

Episode 395

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[INTRODUCTION]

[0:01:35.2]

FT: Welcome back to So Money everyone, I'm your host Farnoosh Torabi. How are you enjoying millennial week? Rounding us off this week is my next guest Kevin Olusola. If you are an a cappella fan then you might even know Kevin because he is part of an a cappella group that has gone platinum. He is a member of the Grammy winning vocal quintet Pentatonix.

Kevin Olusola is here or KO as he goes by, he is the beat boxer for the group. Since bursting on to the music scene in 2011, the group has sold more than 2.7 million albums in the US alone, they won a Grammy and Pentatonix has played for sold out venues worldwide. You may actually

recognize them from their performance in the popular movie Pitch Perfect 2. Now more about Kevin specifically and why I wanted him to be on this show and why he's So Money.

From an early age, Kevin began learning how to play the piano, the cello and the saxophone. He went to Yale where he was pre-med and also majored in East Asian studies and while he was there, he began developing this thing called Cello boxing and in 2001, he created a YouTube video that went viral about Cello boxing, he was featured on CBS, AOL, Huffington Post among many other websites. He was also named one of the 100 history makers in the making by NBC's the Grill and was hand selected by Quincy Jones to represent him in concert at the 2012 Montroe Jazz festival.

Pentatonix was also the first a cappella group to receive Forbes 30 under 30, all five members made the list and Kevin is here with us today talking about well, how you break it into the music world, how YouTube actually helped them launch their careers. The disappointment that his parents experienced when they learned their son was not going to become a doctor and pursue a cappella and what he is learning from Quincy Jones, someone he considers to be his mentor.

Here we go, Kevin Olusola.

[INTERVIEW]

[0:03:41.7]

FT: Kevin Olusola, welcome to So Money. Pentatonix taking over the world. You are music royalty right now, welcome to the show.

[0:03:51.9]

KO: Oh my goodness, thank you so much and that's so kind of you to say all those things. I just feel very blessed to be on this journey and it's been an amazing one for sure.

[0:04:00.9]

FT: Well I want to get in to that journey. I'm so envious and so admiring of everything that you've put out so far as a young person, trying to break through in the music world. I love this story that you have, you and your a cappella group, your team mates. Would you call them, your singing team mates or what's the term?

[0:04:25.2]

KO: I'll say my band mates.

[0:04:25.6]

FT: Your band mates. I know you play the cello and you're very instrumental. You guys got dropped by your record label, right?

[0:04:35.0]

KO: Yeah, what happened was that we won the sing off, this TV show on NBC for a cappellas. Right after we won we got signed to Epic Record but then immediately afterwards we got dropped by the label. I think it was not necessarily what we call collaborating, we weren't sure if they took what we were doing seriously. So it was kind of a blessing in disguise because that meant we could kind of forge our own half and learn more about who we were as musicians first and foremost.

[0:05:03.7]

FT: You took to YouTube and a billion views later — a billion — here we are, I think you guys went platinum last year?

[0:05:13.7]

KO: Yeah, we went platinum last year for our Christmas album.

[0:05:16.1]

FT: That's incredible. Well let's go back in time a little bit Kevin. You probably never thought you'd be here, right? You were at Yale majoring in East Asian studies, what did you want to be?

[0:05:28.6]

KO: Actually I was an East Asian studies major but I was also pre-med. My dad's from Nigeria, my mom's from Granada and my dad's a psychiatrist and my mom's a nurse. So my goal was to be a doctor but continuously do the things that I love like music and trying it and at one point I thought that I was going to be a doctor in China serving there. So that's what I felt I was going to be doing.

[0:05:53.9]

FT: Are you maybe going to go back to that at some point? Are you trying to really pursue music and see how far you can go?

[0:06:02.3]

KO: I think now I've realized how much I love music and I feel like I started to understand what's unique about what I do as a musician and so I kind of want to continue projecting that to the world and figuring out what makes me tick musically because I love it and music has such a reach that I want to be a part of.

[0:06:21.8]

FT: You said briefly that after you were dropped from your label, it was an opportunity in disguise, your group was able to have a pow-wow, figure out strategy, how are you going to be unique and stand out. What was that process like for you and your band mates? How did you ultimately decide your next steps and take me to that moment?

