



# TYMEKA LAWRENCE

ENTREPRENEURIAL VISIONARY



## **A JOURNEY OF RESILIENCE AND SUCCESS**

In the world of entrepreneurship, Tymeke Lawrence stands as a shining example of what determination, innovation, and unwavering belief can achieve. Her remarkable journey, from her roots in New Orleans, Louisiana, to becoming a serial entrepreneur who has defied the odds, is a testament to her indomitable spirit.

# TYMEKA'S BACKGROUND

Tymeka's remarkable story begins with humble beginnings.

Born in the vibrant city of New Orleans, she faced the challenges of early motherhood, welcoming her first child at the tender age of 15. Undeterred by these obstacles, Tymeka recognized education as her path to a brighter future. She pursued her dreams relentlessly, ultimately earning both bachelor's and master's degrees in Engineering.





# HAIRFINITY — A GAME-CHANGER

## Transforming the Hair Care Industry

In 2007, Tymeka embarked on a transformative entrepreneurial journey by founding Hairfinity, a brand that would reshape the hair care industry.

Driven by her personal struggle with hair issues, she took matters into her own hands. Tymeka personally designed the brand's website and packaging, all while generating over \$300 million in online revenue. Hairfinity quickly became a household name in the world of hair care, a testament to her dedication to quality and authenticity.



# TYMEDIA GAMES — A PERSONAL TOUCH

## Infusing Family and Culture

Tymeka's entrepreneurial spirit didn't stop with Hairfinity. She ventured into the world of mobile gaming, creating Tymedia Games.

What sets Tymedia Games apart is Tymeka's personal touch. She designed characters within the games after her own family members, infusing her creations with heart and soul, and bringing her family's culture to a global audience.





## EMPOWERING ENTREPRENEURS

### Social Selling for Everyone

With her husband Brock by her side, Tymeka co-founded Gofinity, a social selling company that empowers aspiring entrepreneurs.

Gofinity provides products and technology that enable individuals to start their own businesses with minimal startup costs and little prior experience. Tymeka's visionary leadership has opened doors for countless individuals seeking financial independence.



# TYMEKA'S IMPACT

## Legacy of Empowerment

Tymeka's journey is a testament to the power of resilience, determination, and unwavering belief in one's abilities. She inspires others to pursue their dreams relentlessly and achieve remarkable success.

Through her various ventures, Tymeka has transformed lives and left an indelible mark on the business world. Her legacy is one of empowerment and inspiration.





## TYMEKA'S VISION FOR THE FUTURE

### What's Next for Tymeke Lawrence?

Tymeke Lawrence's journey continues with Gofinity Cares, a nonprofit organization that empowers individuals through wellness, beauty, and entrepreneurship.

Gofinity Cares offers holistic wellness, beauty empowerment, and entrepreneurial support to unlock individual potential. The organization was created to prioritize well-being, foster self-confidence, and ignite the entrepreneurial spirit.

Tymeke's future vision includes expanding Gofinity's reach, leaving an enduring legacy as an inspiration for all striving to overcome adversity and achieve greatness.

