

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

2

Bernard Arnault

From a construction business to the pinnacle of the luxury world. Resurrecting icons, he masterminded an empire, crowning him the world's richest man. Here's his story.

After completing his engineering degree from the prestigious École Polytechnique in Paris, Bernard Arnault ventured into the construction industry, taking the reins of his father's civil engineering firm, Ferret-Savi-
nel.

With a persuasive tongue and strategic mind, he convinced his father to dissolve the construction division of the company. The risk was high, but the gamble paid off as they diversified into real estate, and the family's wealth skyrocketed.

Fast forward to 1983. Arnault's keen eye for opportunity found a

goldmine in a crisis. He spotted the bankrupt firm, Boussac Saint-Frères. With a masterstroke of genius, he bought Boussac, stripped the company of all its assets and retained the two gems - Christian Dior; an iconic luxury brand that fell on hard times and Le Bon Marché; the first department store in the world.

Within 2 years, Arnault completely turned the company around, firing over 9,000 employees and selling the company's non-core operations for \$500 million. This success easily made up for his initial investment and encouraged him to begin one of the largest buying sprees in business history.

After establishing himself as a force in the luxury goods market. He was invited to invest in LVMH; the world's largest luxury goods company, little did they know, they were inviting a wolf in the hen house. After investing \$1.5 billion in LVMH, he continued to invest and gain more of the company. By 1989, he owned 43.5% of the company shares and officially took over LVMH.

Capitalizing on a growing demand for high-end products, he displayed his genius by acquiring and nurturing world-renowned luxury brands when they were most vulnerable.

He acquired prestigious companies, like Marc Jacobs, Sephora, and Guerlain, with the same brilliant strategy - spot, invest, and improve.

Today LVMH generates over \$20 billion in revenue a year and comprises 75 brands across 60 subsidiaries including names like Louis Vuitton, Dior, Fendi, Givenchy and Tiffany & Co.

On May 24th 2021, Arnault temporarily became the world's richest man with a net worth of \$187 billion surpassing both Jeff Bezos and Elon Musk.

In recent years, Arnault has been placing his five kids in key roles

in his empire, sparking a real life “Succession” in an attempt to find who will one day take over his \$450 billion family business.

1 Lesson For You: Never let a good crisis go to waste. Seize the moment when others are afraid and remember, fortune favors the bold.