[0:06:46.4]

KO: Yeah, absolutely. I think the great thing is we had a great team around us, especially with our manager Jonathan Kalter, he told us, “I think this is a great opportunity for you guys to showcase who you are unapologetically without anybody telling you who you should be. I’m building the fan base that you want to build and YouTube is an amazing resource for that. Users of YouTube is growing exponentially.” And so we thought that with what we do, a cappella’s not something that you have to just hear but you need to see happen.

Because you’re not going to believe that the base you’re hearing is something that low, me with the beat boxing, all the beats are coming from my mouth and so we thought that this would be a great way to do that and we kind of started to figure out what people loved and didn’t like about our music videos and we just continue to hone in on those strengths, in addition to how we arrange. It was great because it got to a point where I mean now we probably done more than 150 arrangements in our career.

[0:07:45.0]

FT: You’re from Owensboro, Kentucky, you’ve seen probably more of the world now than most people do at age 80 because your music has taken you so many places. Tell me your favorite part of all of this, I can only imagine that every day is different, you guys, this career has taken you to incredible locations, meeting amazing people that you only maybe have before read about or seen on TV, now you're considered part of the mix. But what’s for you the most special part of this?

[0:08:18.8]

KO: Oh my gosh, I think one of the coolest things about this job is that no day is the same. It’s continuously changing from going on tours to coming back to your home and working in the studio on music to working in the studio outside, on tour itself to performing on award shows, to traveling around the world and meeting different people like dignitaries and other musicians and fans.

To be able to do that is truly a blessing and to have a very — to have a life that it continuously changing fluidly is really amazing. I’m so thankful for that. I think the other thing is to be able to,

as an entrepreneur I think one of the things that we get to do is learn about ourselves and figure out what makes us tick and what are our strength and weaknesses and the most humble they can do that by being an entrepreneur because your success lies on your ideas, on your creativity, your uniqueness and understanding what your strengths and weaknesses are, and finding the other people that can help you realize the dreams and the goals that you might collectively have. Understanding yourself is such a cool part of this journey as well.

[0:09:35.2]

FT: I feel such profoundness. You have, I feel like aged 10 years in the two years that you've had this phenomenal success and now you're talking about how entrepreneurship is really the way. Going back four years when you were say in college, I don't remember how long ago you were in college but the path that you were thinking you were going to take was much different. You've changed your mind a lot, is that attributed to basically this opportunity that you've been riding and did you always see yourself being entrepreneurial?

[0:10:12.5]

KO: Oh no, I didn't think I had an entrepreneurial bone in my body to be completely honest with you. The things that I knew was that I could study well and I could practice. My cello and practicing language for example, Chinese I think both of the skill sets are very comparable and that and once again the studying thing. If I can study something I'll be good. That's what it thought I could do but I didn't think entrepreneurship fell into the same category for me because entrepreneurship means that you have to have a certain gut, an inherent feeling about certain things.

And to be able to look at the world around you and to be able to analyze and you've seen that I truly need to be completely honest, I didn't think I had the skills to do. I think as I decided to become an entrepreneur, I think those traits started to grow and it became an acquired skill set. I don't know if it was something that was inherent in me but I just continued to looked up to people that I saw that were great entrepreneur in music and in so many different fields and try to understand what was it about the entrepreneurial spirit and the skill set that I could take in and learn from.

[0:11:25.9]

FT: What are you learning the most in this journey? You mentioned in Forbes that, and by the way we should mention that Pentatonix, first a cappella group to receive 30 under 30. Quincy Jones you said is your dream mentor? What is it about Quincy that you admire and do you hope to follow in his footsteps?

[0:11:45.6]

KO: The first thing is I love Quincy Jones. He's somebody that I've actually had the pleasure to work with. He tweeted me in February of 2012 and asked me to go to his home. So I went to his home and I played for him and then he asked me to go around the world with him to perform. So I did that in Switzerland, I did concerts, I did other things for him like recordings and so he's somebody who I really admire and I love his team.

The thing that I love about him actually after reading his auto biography is that he was somebody that was such a voracious learner and a student of all different types of things. Not just music but a politics of economics, of how he utilizes his gifts and talents to better this world. That's something that I've always loved because I think as a musician, the money we make if you will, might not come from just touring.

