

Topic

Student Owned Business

Title

A Howard Hustle: The Story of Gigabee Graphics

Background Info

Gigabee Graphics is a brand, focused on the advancement of businesses and students alike. Created by an undergraduate Howard University student, she saw the need for students to have a resource to design a professional or fun business persona for their businesses as well as give support to academic organizations or clubs looking to supply custom clothing and products for the betterment of the student organizations. Founder Galaxy Okoro wants to highlight the struggles that undergraduate students face and give them resources to strive in their future endeavors. During the first year, Galaxy found it very challenging to keep up with Gigabee while also being a full-time student and campus leader; however, as time went on, the business became an important part of her daily routine. There was no point in her life that she thought about starting a business at the age of 21, but she is glad that she never let the fear of failure deter her from the successes that Gigabee Graphics has brought her.

Why is this story relevant?

This story is relevant because many Howard University students have a “Howard hustle” for some it is making food, other is doing cosmetic services. These hustles can be used to help students pay for rent or just have extra spending cash. I believe this is a topic that should resonate with many students who either have a business or are thinking about starting their own one soon. It is also relevant since many black own businesses are receiving more recognition than ever.

Potential Interviews

Galaxy Okoro- the owner of Gigabee Graphics

Previous clients

Supporting Elements

B roll of Galaxy working on orders

B roll of Galaxy walking to classes

Pictures of finished products

Research Sources

<https://www.instagram.com/gigabeeg/>

<https://gigabeegraphics.com/>

<https://www.instagram.com/queen.nova/>

