

# MOST SUCCESSFUL COLLEGE ENTREPRENEURS

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**Mark Zuckerberg**  
Facebook  
Harvard University



**Bill Gates**  
Microsoft  
Harvard University



**Michael Dell**  
Dell, Inc.  
University of Texas



**Jerry Yang & David Filo**  
Yahoo!  
Stanford University



**Steve Wozniack**  
Co-founder of Apple, Inc.  
University of California,  
Berkeley



**Larry Page & Sergey Brin**  
Google, Inc.  
Stanford University



**Frederick W. Smith**  
FedEx  
Yale University



**Steve Huffman & Alexis Ohanian**  
Reddit  
University of Virginia



aply named Non-Scents Flowers. Greenberg has made 71 sales and invested about \$20,000 in start-up costs. Like with any start-up, she has experienced some roadblocks as plans fell through, but didn't let that stop her. Originally, Greenberg hoped to work with a group home for at-risk kids, having them help create the arrangements. Unfortunately the home closed, but Greenberg considers working with the kids one of the highlights of her business so far.

"Being able to help them and have that relationship was just awesome," she said.

Greenberg considers her positive business relationships to be one of her greatest successes so far. "We have great relationships with the people who purchase flowers and the hospitals," she said.

As for one of her greatest challenges thus far, Greenberg can relate to Kevin Ridge in that finding the people to help has been difficult to say the least.

"The hardest part has been finding the right people who are really committed to the company and passionate about what we're doing," she said. Greenberg compares how she would have done things differently had she started the venture later in her college career, going back to the notion that Elon can be one of the greatest resources a student entrepreneur has. "I definitely would have used Elon and the students here and pulled them in to get ideas."

Greenberg knows that she can utilize her fellow students in helping with various aspects of her business such as communications. "Right now I'm doing all of the social media, blogging and website management," she said. "I can do it to an extent, but I know there's someone else who can do it better than I can."

When it comes down to her present most vital tools for running a business as a college student, Greenberg's answer is simple. "The internet, and my mom."

## Entrepreneurship from afar

Senior Chris Welch took a different approach to entrepreneurship. Rather than starting up a business locally or online, Welch partnered with a small Mayan village in Mexico called Tinum in the hopes of helping improve their way of life through exporting the honey they produced. Welch first came across the village during a Business Fellows trip his freshman year, and after learning about their problems with getting the honey exported, returned the following year with friend Kyle Cassaday. The pair hoped that by creating a market for the honey in the United States, they could help with the village's poor employment situation.

"We wanted to help provide a new avenue that they could pursue inside the village for employment, while creating a market here for this really high quality organic honey that we thought would do well," Welch said.

Welch described the steps he and Cassaday took on the return trip to Tinum in order to make their vision a reality.

"We looked for shipping companies, export