



What I've learned from Waterlust

Launching your passion project while in graduate school
(and turning it into a career...hopefully)

motivation

define your idea

it's not about you

find soulmates

establish your audience

leverage opportunity

business model

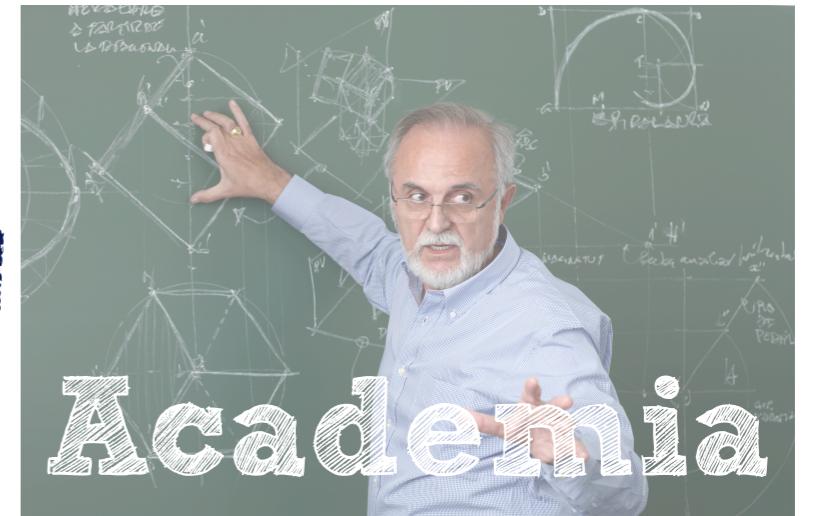
grow

Motivation

Studenthood



Career



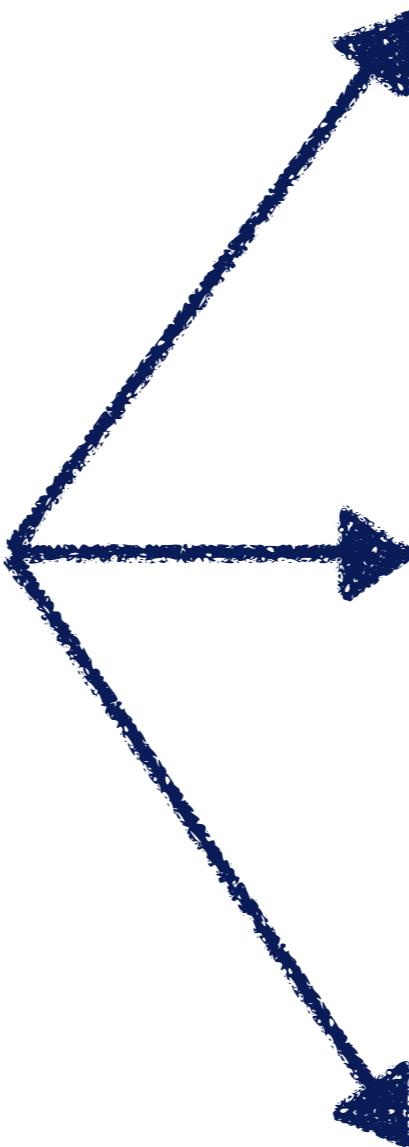
Academia



Business



Industry



Reasons to come to grad school

You want to learn more

Contribute to knowledge

Strategic career positioning

Nothing better to do

Handwritten mathematical notes on lined paper:

$$\begin{aligned} & \text{Notebook page 1:} \\ & \cos(wt) \sin(\phi) - \sin(wt) \sin(\phi) \\ & \cos(wt) \cos(\phi) - \sin(wt) \sin(\phi) \\ & [\cos(wt) \cos(\phi) - \sin(wt) \sin(\phi)] = -\sin(wt) \sin(\phi) \\ & -\sin(wt) \sin(\phi) \\ & \frac{-\sin(wt) \sin(\phi)}{\cos(wt)} \\ & \frac{\cos(wt)}{\sin(wt)} \\ & \frac{\cos(wt)}{\sin(wt)} \\ & \frac{\sin}{\cos} = -\frac{1}{\tan(\phi)} \end{aligned}$$

$\tan(wt) = \frac{\cos(\phi) - 1}{\sin(\phi)}$



your student work
is likely very
specialized



Motivation

A passion project can help bridge the gap between what you're doing in school and what you want to do after school.

The Distraction Dilemma

A never ending life battle



Keep boss in the loop

A supportive advisor makes life MUCH easier

Get your school work done!
Graduate school is a job

**Balance your
responsibilities and don't
forget to enjoy life**

Define your idea

Why do this

Something you
truly believe in
your soul

Will I enjoy it

It's a marathon
not a sprint.

Where to start

Build on your
talents

Risk / Reward

Keep the stakes
low at first



2011 Waterlust is born



To engage a global audience about
marine science topics in exciting and
creative ways

Why do this

There is a need for better science communication

Will I enjoy it

Scratch the creative itch that isn't happening in
research

Where to start

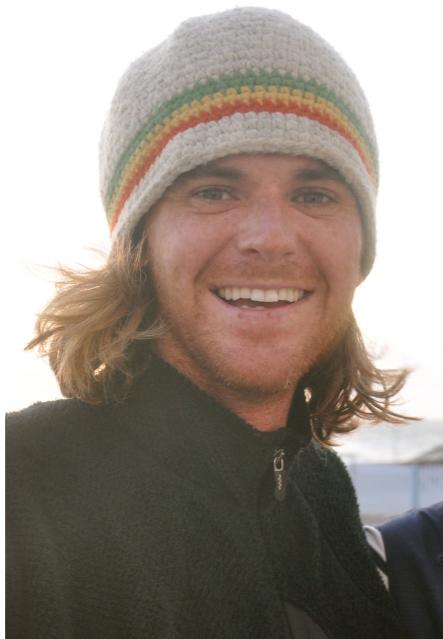
I like making videos

Risk/Reward

Don't risk my PhD
Get to learn new skills

It is not about you

The Patrick Project



vs.

