

Entrepreneurship articles

1. Crowdfunding is the new tool for game investors advance to go, Crowdfunding is a practice and technique these two entrepreneurs excelled in their business. Barry and Jason who are friends started Barry & Jason games and entertainment and their goal was to let people know that they feel as if digital devices are crucial, making awareness that being on your phones and tablets can pull away from your family and friends. Crowdfunding is basically a way for people and businesses to raise money, and works with organizations who invest and donate in return for a potential profit or reward. Investing this way is sort of risky because you have to know and be on top of

what your doing. Their ideas about the entertainment business is to slow down, it's all about getting everyone together.

Crowdfunding sites are a key driver for investors and retailers are picking up on it.

Barry and Jason are developing game shows for t.v and are working with paramount to turn movie and tv properties into licensed games. They want to create an empire of play and getting people off phones and devices.

2. Founder of Llamasoft which is a software and service company that develops and markets technology to model and optimize supply chain networks said it's important to break barriers of entry. You, as a startup entrepreneur have to make it as easy as possible for companies to work with you.

His first clients were multi billion dollar companies with household names, and the way he made his company grow more was convincing larger organizations to change their old supply chain habits and take a chance to believe in Llamasoft. You have to be confident and certain about certain companies you work with he stated because big multi billion dollar companies have low tolerance and their already established companies. Finding companies that are willing to be early adopters to work with you is necessary as well. In order to find companies like this you have to talk to all of them so you can know whether or likely who to experiment with. You and your team have to make it easy for them to do business with you. Donalf Hicks (Founder of Llamsoft) says if you have unlimited

resources but confident that you know no one else has then it makes sense to take in money, capitalize on the idea and be quick to market.

3. College startups Marcodeleon and Rip

Pruisken take aim at the food industry, they started their business at first when Rip was looking for snacks to eat. when he will visit back home he will come back with his popular dutch cookies that everyone from school wanted, he was fascinated by this and began to experiment with making his own cookie waffles. When he got his desired recipe he started selling them on campus for students who wanted snacks “ snack hungry students on the go,” his snack recipes became popular which led him to open up a kitchen which required a food license and he

got to work. His co worker and him are trying to reduce sugar content in foods while maintaining taste, resulting in spending with natural distributions at many grocery store chains. Their challenges they faced was setbacks from state and federal regulations since their startup was selling food commercially. Several states allowed their sales startup, overtime the two formed a partnership with two of the biggest food service companies(Bon appetit management and sodexo) . They invested in their start up program and helped create food safety rules for the donations , resulting to allow them to scale their program and led to their creation of The Food Recovery.