

MICHAEL RAASHAD McGUIRE

FOUNDER & OPERATING PARTNER | VENTURE BUILDING · CAPITAL FORMATION · BRAND LAUNCH

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SUMMARY

I am the person people call when they need something launched. Twenty-two years starting, scaling and rebuilding companies across real estate, hospitality, consumer packaged goods and fintech. I find the capital a situation actually has available to it — equity, R&D, federal credits — then build the brand, the product and the operation on top of it. Six brands launched on one repeatable stack. I take ownership, not a salary.

WHAT I DO

Capital Formation: Equity raises · REIT structuring · R&D capital · Employee Retention Credits · Non-dilutive financing · Investor terms · IP contributed as founding capital

Venture Building: Category thesis · Concept development · Product and price architecture · Manufacturer sourcing · Packaging and dielines · Multi-SKU production · Distribution · E-commerce

Brand & Go-To-Market: Positioning · Creative direction · Campaign production (static and motion) · Loyalty mechanics · Influencer strategy · Market sizing · Launch planning

Operating: P&L ownership · Turnarounds · 90+ employee operations · Vendor negotiation · Commercial real estate (LOI through build) · Multi-entity management

PROFESSIONAL EXPERIENCE

Co-Founder & Co-Owner

Roll & Smoke · Killer Coney Island · Shop Hookah Headz — Atlanta & Detroit | 2022 – 2024

- A \$1M hospitality business collapsed in thirty days. I developed a new consumer product, pitched it, and financed the entire relaunch with \$634,000 in Employee Retention Credits I identified and filed — capital already sitting in the payroll records that nobody else had found.
- Negotiated my own terms on the rebuild: concept and IP contributed as founding capital, valued at parity with the cash investment.
- Portable hookah line: product design, manufacturer sourcing, packaging dielines, pricing, southern U.S. distribution. First production run of 70,000 units sold out in one summer, peaking at 500 units a day in the French Quarter.
- Shop Hookah Headz launched end to end and under budget — identity, packaging, multi-SKU production, live e-commerce, marketing creative.
- Killer Coney reached a signed LOI on 3,600 SF on Woodward Avenue, five-year term.
- Originated and creative-directed all four brands on one repeatable launch stack.

Project Manager, Business Restructuring

Hookah by Cece LLC — Atlanta, GA | 2020 – 2022

- Restructured a 90+ employee operation and scaled it to roughly \$100K in monthly revenue inside a year — through peak COVID, as one of the few operators still trading in an open market.

Founder & Lead Engineer

Trap House Traders — Independent Venture | 2024 – Present

- Built and shipped a live autonomous trading and financial intelligence platform in Rust and Python. Ran out of AI compute budget mid-build, re-engineered the pipeline to run on less, and rebuilt the execution path for relaunch.

Founder

True Life Management | 2004 – 2010

- Structured as a REIT. Raised capital and deployed it into residential real estate across Michigan and Ohio. Lost the portfolio when the credit markets closed in 2008.

SELECTED BUILDS

The launch stack. Category data and thesis → contrarian positioning → product and price architecture → channel and loyalty mechanics → founder story → matching campaign creative. Run six times across consumer packaged goods and restaurants.

Fine art. \$200K in commissioned original portraiture. 1-of-1 pieces with certificates of authenticity, collected by recording artists and their families across Atlanta and Detroit.

CERTIFICATIONS & EDUCATION

Certifications: CompTIA Security+, Network+, A+ · LPI Linux Essentials · AWS Certified Cloud Practitioner · Google Cloud · Google IT Support · ITIL Foundation · CAPM · U-M Leadership MicroMasters (Ross) · 25+ more, all link-verifiable

Education: B.S. Information Technology, Western Governors University (2026) · A.A. Business, Lewis College