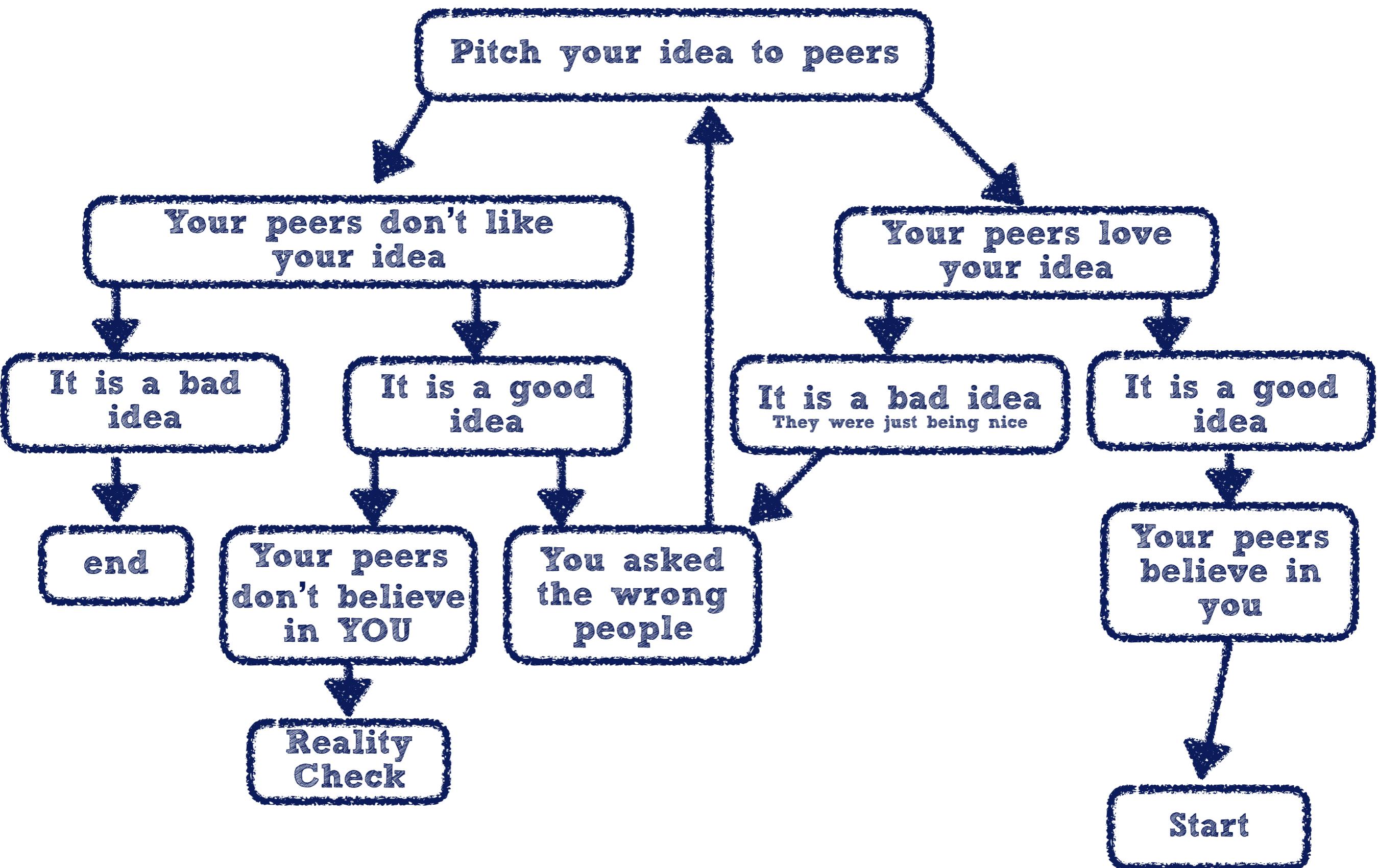
Waterlust



<u>Pros</u>	<u>Cons</u>
Ego stroking	Appears self serving Don't die!
Brand yourself	Doesn't feel like a team End game? Nobody cares about you

<u>Pros</u>	<u>Cons</u>
Team feels ownership Protectable Create a community Sellable	Can take time to find a great name Starting with nothing Less recognition Keep that ego in check

Reality check flow chart



find soulmates

MENU

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U MIAMI NEWS & EVENTS ALUMNI ASSOCIATION

JM NEWS HOME > HOME > STORIES > 2018 > WATERLUST



Waterlust

Alumni bring an innovative concept to conservation through filmmaking and apparel.

Waterlust began as an experimental project by Patrick Rynne, Ph.D. '16, and Fiona Rynne, B.S.M.A.S. '10, M.S. '13, at the [University of Miami's Rosenstiel School of Marine and Atmospheric Science](#). Seeking to change the paradigm on conventional methods of sharing scientific findings with the world, their early days were spent learning how to use online media to engage the public with marine science in an entertaining, fun and informative way.