It could come from song writing, it could come from producing, it could come from writing songs for TV shows. He did it all, that's the coolest thing about him, he did it all. He did it so well because he was such a voracious learner and that's something that I've always admired about him and it's something that I've always tried to pride myself in and try to continue to be a student of him for that.

[0:13:05.5]

FT: You've done a lot of interviews, I suspect, in the last year given the fame and notoriety of Pentatonix but in this show, we're going to talk a little bit about something that you probably never have talked about and that's money, personal finances.

[0:13:20.7]

KO: Yeah, I know right?

[0:13:22.0]

FT: You brave soul, you decided to come on this show and unleash your financial ideas and habits and perspective. Let's get to that aspect of your life Kevin. What would you say is your money mantra, if you have one?

[0:13:39.1]

KO: You know what, I would probably say it's make your money work for you so that you can do your life's work. What I mean by that is that money is I think to me is an opportunity to be able to be financially stable so that I can do the things that I believe I'm called to do. Whether it's music, whether it's doing anything in cultural diplomacy, I want to be able to be financially stable so that I could continuously do those things that I believe in my life's work and I can give my whole self to those things. So that's why I always say I need to make my money work for me. In terms of income, in terms of investing so that I'm able to do those things.

[0:14:20.2]

FT: Pentatonix has gone platinum, which means you've sold over a million right? A million records or downloads.

[0:14:29.6]

KO: Yes.

[0:14:30.3]

FT: Right, and was there also a Grammy on your resume?

[0:14:35.3]

KO: Yes, I can't believe that we were nominated for a Grammy award.

[0:14:36.9]

FT: My goodness. Feed our curiosity here. What's the money like? You can tell us numbers but are you — is Pentatonix rolling in the dough? How does that world work as far as success and money. I'm sure there are a lot of people you have to pay and when you are with a label that's potentially money that you have to pay off the bat but how does it work with your pay? Do you get a paycheck regularly or you just sort of have to wait long periods of time before the money comes in, how do you manage your money as well?

[0:15:14.8]

KO: I feel like as entrepreneurs, sometimes kind of you're living by when certain things happen and so when we're on tour, after tour, you settle the tour and then you figure out how much was made and it's split evenly amongst us or with song writing or album sales, it's the same thing you wait for a certain period of time, usually quarterly and then after that you figure out how much comes in and then you split accordingly.

So I think that's kind of how we've been in the back ground but the great thing about running a business is that yes, you get to employ people that help you do what you do best. That's such an important thing because a lot of people I think say, you know what? We can figure this out ourselves, we can just do this on our own when I think it's sometimes missing out in the great opportunity to employ people that are so good at a certain skill set to help your run your business more effectively.

So I think that's one of the things that we've definitely done. How to figure out those people that can help to run our business effectively. Whether it's a label in terms of promoting our album, a manager that can help figure out how we can do all the different projects of our life.

Whether it's our touring crew, whether it's our song writing crew. You need all these people to help you do those things and yes obviously it's costly but at the end of the day, it's going to help you do what you do best and help the overall financial goal of your team so much better. We're blessed to be in the monetary position that we're in.

[0:16:39.8]

FT: You're a five member group and that has to mean that sometimes you don't always agree on things. How does the group problem solve and how do you ultimately proceed with decisions, big decisions if there's somebody who is on the fence? In some ways you're very lucky that you have been so successful with five members because that's — how does the band keep it together, I guess is my question?

[0:17:09.1]

KO: Completely, that's a very, very important question because there's definitely a lot of times we disagree, creatively about how certain things should go on tour. We definitely disagree but I think that for us actually one of the most important things about what we do. It's because of those disagreements we could figure out what will work better.

Because of that we finally will come to a consensus of what to invest for the piece of music or for the band and we all finally — we know we'd get to that solution, you know we've thought about every single possibility. We really talk it out and we're very honest with each other, which is so important during conversations. Say exactly what you want to say, respectfully obviously.

Definitely say what you need to say to make sure your point gets across. I think we're all very good at understanding each other in what we allow and so we could figure out in terms of common ground for what's best for the band.

[0:18:06.6]

FT: Like I said, I feel like the experiences your group has had in the last couple of years, it's priceless, you've been exposed to so much, you've had to make some really big decisions,

you've traveled the world, You're 30 under 30 but maybe you're going on 40 as far as like your exposure to the world, it's amazing, what an experience.

