

SNAPSHOTS OF SUCCESS



THE 50 GREATEST BUSINESS SUCCESS STORIES

SFPG 

Preface

Throughout my years, I've been captivated by the stories that shape our world – tales of determination, of individuals rising against odds, of dreams sculpting realities. The world is teeming with success stories, each as unique as the fingerprints of those who forged them. But as I navigated my way through countless tales of triumphs and trials, I noticed a void. While there were countless expansive biographies and technical business texts, there was a lack of compelling narratives that could inspire us in mere minutes. I envisioned a collection that could be savored during brief moments stolen from a bustling day—a coffee break, a short commute, or those fleeting minutes before sleep.

“Snapshots of Success” is the culmination of that vision. It is a passion project, fueled by my deep respect for the indomitable spirit of entrepreneurs and an earnest desire to offer nuggets of inspiration to dreamers everywhere. Every narrative chosen, every entrepreneur's story penned down, has been a personal journey for me, intertwining my passion for storytelling with my respect for the world's changemakers. This is not just a book; it's a labor of love, capturing the essence of the entrepreneurial journey.

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Introduction

Entrepreneurship is about more than just profits and losses. It is about heartbeats, relentless pursuits, and the unyielding spirit that rises from failures to embrace success. “Snapshots of Success” is a curated journey through the tapestry of such dreams and realities. Through these pages, you will traverse the lives of 50 trailblazers, witnessing their lowest lows and their highest highs. You will delve deep into the moments of doubt, the leaps of faith, and the tireless perseverance that define each journey. You will read stories of people who, just like you, started with a dream, navigated through storms and transformed their vision into ventures that left an indelible mark on the business realm.

But more than the tales of their success, this collection seeks to unveil the person behind the business, making it a profoundly human experience. The ethos of this book is to inspire, but also to remind readers that success isn’t just about the destination; it’s profoundly about the journey. Whether you’re an aspiring entrepreneur at the cusp of a new venture or a seasoned veteran seeking a spark of inspiration, these tales promise insights, lessons, and above all, a reflection of a human’s innate drive to create, conquer, and thrive.

1

Justin Kan

This college student's seemingly silly idea exploded into an online revolution. A hat, a camera, and a vision led to a nearly billion-dollar handshake. Let's uncover the mastermind behind the game-changer.

After graduating from Yale with a double major in physics and philosophy, Justin Kan, armed with a curious mind and a desire to make his mark in the world, embarked on a path that would change the face of live streaming and gaming forever.

The story began when Justin launched Justin.tv, a platform where he lifecasted every moment of his daily life using a camera affixed to his cap. This concept of "lifecasting" was novel and quickly captured the world's attention. Media outlets clamored for interviews with Justin to delve deeper into this fascinating idea and the platform itself.

However, as Justin explored the possibilities of his creation, he realized its potential beyond just lifecasting. Together with his friends Emmett Shear, Michael Seibel, and Kyle Vogt, he relaunched Justin.tv in 2007, this time allowing other users to create their own channels and livestream anything they wanted.

The platform's popularity soared as it attracted millions of viewers to watch everything from football to UFC. Within a year, Justin.tv boasted over 30,000 broadcasting accounts and started expanding its horizons, adding various categories to cater to a diverse audience. Among these new categories, gaming streams emerged as the most popular and compelling content, attracting a massive and dedicated following.

The success of gaming streams inspired Justin to create a dedicated platform for gamers. Thus, on June 6, 2011, Twitch.tv was born, a live streaming service exclusively for gaming enthusiasts. Twitch quickly became a sensation in the gaming community, drawing over 35 million unique visitors every month by 2013. The platform's meteoric rise earned it a place as a leader in the industry.

The burgeoning popularity of Twitch led to significant changes within the parent company, Justin.tv, Inc. After three years of operating as an offshoot of Justin.tv, Twitch took over as the primary brand and the company rebranded to Twitch Interactive in 2014, signaling a shift in focus and resources towards Twitch as their primary offering. Twitch continued to flourish, captivating millions with gameplay streams and transforming gamers into online celebrities.

Not long after, the Twitch team announced that they would delete all of Justin.tv's archived content, which marked the true beginning of the end for Justin.tv. Around this time, rumors began circulating that Google and YouTube were both interested in acquiring Twitch. Finally, on August

5, 2014, Justin.tv's co-founders announced that they were shutting down their original platform for good.

Less than a month later, Amazon announced that it had acquired Twitch for a jaw-dropping \$970 million. It's estimated that each of the four Twitch founders owned around 12.5% of Twitch at the time it sold. That means Justin's pre-tax cut would have been around \$120 million.

After cashing out of Twitch, Justin went on to found multiple other successful ventures including Socialcam, a video sharing app that was acquired for a remarkable \$60 million just a year after launch.

Today, Justin can be found pouring his millions into what he believes is the next big thing; Web 3 Gaming.

1 Lesson For You: "First they ignore you, then they laugh at you, then they fight you, then you win."

- Mahatma Gandhi