

# HOW ONE OUTDOORSMAN TURNED HIS LOVE OF CAMPING INTO CRUA, AN INNOVATIVE CROWDFUNDED COMPANY

Credit for concepts to Derek O'Sullivan

## SEEK – AND RESPOND TO – COMMUNITY FEEDBACK



The community built within the Kickstarter and Indiegogo platforms can transition seamlessly into a brand's most committed and communicative customer base.

"The crowdfunding community wants to be the early adopters and they want to have an influence on future designs of products, so it works well," Derek says.

## DON'T TAKE IT PERSONALLY

"It's hard not to take things personally and get anxious about things when you're building out your brand and you feel it's almost an extension of you," he says. "But you do need the time to be able to tune out a little bit."

While Derek admits he hasn't overcome these challenges entirely with several years of entrepreneurship under his belt, he does credit his small but mighty team with helping him make progress.



## KEEP UP THE INNOVATION MOMENTUM



With the expertise of his team and the feedback from his customers, Derek has led Crua to innovate on an ongoing basis. When it comes to new product development, "we take what our community says quite seriously," he says.

## DON'T EXPECT IT TO BE GLAMOROUS

Having reasonable expectations of the CEO experience can help entrepreneurs maintain a healthy mindset for weathering the inevitable ups and downs of running a business.



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