



DELOVELL EARLS

DeLovell Earls “dayluhvell” or “D”

Born and raised in Southeast Colorado Springs, Colorado, DeLovell earned a Bachelor of Arts degree in Management Science from the United States Air Force Academy. At the Academy, DeLovell was a 4-year member of the Men’s Division I Basketball team and was named 2-time team captain (‘14-’15)

After graduating, DeLovell spent one year working at the USAFA Prep School where he served as an assistant basketball coach and squadron officer where he oversaw over 70 potential cadets. DeLovell

then moved to Los Angeles to serve as a Project Manager at the Space and Missiles Systems Center.

While in the Air Force, DeLovell started inventing a fitness product in his spare time with longtime friend and fellow southeast native, Charles Lewis. Together, they’ve taken a product from a drawing on a napkin to a manufacturable product. That journey started his love for entrepreneurship and ideation. DeLovell is a firm believer in teaching business acumen and taking risks in the startup space as it is the fastest way to learn and it has the potential to make a larger impact. He’s motivated to teach others his lessons learned as he continues to build new products.

Most recently, DeLovell has formed a new company called Goodr. Goodr.io is a dynamic platform that empowers nonprofits, foundations, and other social good orchestrators to raise more donations and enhance the donors experience. He was accepted to a top business accelerator in Colorado Springs and is now working tirelessly to bring the product to market.



“My time with Hillside and with Coach Nate has taught him the importance of perseverance and being deliberate about everything that we do—on and off the court. Only then can we expect to be successful and have hard work pay off. Hillside has also taught him the necessity of giving back to the community and lifting others so that they have a better chance to be successful and pay it forward down the line.”