**Form a team
of people that
believe in you
and your idea**

**This is your first
lesson in
management and
leadership.**

Don't forget

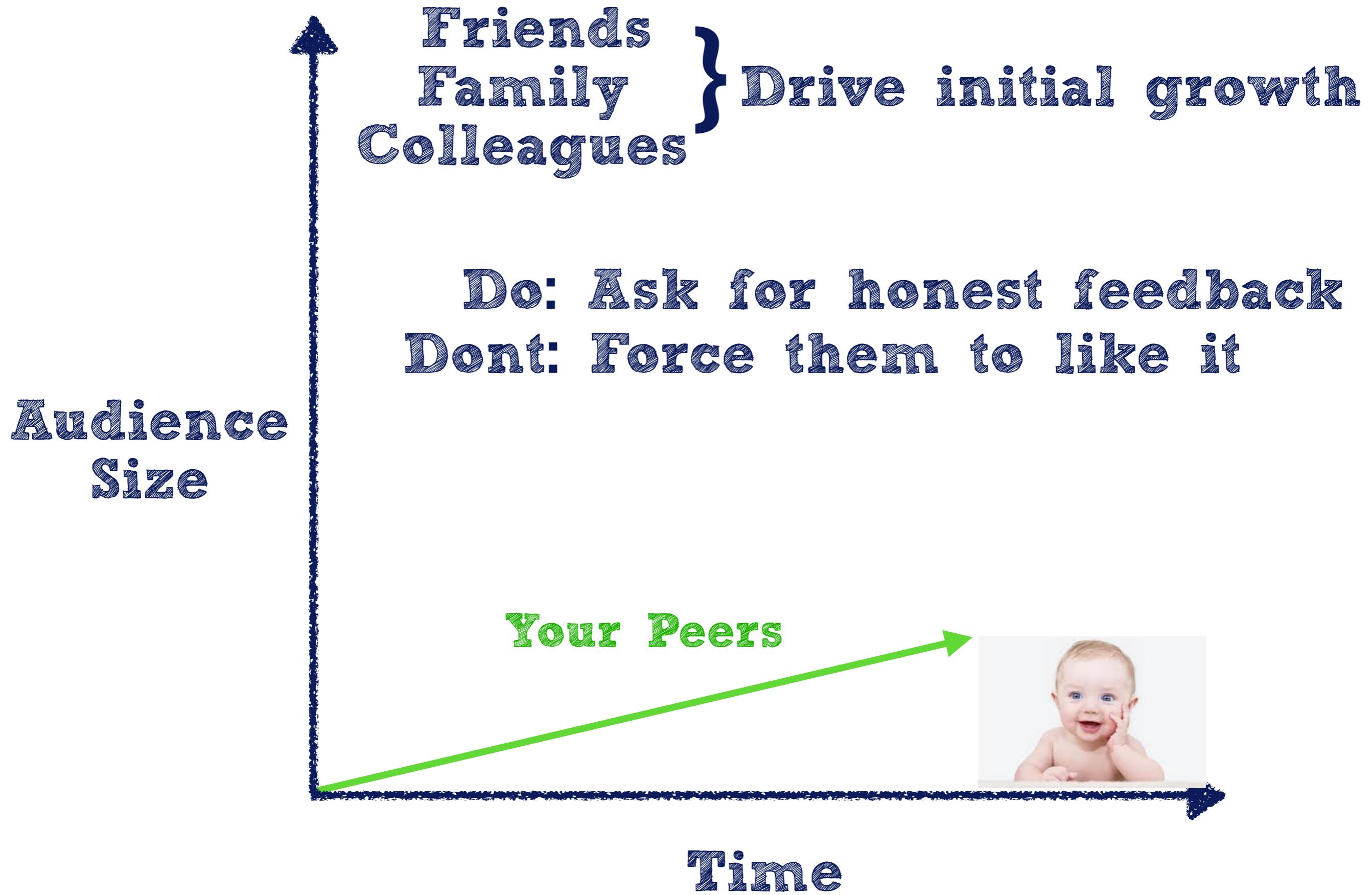


vs.



establish your audience





**Pay CLOSE attention to feedback
and adjust quickly.**



Robotic Shark

39,288 views



Kite vs Moth vs 49er

229,325 views

“that was boring”

“that was awesome”



GoPro Slow Motion Tips

59K views • 5 years ago

Why do dolphins look at you with both eyes?

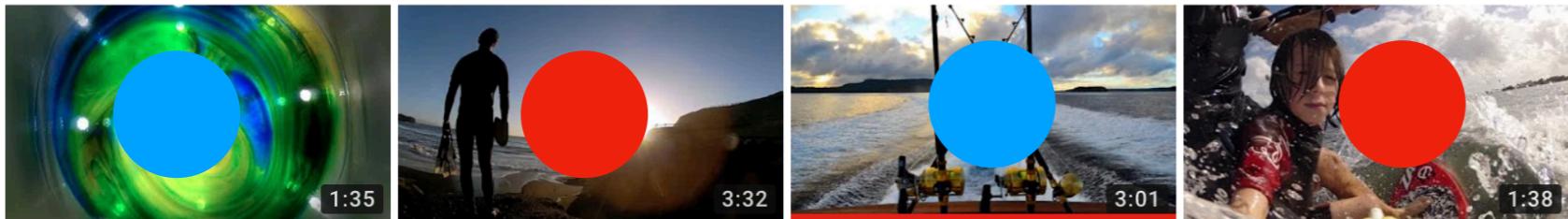
34K views • 5 years ago

Jumping into a frozen lake....for CHARITY!

22K views • 5 years ago

Want to become a marine scientist?

26K views • 5 years ago



Coriolis - Why hurricanes spin

15K views • 5 years ago

Swells and Storms - Mike Gibbons

23K views • 5 years ago

Moneyfi\$h - A Waterlust Film about Billfish

52K views • 6 years ago

Tandem kitesurfing on a skimboard!

2K views • 6 years ago



Coastguards - A Waterlust Film about Sharks

29K views • 6 years ago

Azul - A Waterlust film about women in water

336K views • 6 years ago

Lift - A Waterlust Film about Hydrofoils

89K views • 6 years ago

Woodsled - A Waterlust film about kiting the Alaia

67K views • 6 years ago



Something everybody should know about Rip Currents!

