

minnesota BUSINESS

INSPIRATION FOR GROWING COMPANIES

OROMO STORY

Immigrant goes from taxi driver to owning a fleet of buses. 06

DEAR GRANDMA,

May I use your recipes in my hip restaurant? 14

KILL STARTUP WEEK?

So long, it's been nice to know you. 46

Xiaoteng Huang serves up Japanese Street Food from PinkU

35 -AND- UNDER

MEET THE THIRD ANNUAL COHORT OF
YOUNG ENTREPRENEURS PG 17

\$3.99



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DO YOU IDENTIFY AS A MILLENNIAL?



Technically I think I am just outside of the Millennial age range. However, I do identify with many of the characteristics usually associated with this group, most notably their entrepreneurial spirit and self-reliance.

PHILLIP CHRISTENSON



Being frank, millennials do not exist and the entire idea of "generations" is unscientific and condescending.

ANONYMOUS



I don't fit many of the characteristics; I don't feel I'm entitled to anything. I feel hard work pays off, and you need to work to achieve success.

ANONYMOUS



Danielle Wojdyla,
Founder of Señoras
De Salsa

● SEÑORAS DE SALSA LLC

Danielle Wojdyla, 33, Founder

ABOUT: Creator of fresh, authentic Mexican salsa hand-crafted in small batches.

WEB: [facebook.com/señorasdesalsa](https://www.facebook.com/señorasdesalsa)

QUOTE: "Minnesota-based Señoras de Salsa's mission is to empower Latina women and share our bold, distinctive flavors with you, the community. We need to be able to share our story in a meaningful but respectful way so that our consumers can understand the power of their purchase."

● SGI

Sarah Gordon, 34, Founder and CEO

ABOUT: A women-owned company providing security guard personnel and services, ranging from energy security and disaster response to property management and special event security, throughout the Midwest.

WEB: sginc.co

QUOTE: "With only about 13 licensed protective agents and private detectives as women, this is a very untapped industry for women. SGI's motto is prudence, passion & perseverance in all we do. What makes SGI different is the belief that our employees make all the difference with our clients. I believe our methods of doing business are the highest standards in our industry."

● SMCPROS

Tyler Olsen, 31, Founder and CEO

ABOUT: An award-winning social media agency helping hundreds of businesses, brands and agencies build traction online, specifically in social media.

WEB: smcpros.com

QUOTE: "We believe we make an impact in the world by siding with the risk-takers, the life-long learners and always challenging the status quo to create growth."

Survey results are from Minnesota Business Magazine's poll of 2017 Young Entrepreneurs. 81 people responded. Percentages are approximate.

"WHAT MAKES SGI DIFFERENT IS THE BELIEF THAT OUR EMPLOYEES MAKE ALL THE DIFFERENCE WITH OUR CLIENTS. I BELIEVE OUR METHODS OF DOING BUSINESS ARE THE HIGHEST STANDARDS IN OUR INDUSTRY."

Sarah Gordon, Founder & CEO of SGI

● SOCIAL BUTTERFLY

Brandon Poliszuk, 21, Founder and CEO

ABOUT: A creative agency incorporating photography, videography, graphic design and more to help businesses curate their identity online.

WEB: socialbutterflycompany.com

QUOTE: "We simplify the marketing process for companies while building their brand and identity. Some people call it good marketing, we like to call it the #ButterflyEffect."



Mitchel Cookas,
Co-Founder &
Vice President
of Solution
Blue, Inc.

● SOLUTION BLUE, INC.

Mitchell Cookas, 33, Co-founder and Vice President

ABOUT: A civil engineering, site planning, landscape design and water resources firm focused on innovative water management and sustainable site development.

WEB: solutionblue.com

QUOTE: "We're dedicated to designing multi-functional green spaces such as parks, plazas, parking lots, roadways, athletic fields and other outdoor spaces that provide social, environmental and economic benefits. Our motto is 'Water Matters' because water is the most vital resource on Earth and we should manage it accordingly."



Jill Erickson, Owner
of Spoils of Wear

● SPOILS OF WEAR

Jill Erickson, 34, Owner

ABOUT: A sustainable women's boutique focusing on fair trade, organic and locally sourced fashion.

WEB: spoilsfwear.com

QUOTE: "Fashion is the next frontier for conscious consumerism. There are many elements to this industry that go unseen — fiber production, labor practices, environmental impacts, supply chains, etc. More people are becoming curious about what goes into our clothes (similar to food), but it's hard to find stores that are pursuing the answers and solutions."

● STRUT

Rachel Gabriel, 32, Founder & Creative Director

ABOUT: A brand strategy and design agency specializing in brand identity development, web design and development, cinematic video production and commercial photography, and print design and production.

WEB: strutbranding.com

QUOTE: "We create brands for clients such as The Mayo Clinic, saving lives every day; GoR-out, a technology startup that was recognized at this year's Super Bowl; to biotech companies in pursuit of curing cancer; to rebranding an educational institution over a century old."

● TECH GURU

Daniel Moshe, 32, Founder and CEO

ABOUT: A customer service company that just so happens to do IT.

REVENUE: \$3M projected in 2017