



Boston Entrepreneurs' Network

September 1st, 2015

HOW I STARTED

- Mitsubishi
- Shoe Visions
- Bought Herman Survivors
- Sold it to Walmart
- Bought Work'N Gear

FINANCING A BUSINESS

PROS/CONS ON ALL

- Personal wealth
- Debt
- Private equity



SELECTING A MANAGEMENT TEAM

2 Most Important Attributes

- Intelligence
- Passion

KEYS TO BUILDING A GREAT BUSINESS

- Strong Identifiable Concept
- Brand
- Marketing Strategy
- Digital Strategy



Thank You

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