Okay, tell me this, you talk about your parents are really your role models, what was your experience as a kid growing up as far as your introduction to money? What's your biggest money memory as a kid growing up?

[0:18:51.0]

KO: That's a good question. I would say it was probably would fall in line with my same month in terms of making your money work for you right? My dad, he's somebody that loved the stock market. It's something that he continuously study whenever I was younger and he obviously still does now. I remember just sitting on his lap and him just teaching me, ."Hey Kevin, I want to show you about the stock, I want to show you how this works," and what is that they taught me was that the graphs don't lie.

He would make me look at the bolinder bonds, he would make me look at the Mac Bee, he would make me look at the score. I can't even say that word very well. He made me research these things and look at him and say okay, he's never let me look at the stochastic what should be the next step, should we sell this, should we keep it? What does it look like in the long term?

He made me analyze this so I can get a better understanding of those graphs won't lie in terms of how you can make your next decision. and he says, "Those graphs won't lie," and he says, "How you make your decision. And so that's something I always remember it. It's something that I really appreciated him about. About understand how to invest your money and how important making your money work for you is?

[0:19:55.9]

FT: I think you are the first guest I've had who has said that growing up, their parents taught them about investing. I think that's usually at the end of this episode, I ask, What's one thing you wish you had learned about money growing up and everyone's? And like, investing. Compound

interest, the stock market. Wow, that's amazing that you had that introduction at such a young age. Do you invest your money now?

[0:20:20.9]

KO: yeah, absolutely. In stocks, in real estate, things like that and also I think investing in my personal self, when I say that I think that's that's something that I've always learned from people like reading about Oprah, investing in yourself is so important. Finding books to read that are self-help books, the Seven Habits of Highly Effective people or autobiographies, people that you really enjoy. For myself right now I'm learning a new music program called Ableton which allows you to produce music on the fly. It's a great tool for live music.

I'm learning that now because I'm thinking about my own musical career and I'd like to be able to do that with my own show and in addition, in song writing a lot, not just for the band. Which I study a lot of musician to try to understand what they do. That takes time and money obviously and also I'm writing an album at this very moment for myself and I've been taking a lot of voice lessons and obviously that's costly too but I feel like for the next step of where I want to go, that's really important. Personal investing is such an important thing because if you invest in yourself, you can never go wrong.

[0:21:27.6]

FT: Would that be your biggest advice for Millennials. For me I think that's something that I always tell young people, people who are younger than me that use your 20's to really take advantage of the fact that chances are you don't have a big family that you're financially supporting. It's really just you. Be selfish, take advantage of that, fuel your brain, get all the experiences you can, travel. I think that's really what the 20's should be dedicated to, what would you say to that?

[0:22:01.1]

KO: I completely agree. It's crazy to me how many people I see that kind of just sit around and maybe just watch lots of TV or are idle and I just keep thinking to myself. Man, there's so many

opportunities to read, there's so many opportunities to learn about something, to learn about social media, to learn about a different instrument.

Not that everything have to be towards your main goal however all these different ideas that you learn, you have no idea how they're going to help you and so I just feel like just take the time get all the experiences and the life lessons and the tools that you feel like you're going to want as an individual, especially when it comes to money.

I really take the time to read a lot. Whether it's a real estate book, whether it's about Michael Jackson Inc. This book that was written by actually a Forbes Guy, Jack Greenberg who went to Yale, about how Michael Jackson built his business and it's in over 1 billion dollar business. Even after his death.

Understanding those things I think is so important because then it gives you an idea and sparks that bring to how you want to personally live your life and how you might want to be your own entrepreneur or whatever type of success you want in life. I think it's such an important thing to do.

[0:23:14.7]

FT: Reading, who knew, reading 1 book, who knew? Reading books. I just bought the book, *The One Thing* Which I know I'm really late to read but I've really...

[0:23:23.3]

KO: I don't even know about that book, what is that?

[0:23:25.4]

FT: It's basically a book, the last name of the author is, it's like one of the founders of Keller Williams real estate agency, it's just like the one, if not the biggest real estate agency in the country by sales.

[0:23:40.2]

KO: Definitely know them.