181K views • 6 years ago

Our first ever Waterlust video!

133K views • 6 years ago

Science

Adventure

We learned early that adventure content was popular

But science content was meaningful

Don't sacrifice your soul



Azul - A Waterlust film about women in water

336,728 views

1.5K 69 SHARE SAVE ...

Always remind
yourself why you
exist



GoPro Featuring Our Content

Audience Size

Your Peers

Level up opportunities

Time

Symbiotic Business Relationships



What you need



Exposure

Legitimacy

Money

Creativity

Authenticity

Cheap marketing
material

Symbiotic Business Relationships



What you have



New ideas

Blank Canvas

No idea what your
effort is worth

Massive Audience

Established
Reputation

Lots of money

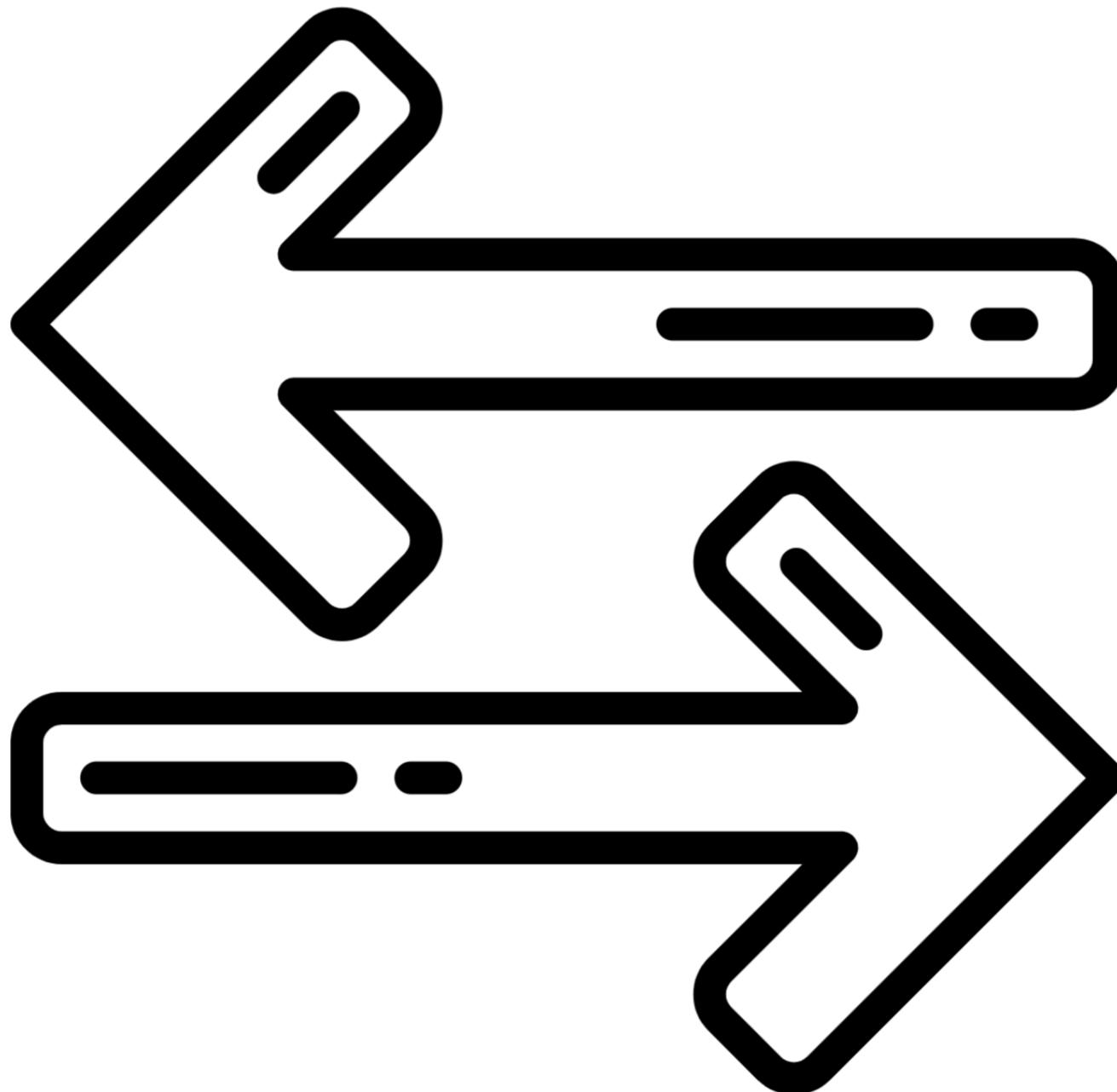
The give and take

What you
need

What you
Can give

What they
Can give

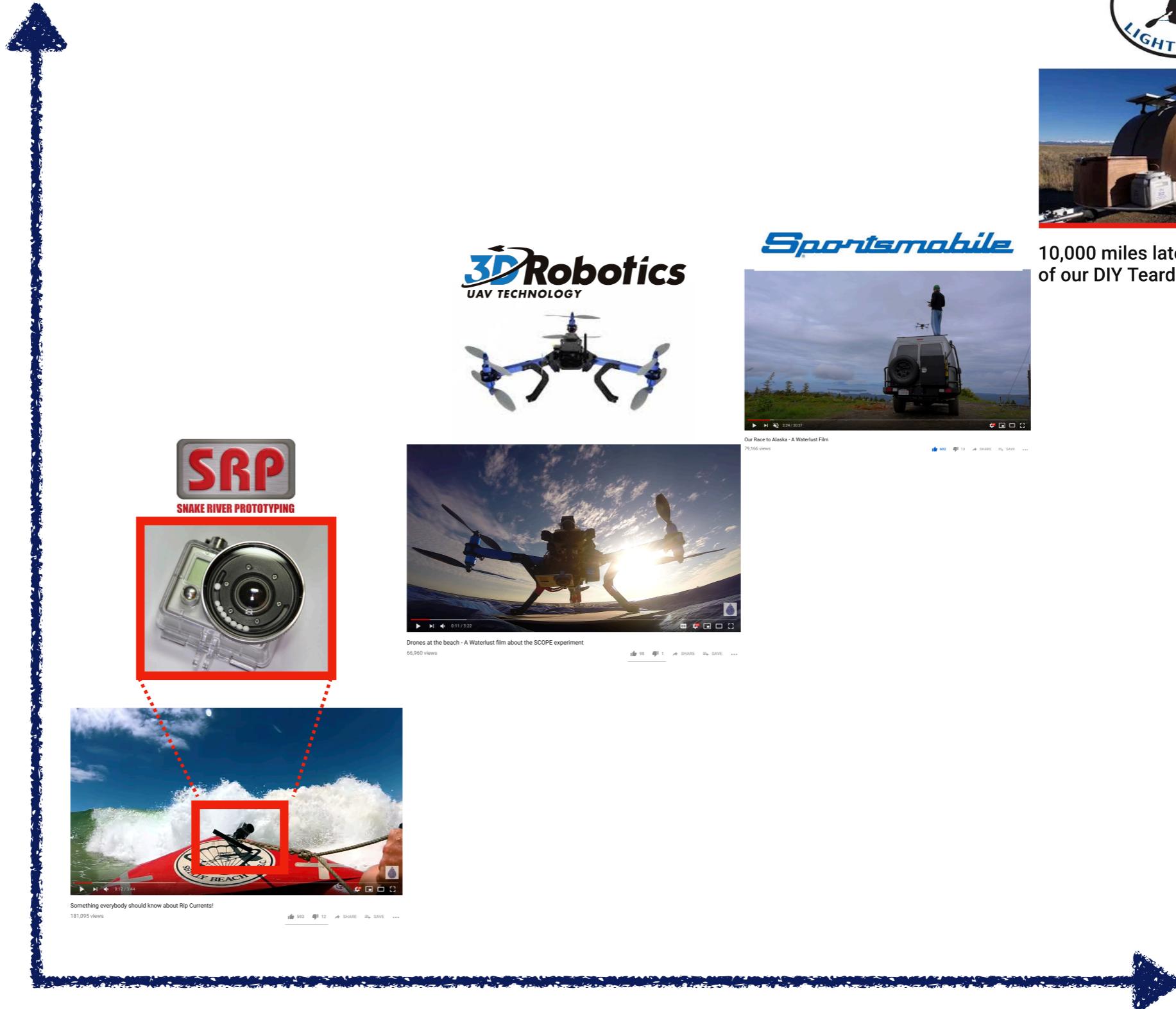
What they
Need



The give and take



Value of Request
AND Stress Level



Reputation

Good relationships lead to more relationships

Birth



GoPro
Be a HERO.

