency, technical debt, and knowledge bottlenecks while preserving human judgment.

DEPLOYMENT LEADERSHIP

Coordinate internal teams, vendors, specialists, technology, and timelines until the solution is operating in the real world.

STRUCTURE BEFORE STRATEGY	Growth does not repair weak structure. It exposes it.
LOOK UNDER THE HOOD	Titles and appearances do not establish capability. Examine what has actually been built and operated.
OWNERSHIP REQUIRES COMPREHENSION	Experts can execute on a founder’s behalf. They should not replace the founder’s understanding of the asset.
ATTENTION IS NOT OWNERSHIP	Visibility without equity, IP, data, revenue, or control is incomplete.
IDEAS DO NOT DIE. THEY TRANSFER	Unexecuted opportunity remains available to whoever is prepared to structure and execute it.
FROM HOW TO WHO	Scale requires identifying the person, system, automation, or partner who should own the responsibility.

EDUCATION, RECOGNITION & PROFESSIONAL POSITIONING

EDUCATION & CREDENTIALS

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PROFESSIONAL ENGAGEMENT MODELS

- Business architecture and operating-system engagements
- Fractional executive and embedded operating leadership
- Commercialization and product-deployment initiatives
- Strategic advisory with implementation authority
- Intellectual property and asset-architecture engagements
- Special projects requiring cross-functional coordination and execution

SELECTED RECOGNITION

- InterCon USA - Top 50 Tech Visionary
- Houston Business Journal - Top 26 Most Innovative Companies
- \$25,000 recognition through Daymond John's Black Entrepreneurs Day initiative
- Recognition and exposure connected to Chase, Cisco Webex, Alibaba, Houston Business Journal, Impact Hub, Codelocks, and GoKeyless

ENTREPRENEUR · INVENTOR · BUSINESS ARCHITECT

Dommonic Nelson's professional record reflects repeated execution across enterprise operations, product development, technology, commercialization, intellectual property, consumer products, real estate, business architecture, and institutional engagement.

WHERE MY EXPERIENCE CREATES THE MOST VALUE

Dommonic's experience is particularly valuable inside founder-led, family-owned, growth-stage, and operationally complex organizations where challenges cross traditional functional boundaries.

His strongest contributions occur when business structure, operations, technology, commercialization, intellectual property, capital, people, and execution must be understood together rather than treated as isolated problems.

VALUE BECOMES DURABLE WHEN IT IS STRUCTURED, PROTECTED, OPERATED, MEASURED, AND CONNECTED TO OWNERSHIP.

Facilitate victories in the most expedited manner.