

YEA Speech to New YEA Students

- **Intro**

Hello everyone I am Alexander Erling, CEO and founder of Brute Jute. My business designs, imports & sells eco-friendly shopping bags such as this one here.

I am here to share my most valuable experiences with you. The successes and the challenges that I faced on my journey here one year ago.

My goal is to provide you my best insights that can assist you in your journey as an entrepreneur.

- **Brainstorms a business idea**

So... Right from the top... Last year I was in the audience as you are today. I know the feeling.

A huge first decision lies before you all right now. The decision as to what your business will be.

- **Early stages in creating a business**

There are consultants that will be assisting you in your decision for your business and creation of the business plans and more.

It wasn't until around maybe March when I decided upon my business idea.

I choose to develop a new product while some others in the class chose to develop a service business.

Whether you choose to develop a product or service business you can invent something new or re-invent something that already exists. Take the Starbucks company for instance. Coffee was nothing new when they started their business. However look at them today. They have created their own brand of coffee culture. That experience you get when you walk into their store. They have their own brand of coffee itself, but over time they expanded it to be much more than that.

- **Target Market/Sales**

So... Let's imagine you now have your business idea and everything is ready to go.

In my case I decided upon the shopping bags.

But now what? Does anybody really want it compared to what's already out there? Who is your customer and how will they know about you? Why will they choose your business instead of somebody else's? You are in the game to make money. But in order to do that you need to find the way to connect with your target market.

Here's what I did:

To find my target market I went door to door in my neighborhood to sell my bags. Although I was going to sell online I did this to gain confidence and actually meet people who would be willing to buy my Brute Jute bags. These people are my target market.

For me at first it was nerve racking and I didn't feel like doing it. In the end it was a great experience. I managed to sell to about 1 in 4 people and got to practice my sales pitch (or elevator speech). It was great research and a boost to my confidence.

My target market turned out to be mom's ages 30's, 40's and perhaps 50's

They bought my bags and encouraged me. Some even invited me for tea & cookies.

Starbucks knows their target market "*young professionals with disposable income*"

They understand that to bring them in every day they must offer an atmosphere with comfortable furniture, wifi, and varieties of coffee and many other drinks and food.

• **Importing**

Because my business was a product business I had to determine where I am going to manufacture my product. Either the U.S.A. or in some other part of the world. I chose some other part of the world which obviously required me to import the product to the U.S.A.

If your business is a service then importing has nothing to do with your business so I'll talk a little bit about it for those of you that might require some importing from elsewhere.

To import you need a parent or guardians help to find manufacturers. Try searching Alibaba (alibaba.com)

The founder of Alibaba from China (Jack Ma) joined the billionaire list. This website ***
A SERVICE BUSINESS *** is a great resource.

You have to choose whether you want to import by Air or Sea each has their advantages and disadvantages.

If you choose by sea, it will take about 45 days-6 months or a very long time for your product to reach here but it doesn't cost as much. Sea freight costs hundreds or almost a thousand depending on the size of the shipment.

If you choose to import by air your cost will be 5 to 10 times higher depending on the size of your shipment, but the time frame is much shorter... weeks instead of months. For importing you also need a customs agent & power of Attorney. I highly recommend finding experts to handle this.

- **Preparing your business:**

Launching a business requires many steps

You can get the business license online. After that, obtain an EIN number just a business license takes almost 2 months. City of Bellevue takes longer than most cities I learned.

More expert help you'll need: Tax and accounting experts.

If you have something really new, then Patent lawyers are needed for patent and trade marking of your product.

You want a really professional good first impression look so I recommend hiring an expert at making a great website you also have the responsibility to take good pictures a good appropriate background for your product to put on your website. Use local or remote help such as resources on Elance, ODesk, or even Firerr.

Depending on your business take appropriate action accordingly for your website.

Even now I am also still working on my social media sites for my business and my brute jute profile.

- **Opening a Business Bank account:**

Based on my experience I understand that one cannot open a business bank account until the age of 18. But you can have a business before you're 18. A great paradox.

This is one of the primary areas where you will need help from a parent or guardian and lawyer. This ties to other areas where you will also need help from a parent or guardian, such as WA State ID, or a passport to open a business bank account.

Just be prepared.

- **Maintain your mental health Outro**

And then last but not least

Being an entrepreneur can be a bit of a roller coaster. When you start you will sometimes feel excited, but sometimes one might feel afraid of failure, or sad and depressed because you are small fish with big fish & just learning to swim.

You need lots of people, like your family, or relatives to support you up. Keep those dependable people with you and it will be a fun, challenging, life time experience.

I guarantee you will learn something valuable no matter what.

Now is the time for questions. My email is on the business cards if you have a question later.