

HOW TO START A COMPANY WHILE IN COLLEGE: THOUGHTS FROM A 21-YEAR-OLD CEO

Credit for concepts to Josh Kim, Founder and CEO of The Cubby



LIVE BY YOUR MISSION

When you visit The Cubby, its home page is filled with the faces of creators — and that’s intentional. Josh’s team built out the platform so each creator has an extensive profile with a link to their Instagram/social media to feature their college story.

This emphasizes that people are supporting the creators themselves when they are buying a product: from jewelry to digital art to clothing and accessories, all created by college students.

FIND ADVISORS AND GROW RELATIONSHIPS

At the beginning of your entrepreneurial career, you want to lay down a strong foundation of people. Josh explains how getting involved with the Colby College community spurred his creative mindset and inspired him to start The Cubby.

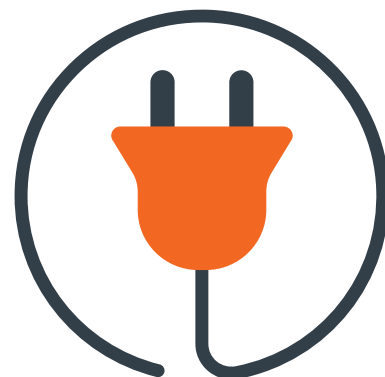


SMALL WINS ADD UP

Take it one step at a time. If Josh had begun his start-up journey knowing he would build a successful online marketplace for creators, he would have been overwhelmed by all the steps in the process. But by starting small through defining the problem and talking to his customers, he eventually got to where he is now.

UNPLUG FROM WORK TO MAINTAIN BALANCE

“I’ve met so many founders who have been so focused on work that they haven’t taken care of themselves,” says Josh. “Disconnect from work. Value yourself and give yourself some love during your journey — that’s the long-term route. It’s the marathon that you’re running.”



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