

# SUCCESS STORIES - SAMPLE 1

{ COMPANY LOGO }



## **Kenny Lao and David Weber of Rickshaw Dumpling**

[Tagline. 10 – 20 words]

**Kenny Lao (far left) and David Weber (left) met in 2002 when they were students at NYU's Stern School of Business. They joined forces to enter the Rickshaw concept in a business-plan competition in 2004. (They placed second behind a scrapbooking company that was never heard from again, as far as they know.)**

**The partners opened their first store in 2005. Soon after, they opened a second, which quickly proved too ambitious. "It was a really dark time," Lao says. "It almost bankrupted us," Weber adds. After they closed that location, they decided to try a food truck and the success was almost immediate. Their trucks produced the steady cash flow that made a second go at brick-and-mortar expansion possible. The business has grown to 70 employees, and the partners hope to double revenue this year.**

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## Success Stories – Sample 2



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### ERIN BAKER'S WHOLESOME BAKED GOODS

[Tagline. 10 – 20 words]

**In 1994, Erin Baker began making healthy breakfast cookies. "One day, I caught a call from a woman asking for the nutritionals. We were selling them naked in a jar at Quality Food Centers," remembers Baker (and yes, that is her real last name).**

**The woman figured out the cookies were only two Weight Watchers points, and word quickly spread. How quickly? In a year (1999), Baker's business went from two employees to 100. Then Weight Watchers suddenly changed its points system. In a period of eight months, the company lost about 60 percent of its distribution. How did the bakery recover? Two words: new products. Baker says the company moved away from the diet crowd. "We realized they were fickle," she says. "It's been very successful for us."**

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## SUCCESS STORIES - SAMPLE 3



### Jason Toews and Dustin Coupal of GasBuddy.com

[Tagline. 10 – 20 words]

Jason Toews and Dustin Coupal saw a need for a site to help people locate the cheapest local gas prices and founded GasBuddy.com in June 2000. At the time, Toews was working as a computer programmer and Coupal was an eye doctor. The partners nurtured the website over the course of the next decade, persuading drivers to log in and share gas prices--not an ideal situation, of course.

Then, in 2009, they realized the potential of mobile apps. So the company launched Android and iPhone apps later that year, which were instantly popular. Today, six million people have downloaded the apps. And though the website still draws more traffic, the number of users who come to GasBuddy through a mobile device should soon surpass those who experience brand online.

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## SUCCESS STORIES – SAMPLE 4



### Oren Bloostein of Oren's Daily Roast Coffee and Tea

[Tagline. 10 – 20 words]

After graduating from the University of Pennsylvania, Oren Bloostein, a Long Island, New York, native, moved to New York City and found a job at Saks Fifth Avenue, working in corporate retail. It was 1979, Bloostein was 23, and he was completely miserable. "I wanted to be somewhere where I didn't have to report to 15 people," he says.

So he quit his job in 1984 and founded Oren's Daily Roast in 1986. With a \$50,000 gift from his parents, \$30,000 in personal savings, and a loan of \$25,000, Bloostein opened his first location in a 400-square-foot shop at 1574 First Avenue on Manhattan's Upper East Side. Twenty-five years later, Oren's Daily Roast is a near \$10 million business.

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## Success Stories – Sample 5

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Scott Harrison of Charity: water

[Tagline. 10 – 20 words]

When Scott Harrison was 28, he realized he was a "selfish scumbag" while on vacation in Uruguay. He thought he had everything he wanted: model girlfriends, a Rolex, a BMW. But he wasn't satisfied. He didn't like the fact that things like toothpaste had better marketing campaigns than lifesaving causes. There were a few other things he thought he could change.

So at 30, Harrison founded Charity: water, which brings clean drinking water to developing nations. One goal was to make sure that the branding wouldn't suck. To date, Charity: water has funded 3,962 water projects, providing access to clean, safe drinking water for 1,794,983 people in 19 countries. Harrison's goal now? Raise \$2 billion to help 100 million people in the next 10 years.

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### Tips of a Story Ad

1. A catchy headline or tagline.
2. A humble beginning, biggest opportunity / challenge / obstacle in your business or career.
3. The turning point / moment of dramatic change.
4. Your success in quantifiable terms (sales, awards, footprint...etc).
5. Leave your contact information.

### **The Mini-skirt Theory:**

***“Long enough to cover the subject and short enough to create interest.”***