

HempDash

Quick, eco-friendly hemp
delivery you can trust

Company Overview

Founded 2025

Mission: “Quick, eco-friendly hemp delivery you can trust”

What we do: We don’t sell hemp—we deliver it from licensed vendors

Launch market: Dallas–Fort Worth (TX pre-launch)

Core values: Transparency / Sustainability / Convenience / Approachability

Compliance focus

Executive Bios

- Jonathan Sullivan — CEO & Founder

Full bio: <link to Google Doc>

- Chedrick Ricks — CTO

Chedrick Ricks brings more than a decade of full-stack engineering and last-mile logistics expertise to HempDash. Prior to joining, he led the platform architecture team at GreenRoute, where he scaled real-time dispatch algorithms that powered 50M+ annual deliveries. A Dallas native and graduate of UT Austin's Computer Science program, Chedrick is passionate about leveraging technology to make sustainable commerce frictionless. At HempDash, he oversees product engineering, data security, and integrations with licensed hemp vendors' POS systems. His leadership philosophy centers on transparency, test-driven development, and continuous improvement. When he's not optimizing code, you'll find him mentoring under-represented coders through Black Tech Dallas or experimenting with solar-powered IoT sensors for urban farming. Chedrick's mission is to ensure HempDash's platform delivers on its promise: compliant, eco-friendly hemp delivered in under 45 minutes—without compromising user privacy or the planet.

- Kia Devers — CCXO

Kia Devers is the voice of the HempDash customer. With 12 years in CX leadership at consumer startups like FreshCart and AeroRide, she has built omni-channel support teams that consistently achieve 95% CSAT scores. Kia holds an MBA in Service Design from SMU and believes that accessibility and approachability are the cornerstones of cannabis-adjacent services. At HempDash, she designs every touchpoint—from onboarding couriers to the in-app delivery tracker—to be intuitive, inclusive, and stigma-free. She also spearheads HempDash's sustainability initiatives, ensuring packaging is compostable and feedback loops reduce waste. Outside the office, Kia volunteers with Girls Who Code and hosts a podcast on ethical customer experience. Her goal is simple: make ordering compliant hemp as easy and welcoming as ordering pizza, while turning every first-time user into a lifelong advocate.

- Dameon Muhammad — CMO

Dameon Muhammad is a growth strategist who turns emerging markets into household names. Before HempDash, he served as Head of Marketing at Leafly's Texas expansion task force, where his hyper-local campaigns doubled monthly active users in six months. A graduate of Howard University's School of Communications, Dameon blends data-driven targeting with community storytelling to demystify hemp. At HempDash he leads brand, performance marketing, and vendor co-op programs, championing the message: "We deliver, we don't sell." His initiatives include carbon-offset referral rewards and educational content partnerships with local universities. Off the clock, Dameon mentors minority-owned startups through Impact Ventures and is an avid cyclist. He believes that transparent marketing can normalize responsible hemp consumption and accelerate the shift toward sustainable delivery.

Service Fact Sheet: How HempDash Delivery Works

- Place order via HempDash app or partner site
- HempDash dispatch algorithm matches nearest certified courier
- Couriers verify ID (21+) and scan vendor QR for compliance
- Under 0.3 % Δ -9 THC products only; we deliver, not sell
- 45-minute delivery target in select Dallas–Fort Worth zones
- Sustainable, compostable packaging; carbon-offset routes
- Real-time tracking & secure age-verified hand-off

Pre-Launch Status & Upcoming Milestones

Pre-launch Status:

- Service launching Q4 2025
- Pilot couriers onboarded (10)
- Vendor wait-list open (23 licensed hemp retailers)
- Case Study Coming Soon

Roadmap:

Q3 2025 — Finalize compliance audits; complete beta app testing

Q4 2025 — Official Dallas–Fort Worth launch; 45-minute delivery guarantee pilot

Q1 2026 — Expand to Austin & Houston; introduce subscription packaging return program

Q2 2026 — Case study publication; carbon-neutral certification

Awards & Media Coverage

Media coverage pending—contact us for updates.

Brand Assets

Download high-res logos, executive headshots, and color palette here: <public Drive link to HempDash_Assets_Q3.zip>

Brand Color Palette:

- #064635 (Deep Forest)
- #4CAF50 (Vibrant Green)
- #FFC000 (Solar Gold)
- #333333 (Charcoal)

Media Contact & Disclaimers

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Disclaimers:

Under 0.3 % Δ -9 THC • Age 21+ • No medical claims