

Event: An Evening with Daymond John

Time: April 23, 2019 8:00 - 9:30 pm

Location: Illini union I-Rooms

The event is a speech given by Daymond John, an American businessman, investor and motivational speaker. He is the founder of FUBU(an hip hop apparel company). Daymond grew up in a single parent home and had to work handing out flyers for 2\$ an hour as early as 10 year old. Then, in high school he participated in a program that allows him to work a full-time job and attend school on an alternating weekly basis, which Daymond credits with instilling an entrepreneurial spirit. After school he waited tables at restaurants and started an commuter van service.

Daymond is known for founding FUBU. The business started when Daymond noticed some ski hats with tops tied off were sold for 20\$. Daymond managed to produce these hats with only 10\$ and made \$800 in a single day. After this, he broke into the market of screen-printed T-shirts by selling on consignment and at large events around the Northeast. I think one of the smart move that Daymond made is that he convinced one of his old neighborhood friend LL Cool J to wear a FUBU T-shirt on a promotional campaign, who later incorporated the line "for us, by us" in his rapping which made FUBU's name known by the public. Throughout Daymond's startup experiences, I see good qualities such as being sensitive about product price on the market and good at using networking to help him, which are both important factors why he succeeded.