[0:23:41.6]

FT: Yes. You know of the name. The author's name escapes me but basically it's about how multitasking is not productive, that the way to succeed in life is to have focus and it's sharp focus, specifically on one thing at a time and how that can create a massive domino effect in your life and it's hard for people to really embrace that philosophy just because we're raised, multitaskers are heroes, it's like a bragging right.

Well I was able to accomplish eight things at once but his theory is that it's not just even his theory, he pulls out a lot of data and study that actually when your brain does not have the capacity to do multiple things at once well or in completion. We may feel it's tough to just focus on one thing at a time because we feel like we're giving up on so many other things that actually can lead you to greater success. It's very interesting.

Again, it's not a new book, it's like, it was a number one wall street journal best seller, it was a number one Amazon bestseller, it was on the New York Times bestselling list and it's been around for a few years but I just finally got a chance to read it. I was at the airport and I needed some plane reading. So I spent a lot of money on the book, I could probably could have got it for cheaper on Amazon but I bought it one of those stores and I will was a number one best seller. I twas this one because I feel like I need to get my money's worth. Anyway, I digress. Tell me about your biggest financial failure? Because you can't be perfect.

[0:25:23.0]

KO: Yeah, I have a story for — I think one of them is just, I think as the band got more successful, I think one of the things that I didn't do well was budget. It's something that I didn't really do in the beginning and I think I was kind of one of those people who was like, "Oh it will be okay." I won't forget there is one time I could think of when there is this jacket that I wanted, our stylist presented to us and it was a crazy amount of money. Like crazy.

I saw it and I was like, “I want it,” but I didn’t even give any thought to how much it cost. I looked at the bill and I was like, I bought that? Granted, I use it a lot but still I was like, I’m rubbing for that much but it was just one of those things where I didn’t realize how important budgeting is. That’s something that now I’m trying to do a lot better especially this year, it’s been kind of one of my mantras. Yeah, budgeting is something that I’m trying to do because before boy, I did not do that.

[0:26:25.8]

FT: I know, it’s amazing what happens when you actually look at your bills or you look at your statements, you’re like, “Wait a minute, I spent how much money on Uber last month?” Yeah.

[0:26:36.7]

KO: Exactly. I love to go out for dinner with friends and stuff and granted, a lot of it, I always try to make sure a lot of times I go out with friends that I know that are business people that I would hang out with anyway. So obviously it’s a business expense that way. I always try to make sure that’s the case for a lot of the times. Even so, those bills can rack up and so it’s just difficult.

[0:27:02.5]

FT: Okay, let’s talk success. Your number one So Money moment?

[0:27:06.3]

KO: Oh my gosh. I would probably say it’s when I paid off my college loans. It was last year when I got to do that beginning of the year because once again we went platinum and with that, when we got the money for what we made off the Christmas album, I was able just to pay it all off and I was just so thankful because that’s such a big debt and I went to Yale for undergrad, I also went to boarding school.

And so to finally be able to do that, it was such a weight off my shoulders. Now I finally thought, “Okay now I can finally start investing in the things that I want to invest in, whether it be real estate more stocks or you may be a tech VC. Finally I get that opportunity to do that.”

[0:27:53.8]

FT: How about your number one money habit? What’s something that you practice consciously that you do it because it helps you with your money management?

[0:28:04.8]

KO: You know what? One of the things that I’ve done which I’m really happy about is that I started doing it last year and it’s basically looking at your net worth. I was reading on investing but talk about kind of looking at your net worth monthly, seeing how much you’ve made, how much you might have lost, looking at all your assets, looking at all your liabilities, whether they’re long term or short term liabilities and assets.

It gives you kind of an understanding of your whole financial picture. That kind of informs you in terms of okay, if I did this much for by recording projects, if I did this much for things like that.” And it helps me curb my spending a little better. I think looking at your net worth very often and understanding, “Okay, well where do I want to be at the end of this year, what do I do to get there?” That’s something that’s been really helpful.

[0:28:56.8]

FT: Do you use any tools? What are your favorite apps or budgeting tools if you have any?

[0:29:02.1]

KO: Oh my gosh. Obviously Mint.com. Here is one that I’ve been really enjoying. Not in terms of money management but for understanding investing. It’s a real estate app, I cannot even think of the name right now it’s so crazy but it’s all about real estate. There’s one called Loopnet that I

really love. Obviously just looking at places and just kind of understanding given the real estate markets. I love doing that. CNBC, I like looking at that at times.

