



Lenovo

Write Your Own Story

 Windows 10

Lenovo recommends
Windows 10 Pro for business

When we read stories, we learn about the exploits of others—the knight in shining armor, the daring hero—the rebel. But, when all is said and done, the greatest story is the one you get to tell. The story of you. The story of your life. The story of what you did, how you did it, and the impact you had on others.

That's where Breaux Capital and their co-founder, Ras Asan, come in. Breaux Capital is the world's first cooperatively owned and operated financial/technology company designed to help Black Millennials. Their goal? To help their clients become the protagonists of their own story, while making a brighter future for themselves, and their families. This is Ras Asan's story. This is Breaux Capital.

By the People. For the People.

The essence of the American Dream is to create something from scratch and watch it grow into success. However, for some, the achievement of this dream is not always as simple as it sounds.

For Ras Asan and his co-founders, that meant setting out on a mission to tackle the intergenerational wealth gap within the funding and startup space. Together, Asan and his co-founders wanted to create a system that wouldn't hold bias and would be able to provide those often on the outskirts of investments with opportunities to get their ideas off the ground. From there, Breaux Capital was created as a platform formed and run by the people it's meant to serve. Enter the first ever funding mechanism designed to help Black entrepreneurs validate, launch, fund, and grow their businesses.



Purpose Driven

But Asan and his co-founders are doing more than transforming the face of wealth management, they are transforming the view of Small Business, and that of Millennial Small Business Owners. As proud members of the new workforce, Asan and his co-founders are dedicated to showing the world a new face to entrepreneurial ownership.

“Being a part of the new workforce means having purpose-driven work. Work that’s meaningful. Work that’s impactful. Work that isn’t work simply for work’s sake, but to fulfill a higher purpose in life, to impact the world, and to experience a certain quality of life that the people before us didn’t get to experience.”

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In their world-changing work, Breaux Capital finds themselves helping clients wherever and whenever they need. And, that means they need devices that can get the job done on-the-go, too. For Ras Asan, and Breaux Capital, they found the perfect answer to their needs in the new, Lenovo ThinkBook.



Where Modern Dreams Meet Modern Devices

Breaux Capital is comprised of co-owners, contributors, and investors spread across the United States, making Breaux Capital the epitome of a modern business. But, like all modern businesses, that introduces a complexity to getting the job done. From traveling between their multiple hubs in cities like Chicago, New York, and Atlanta, to attending conference calls, or creating collaborative documents—the right tool is essential. And, for Breaux Capital, that tool is ThinkBook.

“As an entrepreneur whose businesses are largely online, I’m always on the move. Our business is a totally new model, and we need technology as modern as what we do. ThinkBook has allowed me and my team to collaborate seamlessly, whether we’re in person or offsite—all while keeping our information and user data safe and secure.”

And, like for anyone in fin-tech, secure technology is a must. As a group that works with users, business owners, and investors across the country, utilizing secure technology is a must. And with ThinkBook, Asan and his team know their data is protected thanks to a built-in suite of security solutions through ThinkShield.

With a device made to keep work secure while keeping work modern and efficient, Asan and his team can get more done, which—like for any entrepreneur—is a necessity. With ThinkBook, Asan can run his business, all while remote, and with features like Skype Hot Keys and Harman® Audio, online communication becomes an easy, seamless experience. And, for Asan, that ability to connect and collaborate is a huge bonus.

“I work anywhere and everywhere, simply because we have a remote team. We have members all across the country who are using our service. So, for me to be able to engage with those members anywhere and everywhere, while also being able to hit deadlines and create deliverables is essential.”

Where Modern Dreams Meet Modern Devices

The Founders of Breaux Capital were able to take their dream and make it a reality, and, in turn they are able to help others reach, achieve, and create their own stories. And, with help from Lenovo and the new ThinkBook, they’ve been able to take innovation even further, and help more clients, from more places, in more ways.

Through their company and their mission, Breaux Capital is able to help their community, their members, and people across the US to access a platform built for funding their dreams. And, with a little help from ThinkBook, communicating that story and making dreams become realities has become a little easier.

To learn more about Breaux Capital and the ThinkBook visit solutions.lenovo.com/thinkbook

ThinkBook

BREAUX CAPITAL

Ras' Favorite Product

Weighing less than 3lbs, the ThinkBook 13s packs the latest intel processors, SSD memory, and more.



Ras' Favorite Product Feature

The Smart Power Button with FPR, functioning as a single button for power and fingerprint login.

