

“I know that I want to continue to translate stories. I think we have a lot of storytellers. I want to be a story translator. I don't know what it looks like yet, but I know that it will be beautiful. ”

Tagan Horton

[Transcription](#)

[Website](#)

[Episode Audio](#)

#### Quick Summary:

Tagan Horton, known as TheTagan, is a storyteller translating knowledge through data, marketing and technology. Currently, she is a podcaster and tech innovation strategist. She founded Founders Get Funds, a podcast and newsletter, to reduce misinformation targeted to founders building businesses from the ground up. She is also the co-host of "The Lay of The Land", a weekly podcast mapping tech innovation in Cleveland, she supports Cleveland's entrepreneurial community. In our conversation we talk about Founders Get Funds - what inspired her to start it, lessons she's learned, and what's next for FGF in the next year. I'm glad I caught her at this point of developing her business, because she's tried a few different things with it, and is taking time to learn, question, and decide how to best tackle the problem that she sees: misinformation around funding. We go back to how she's developed as a fintech leader. From studying abroad in Senegal getting hands-on experience in economic development through L'Entente Féminine to her time in Cleveland working at a startup, and of course, how she's becoming.

## What To Listen For:

- Intro + background on Tagan (2:50)
- Why she chose to go to Spelman (5:15)
- On her semester in Senegal (7:08)
- On starting her digital marketing agency The Tagan Experience (10:28)
- Her experience in the digital marketing space (12:18)
- Her experience working at a startup (16:20)
- Why she started Founders Get Funds (FGF) (22:26)
- On savings clubs (24:22)
- What she's learned about venture capital (28:40)
- What's next for FGF (30:23)
- How she's becoming (33:03)
- One thing people get wrong about her (34:37)

## Guest Bio:

Tagan Horton, known as TheTagan, is a storyteller translating knowledge through data, marketing and technology. Currently, she is a podcaster and tech innovation strategist. She founded Founders Get Funds, a podcast and newsletter, to reduce misinformation targeted to founders building businesses from the ground up.

She developed as a FinTech thought leader, while studying International Studies at Spelman College. She studied abroad in Senegal to gain hands-on experience in economic development by interning with a women's Rotating Credit and Savings Association (ROSCA). Following her trip, she wrote a senior thesis in English and French outlining a theoretical framework on "The Impact of Mobile Banking and MFIs on Entrepreneurship in West Africa."

She is a leader in the Venture For America Fellowship (VFA) as the Co-Lead for build21, VFA's Black affinity group, and the Entrepreneurship Lead for Cleveland's Community Leadership Council. As the co-host of "The Lay of The Land", a weekly podcast mapping tech innovation in Cleveland, she supports Cleveland's entrepreneurial community.

## Previous Interviews/Features:

- [Crain's Cleveland Article](#)
- [Cleveland Tech Newsletter](#)

## Links:

[Tagan's LinkedIn](#)

[Tagan's Twitter](#)

[Founders Get Funds' Website](#) - sign up for the newsletter!

[Founders Get Funds' LinkedIn](#) - give them a follow!

[Founders Get Funds' Podcast](#)

[Lay of the Land Podcast](#)

#### Resources & Mentions:

- Tagan's Mural and Airtable System
  - Using Mural to brainstorm: 5 year plans, create a 'personal mission statement' (one line),
  - Faith Hunter's Framework to find 3 personal desires and 9 rituals
  - For each ritual I asked why, who, how and when
  - Prioritize the questions to help divide your time
  - Re-do you schedule to prioritize the things you like to do
  - Divide you personal mission into activities
  - Use AirTable to manage and organize
- [FGF Blog post on savings clubs](#)
- [UN 2020 Human Development Research Report](#)