Audience
Growth



Funding

Grow your
Brand



Brand Building



Audience
Growth

Grow your
Brand



Tiger Shark Trailblazer Reversible Top
\$42

Sun-Kissed Sea Reversible Top
\$42

leverage opportunity

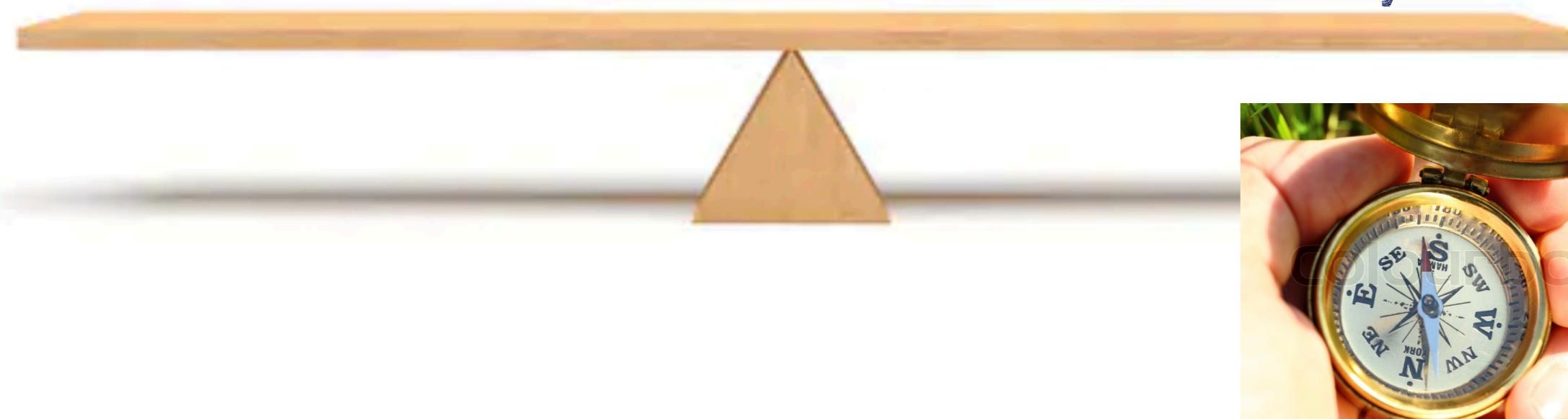
But stay balanced

Opportunity Today



Your overall mission

Something you truly
believe in your soul



Opportunity Today



Your mission

Slow Growth

Opportunity Today

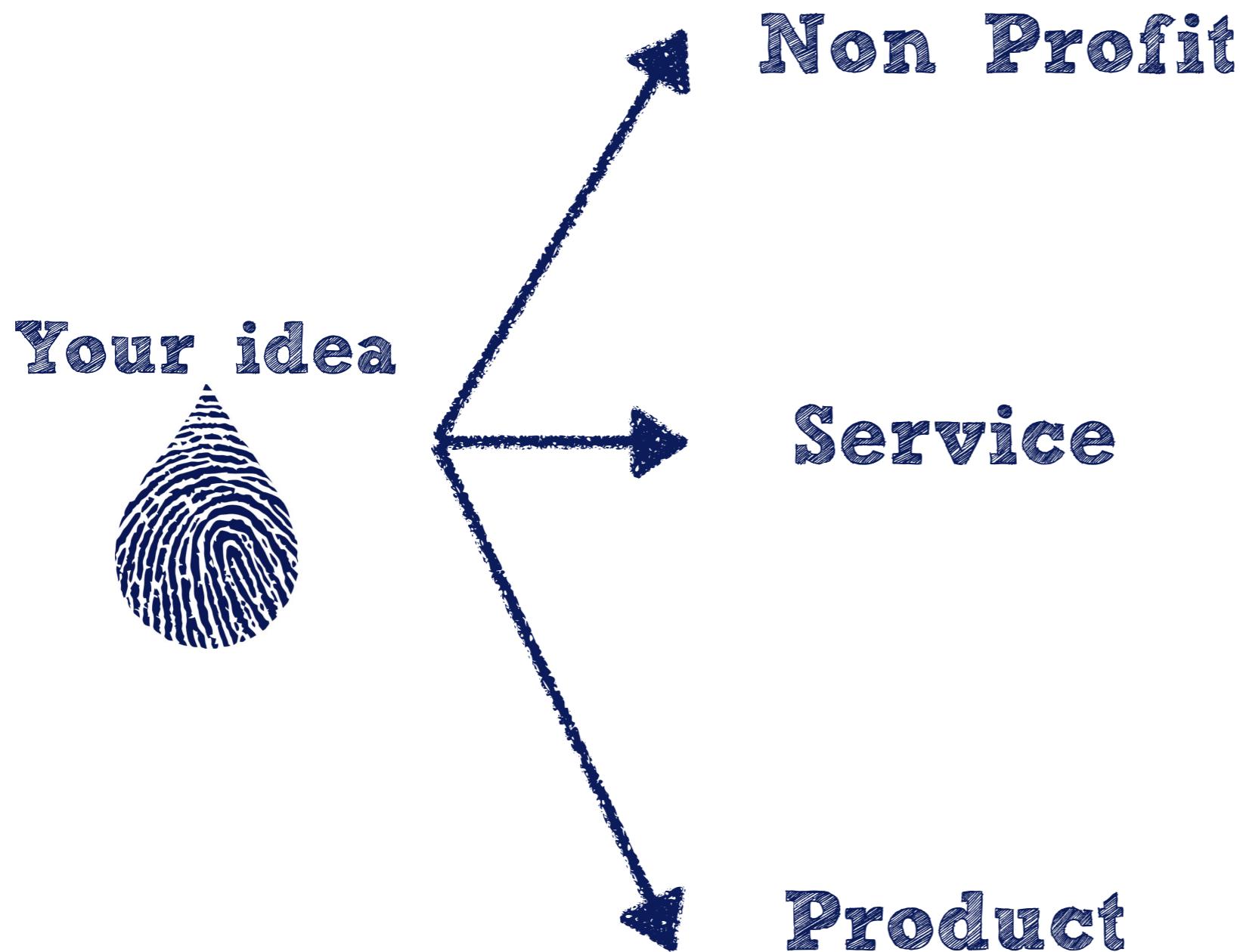


Your mission

Lost in the woods

Business Model

That annoying thing you need to survive



Advocate Apparel Concept



MARINE MEGAFaUNA FOUNDATION
CONSERVATION THROUGH RESEARCH WWW.MARINEMEGAFaUNA.ORG



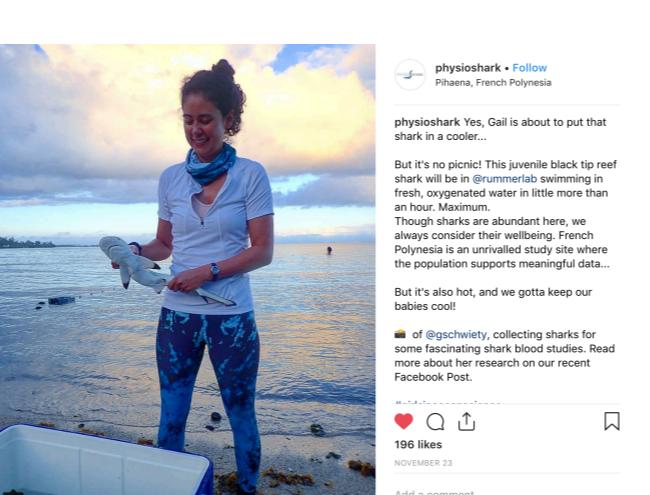
Use clothing as a science communication tool



Dhigurah
vaimititeivamoana The n
love and conserve our w
@m.w.s.r.p #iru #fenupar
#whaleshark #research #
#conservation #reef #oc
#maldives
oceaniestories_ I spy ama
shark leggings!

59 likes
5 HOURS AGO

Add a comment...



physioshark • Follow
Pihaena, French Polynesia

vaimititeivamoana The n
love and conserve our w
@m.w.s.r.p #iru #fenupar
#whaleshark #research #
#conservation #reef #oc
#maldives
oceaniestories_ I spy ama
shark leggings!

physioshark Yes, Gail is about to put that
shark in a cooler...

