



Shop Kind representatives are (from left) Barbara Malczynski and Kelsey Sullivan (the founders) joined by Natalie Edwards.

CEOs at 17

BARRINGTON HIGH SCHOOL TEENS GROW THEIR BUSINESS WITH KINDNESS

KELSEY SULLIVAN and her business partner Barbara Malczynski, now seniors at Barrington High School, walked into their Business Incubator course as juniors, not expecting to become CEOs at the age of 17, let alone own a business that would be impacting people worldwide.

The opportunity had its start in October 2016, when an investor on the BHS Business Incubator board taught a lesson to their class about elevator pitches and presenting their company to others, followed by individual meetings with each group to check on our progress.

“He told us he is very immersed in the social cause market, and funds many companies that have some sort of a mission,” Sullivan said. “Then, he mentioned the problem he had with finding social cause products as Christmas gifts, which, thinking it would only take a few hours to online shop he got to work, but it took a couple of weeks!”

The board member said that he found it rather

difficult and ended up resorting back to normal non-fair-trade goods. “As Millennials, we were interested in what he was saying, and soon started looking into what we could do that would impact others and solve this problem,” Malczynski said. “After doing some research, we realized how many great companies there are with social missions and that there was not one location where all of these products and companies were displayed, and that’s how ShopKind started.”

ShopKind is an online marketplace that sells a variety of products from small, socially aware companies. You can shop by Women’s, Men’s, Accessories, and Home Goods, and in the future the entrepreneurs hope to have a Shop By Cause feature.

“We connect these companies with millennials, the age demographic that gives back the most,” Sullivan says. “The small companies get their products promoted for free and the millennials get an easier and simpler shopping experience. Our purpose is to gear people toward buying similar products they

normally would, except the proceeds benefit society. The products on our site help in three ways: they help create jobs, donate money, or provide a service.”

If you want to order a product from ShopKind, simply go to www.GoShopKind.com. Check out the site and shop through the products, and once you find something you like, click the “Buy Product” button. This link will take you directly to Amazon.com, where you will be able to complete your order. From there, the product you order on Amazon will directly impact somebody’s life, and ShopKind’s mission will be complete.

The teen’s official launch was April 3, and they are working hard to provide their customers with the most varied market of products, along with unique causes for everyone at any age. 

For more information, email: info@GoShopKind.com, or call 224-567-2801 with questions or suggestions for a company whose products the business might want to carry. Visit www.GoShopKind.com for more information.