[0:29:33.6]

FT: I think you're my brother from another mother.

[0:29:37.7]

KO: Oh really?

[0:29:38.2]

FT: I'm obsessed with real estate. I have one home but I just love looking at homes, the interior of homes, looking at prices, imagining myself living there. I think I was a real estate agent in a former life or that is something that I will be in the future. Just love it too, it's my favorite section of the New York Times on the weekends. I'm obsessed.

[0:30:04.5]

KO: Oh my gosh, I am right there with you. I love reading about it. The thing I love is that after starting to understand how real estate works a little bit, I started reading so much about different real estate investors and one thing that Warren Buffett talked about, I don't know how much of a real estate investor he is, but I know one thing he said is that compared to appreciation, I think the most important thing is making sure cash flow is continuously and readily available.

That's something that I've always kept in mind, that's like for me personally, some people might buy houses and things like that, fix them up and then I'll often sell them but the thing I personally love more is the idea of investing whether it's commercial real estate or something like that, continue to getting cash flow. Knowing that this place is going to appreciate but that cash flow is so important and to have it readily available to do things with it, whether it's investment in stock market or other things. Whether it's to pay up your child's tuition for private school if you will. That cash flow is so important.

[0:31:09.7]

FT: Yes, for sure. Okay, let's do some So Money fill in the blanks Kevin, you've been such a fun and inspiring guest, let's see what your train of thought — where your train of thought leads you on these sentences, okay? If I won a million dollars or if I won the lottery rather because that's more than a million and if you're paying attention to the last lottery, it was over a billion dollars. Let's say you won the lottery...

[0:31:36.0]

KO: I know.

[0:31:36.3]

FT: I know right? Did you buy a ticket?

[0:31:39.3]

KO: No I did not.

[0:31:40.3]

FT: Neither did I.

[0:31:40.9]

KO: One of our members bought like 30 tickets and didn't win anything, he was so sad.

[0:31:45.1]

FT: That's interesting. Which one? Which one of the Pentatoni bought a ticket?

[0:31:51.7]

KO: It was Scott, he bought like 30 tickets, I saw it on Twitter and I was like, "Really dude?"

[0:31:55.9]

FT: Do you think he would have shared the money?

[0:31:59.8]

KO: I don't know, I don't think so.

[0:32:01.0]

FT: He would have been out, he would have been like, "Pentatonix is now down to four members."

[0:32:07.1]

KO: Exactly, that is so funny.

[0:32:09.6]

FT: If you won the lottery tomorrow, the first thing you would do is _____.

[0:32:14.5]

KO: The first thing I would do is pay off all the debts of my family has in genera. Oh my gosh, if I can do that, I know that will make my whole family happy. My brother, he's at Columbia for medical school and my sister is at university for pharmacy school. Just paying off all those debts would be great, they don't have to even think about it anymore.

[0:32:33.4]

FT: Your parents must be so proud, beside themselves just to think that their children have come so accomplished. Tell me though, was your mom a little bummed or your dad a little bummed that you didn't become a doctor? Because that's every parent's dream.

[0:32:50.7]

KO: Oh my gosh, are you kidding. He was so confused. He's like, "But I spent all this money for you to boarding school and hand over. You need to go to Yale for undergrad and now you're deciding to go to music? That makes no sense, you have no guarantee," and he's obviously that's kind of I think culturally a mentality when it comes to foreigners coming to the United States. It was very difficult for him to get on board at first.

Once he started to see that once again I'm an entrepreneur had a unique way of thinking about music, cello, and beat boxing and then Pentatonix and he saw the success starting to unfold. He was completely onboard.

[0:33:24.3]

FT: Yeah, I knew that question was going to get an interesting answer because your parents are immigrants, minor immigrants and likewise in my household, education was number one, I don't know what my parents would have said if, even though you've had the ultimate success with someone who is pursuing music in such a short period of time.

There's something about saying that, "Our son is a doctor." That it's not quite the same as saying like, he's in an a cappella group? Especially for an immigrant family where there's not... what do they go and tell their friends? You know?

[0:34:01.9]

KO: Exactly. My goodness, you still have to tell people...

[0:34:05.3]

FT: Did I hit a nerve? Yes.