But it's no picnic! This juvenile black tip reef
shark will be in @summerlab swimming in
fresh, oxygenated water in little more than
an hour. Maximum.

Though sharks are abundant here, we

always consider their wellbeing. French

Polynesia is an unrivaled study site where

the population supports meaningful data...

But it's also hot, and we gotta keep our
babies cool!

@gschwietz collecting sharks for
some fascinating shark blood studies. Read
more about her research on our recent
Facebook Post.

196 likes
NOVEMBER 23



girlsthatfreedive When your leggings
match your favourite animal!! @waterlust
#girlsthatfreedive 🌊 ♀ @islandkey . 🏝️
@dante_fla .

View all 43 comments

ziadfathalla @ahmedellakany fagra
ahmedellakany @ziadfathalla 😍 😍
pameichigomymelody 😍 awesome
photo 🐬

fadi_alhusini 👍👍👍👍

predatorpaintballandlaser I am SOOO
JEALOUS

chiarabarrasso Amazing 💙

wanderlost_couple Woow 🎉

domwere 😍

fragrantspringkat7921 Incredible

preetamed 🤡 😱

3,970 likes

NOVEMBER 19

Add a comment...



francescaapage • Following

francescaapage Messy studio 🖌 How it's
always gonna be! I like to think I work in
organised mess ✨ There is 24hrs left to
order a custom painting, ends tomorrow mid
night! So don't miss out! 🚨 Also will be
doing a 15% #blackfriday sale off prints and
apparel tomorrow till Sunday! My first
Black Friday of many I hope 🎉 Sale starts
tomorrow morning 🌟 Now back to painting
I go, Lots of ocean love, F x

www.francescapageart.com 🌈

2,008 likes
NOVEMBER 22



ster @fernietow y mi sobrinito Pako for the
best introduction to the ir
peninsula. Volveré pronto

#baja #peninsula #mexico
#playasbonitas #waterlust
#loscabos #seasters #av
weneedtosaveoceans h
DM US? 🌊



caillacakes • Follow

Jacksonville Beach Pier

caillacakes us shark are rendered
USELESS! USELESS I TELL YOU to single
use plastics! 🦈 🎃 🦈 🦈 🦈 🦈 Dress up
and WIN prizes this Sunday, October 28 at
the Jax Beach Pier! Sign up with link in my
bio 🎃 🦈

waterlust Love this!!! You look great!

teamsinceresallyboutique Hey Cailla
🌟 We would love to have you on our
team! DM @sinceresallyboutique and
mention us! ❤️



seek.to.sea.more • Follow
Key Largo, Florida

seek.to.sea.more Thanks @darylduda5 for
the picture of me doing what I truly love to
do 🤪

seek.to.sea.more .

#scubadiving #snorkel #keylargo
#conservation #rainbowreef
#divekeylargo #travel #wanderlust



students of Seaside Charter about SHARKS!
👉 One student told me that I helped her
get over her fear of sharks! The power of
education and awareness is SO powerful! 🤝
The students even had the chance to be
shark biologists and work up a shark just
like we do on the research boat! 🐬

Message me if you want @sharkeducation in
your classroom! 🐬 🐬 #sharks4kids
#savesharks #sharkseducation #outreach

biggereig11 Aw miss my days of
teaching kids about the sea!

kylarei My dog wears that fin in the
shop 🐬

biminisharkgirl 💙 💙 💙

flowersandbutterflies4401 Come to
my school sissy

melodynvndy You were so great! They



Your overall mission

Something you truly
believe in your soul



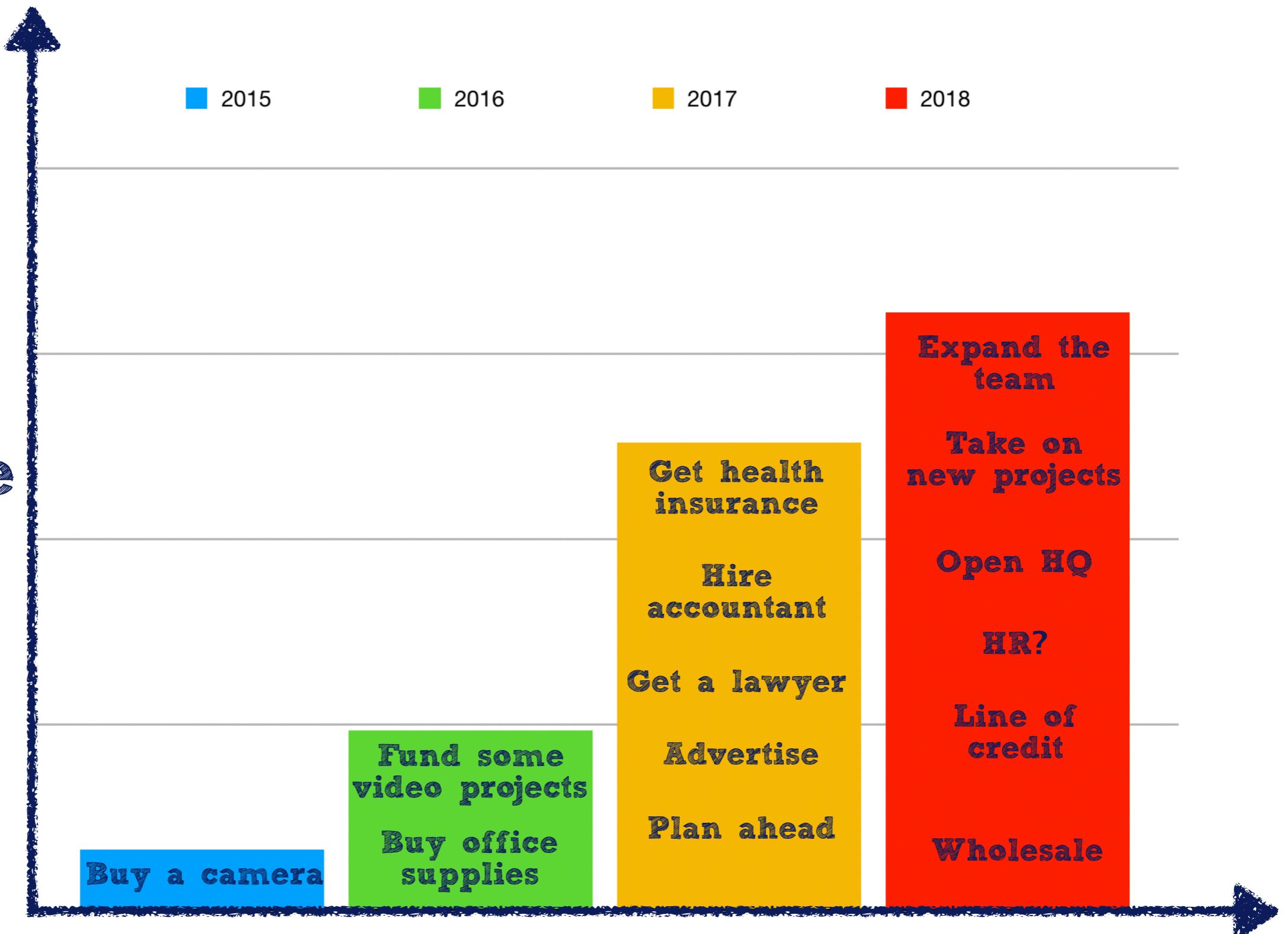
Business model



Do these align?

Grow

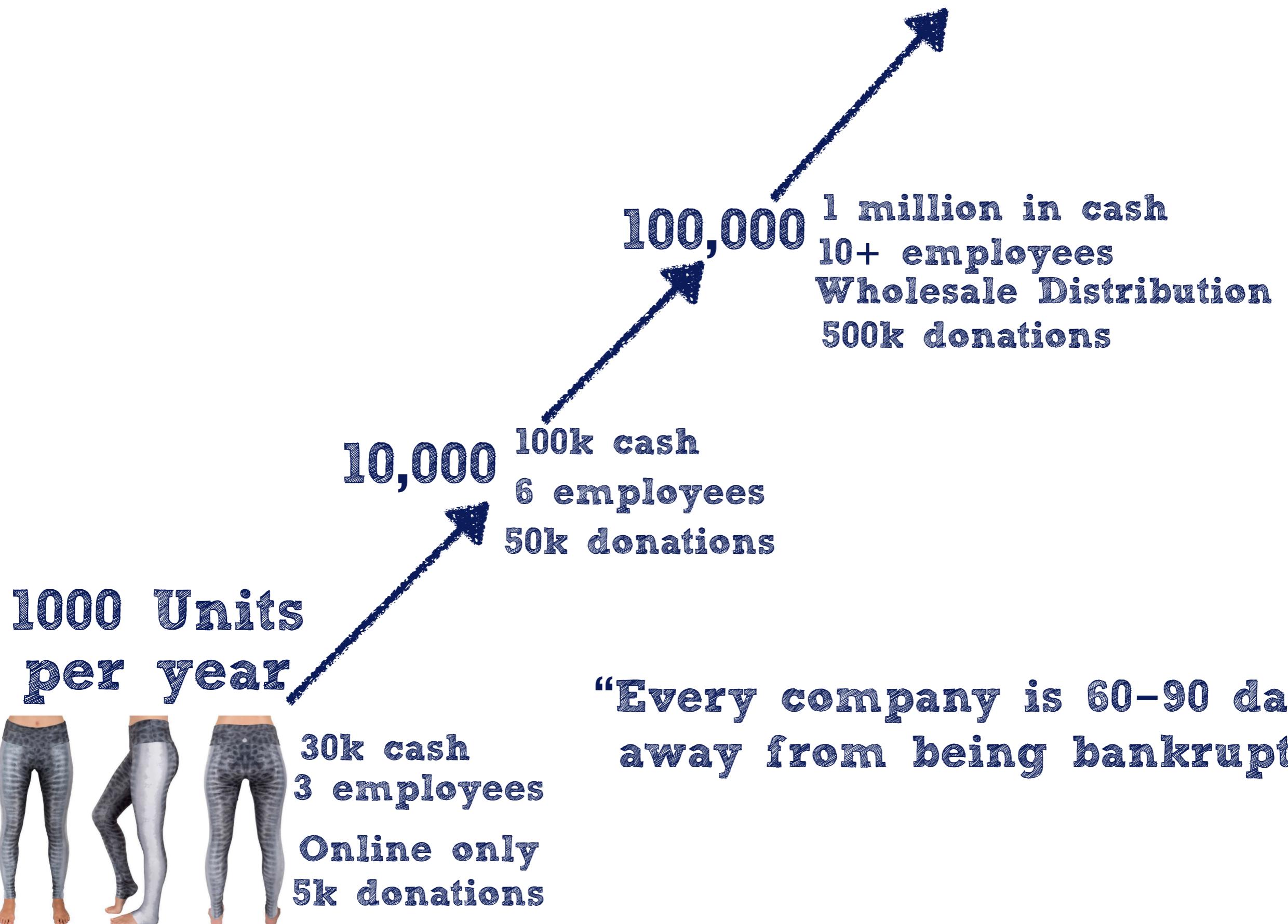
Annual
Revenue



Budget for Projects Do bigger Projects Work full time Hire Employees

Growing pains can kill you

1 million



Something you truly
believe in your soul



Questions