[0:34:07.1]

KO: Exactly, it's so hard but that's why I like, I'm very excited for the path and the success because I hope this is an invitation to show so many people who pay those gifts who have the same type of cultural background that you really believe in what you have and not only that, you really think you're thinking about it in a very different and unique manner that could change the way people do things then try it. At least try it and at least go for it

[0:34:35.2]

FT: Yeah. All right, how about this. One thing I spend on that makes my life easier or better is _____.

[0:34:41.4]

KO: Oh my gosh, probably the self-help books. Just reading about how you can see things better and how you can be more efficient as a person. Oh my gosh, I think it's great and people need to do it a lot more.

[0:34:54.8]

FT: My biggest splurge that I spend a lot of money on but I love it and I wouldn't have it any other way is _____.

[0:35:02.4]

KO: Oh my gosh, I would say — I don't know if it's a guilty pleasure. It would either be food or travel because I love traveling. I actually took my girlfriend to Disney World and it was really fun and obviously it was a lot but it was such a cool thing to have that experience and you just

cannot take away those kind of experiences. “You know what? I want to splurge, I don’t care, it’s New Year, let me have fun, let’s do it.”

[0:35:30.8]

FT: I think I would agree, food and travel are my two biggest areas. All right. One thing I wish I had learned about money growing up? I know this isn’t investing so was there anything that you wished you had learned at an earlier age?

[0:35:44.5]

KO: Man, when it comes to money, I wish it was about — honestly how interest could beat up your life if you are on the wrong side of the interest kind of sport. I didn’t realize how — man just with was loans and things like that. My gosh, I think so much more than I originally thought I was going to say. Just because the interest is a beast.

[0:36:07.7]

FT: It is but you’re talking student loans, at least it wasn’t like credit card debt which has a lot higher interest.

[0:36:14.3]

KO: Right, completely. Still, even if it’s the lower percentage, it’s still a lower percentage of tens of thousands of dollars, so it’s still a good amount of money.

[0:36:23.9]

FT: Okay, when I donate, I like to give to _____ because _____.

[0:36:29.5]

KO: Man, I like to give to charitable organizations. For example like, there's one called the Adventist Disaster and Elite agency just because I love the work that they do. Unicef I think just they do an absolutely incredible. When you have money to give and you can give it to a child in need or to a disaster so that people can be in relief, absolutely, we're so blessed to be in the United States and have all these interest, all these infrastructure to be able to kind of save certain situations and a lot of people don't have that. So I love to invest in those people who don't have those opportunities.

[0:37:07.5]

FT: Okay, this is a random question and I'm going to derail here for a second. Who are you voting for? Are you into this election right now?

[0:37:15.6]

KO: I don't like answering those questions because I know I'm going to get so much flack. It doesn't matter who you talk about. So I'd rather not.

[0:37:23.7]

FT: Sure, sure, sure. As a millennial, I don't know? Do you feel like any of these politicians are really addressing young adults?

[0:37:33.5]

KO: It's hard and I think that's kind of one of the reasons I truly believe in entrepreneurship because no matter the political situation, we need to take control of our lives and we need to take advantage of the things that we have in this country. To be able to do what we want to do to be on top of the market, on top of the political realm.

That's why I feel like what Pentatonix has done, the things that I want to invest in. Other Millennials, what they want to do and invest in, you just have to think of stock ability no matter what the situation is politically.

[0:38:05.8]

FT: Excellent answer. Dodge the question by the way. Last but not least, I'm Kevin and how do you pronounce your last name again?

[0:38:16.9]

KO: Olusola

[0:38:17.1]

FT: Olulsola. I'm Kevin Olusola and I'm So Money because _____.

[0:38:22.6]

KO: Man, that's so funny. I love this questions! I'm So Money because — how do you answer that question? I'm So Money because I love what money can do for people and financial freedom.

[0:38:39.1]

FT: All right. That's a good answer. There's no wrong answer to that fill in the blank. I think that you Kevin and your whole Pentatonix group are such great leaders and such great role models for Millennials and really anyone. I think your story about pursuing your passion and being strategic and working with your team mates and investing and reading. I mean gosh, I learned so much from you. You are 30 under 30 but you are wise beyond your years. Congratulations and wishing you a fantastic year ahead.

[0:39:13.8]

KO: Thank you so much, I really appreciate that.

[END]