

**EPISODE 403**

[SPONSOR MESSAGE]

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[INTRODUCTION]

[0:01:33.8]

**FT:** Welcome back to So Money every one. Wednesday, April 20<sup>th</sup>, 4/20 and Startup week continues and what a day to be doing a startup episode because on CNBC tonight at 10 PM Eastern Pacific on Follow the Leader. Just the show that I happen to love and be in that I would really like to get a watch, Gary Vaynerchuk is the entrepreneur of the evening whom I'll be following around, learning how he thinks and talks and lives life, leads business, is transforming social media.

For those of you who don't know who Gary is, he is the founder of Vayner Media, which is a digital marketing agency. But is also a huge personality, a huge online celebrity really who is all over twitter and Instagram and snapchat and he made a name for himself as an entrepreneur at a pretty young age, taking his family's wine business from \$3 million dollars in annual revenue to like \$60 million dollars. Thanks to YouTube videos and Google ads, back before anybody else was really capitalizing on all of that stuff.

So Gary is an early adapter and his gift is understanding how to market, how to sell. You got to watch that episode, but meanwhile here on the podcast, Startup Week continues and today we have a very inspiring, young entrepreneur, Eli Kariv, he is the cofounder of the Coding space and coincidentally, also a fellow Penn Stater, Go Nittany Lions. Eli graduated from the Smeal College of Business like I did a long time ago.

He graduated last year and now runs this after school program called the coding space where he helps students learn to code. Because that is the future, right? When I was in second grade, I learned how to write in cursive but if I was going into school now, I'd probably want to learn how to code so that I could have a job when I turned 21. The company launched in July of 2015 just last summer with six students and now they have over 125 students.

Eli says, the company is 100% boot strapped. So unlike Julia Shapiro from Monday who found many investors for her business, Eli is completely bootstrapping this using his own money and not really knocking down VC doors at the moment. Prior to launching The Coding Space, Eli was of course still in college and there he started his own web development company called Crossed Cloud. He's always been an entrepreneur, he was also part of the user acquisition team at Mozilla Firefox in San Fran and he worked at Remind.com.

Eli teaches us a lot of things including how to build a sustainable business. We hear this idea of sustainability, it's very on trend right now that when you start a company, how do you make it a forever company? He has this philosophy that rather than having procedures in your small business, you should have principles to better guide you to make those important and hard decisions. The one book that we can all buy that for him and his co-founder has been the bible, the compass for guiding their business.

Here is, Eli Kariv.

[INTERVIEW]

[0:04:38.5]

**FT:** Eli Kariv, my fellow Penn Stater, welcome to So Money. Very excited to learn about the coding space and of course your most embarrassing moment at Penn State. Welcome to the show.

[0:04:49.2]

**EK:** Thank you so much, thank you for having me.

[0:04:51.8]

**FT:** Did you like going to Penn State?

[0:04:54.2]

**EK:** I loved it. It's called Happy Valley for a reason.

[0:04:57.1]

**FT:** Yeah, right? Truth be told, I was kicking and screaming my way to Penn State, I wasn't over the moon about it. I think I was just a little bit of a snob and I wanted to go do the fancy schools but I have to say that it totally got me when I got there, I fell in love with the people, the campus, I'm not a big football fan I have to say but I do occasionally watch the Nittany Lions but I think that you and I both also were in the honors college, which made the experience that much more exciting and fun and enriching because it was sort of like we were in a liberal arts school on a big campus.

[0:05:38.5]

**EK:** Yeah, absolutely. I think college decisions is so funny because it's the first time you're kind of taught very instructionally through school and you're told all the things you have to do and you just have to do them well. Then suddenly you get to college and you have to make this huge decision based on — like you've never lived on your own, you've never lived in tons of different places. I literally flipped a coin to decide what school I was going to.

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**FT:** You did? What were you deciding between?

[0:06:02.0]

**EK:** I was deciding between Boston University and I was from Boston so you know where my mom was interested in me going and between Penn State. I think at the time, I had no idea what I was actually factoring into the decision. I now realize that's about things like state college is a totally different place than living in the city of Boston.

That probably should have been a main factor. But at the time I was like, "Oh this rankings as X about the business school." Like all these random things and then my brother actually was the one who convinced me and he said, "Hey, Eli, living in a state college," and he kind of new the area because he grew up in the Philly area.

He's like, "Living in State college is a once in a lifetime experience. You can't get that kind of experience after you're out of school where as you can always go live in the city." It's like, "Okay, that seems like a good decision and the coin flip seems to agree with you." I ended up having before copious years, transformative years of my life and it was a really great time but it's very interesting, what goes into college student's decision making.

[0:07:08.2]

**FT:** It's not an easy decision and it's not a coincidence. 30% — I think I last read this statistic a couple of years ago so it may have changed but it's a lot of kids transfer after their first or

second year because they realize they get there and they're like, "Oh, I didn't realize it was going to be so small or everyone's an introvert or there aren't enough activities or my major isn't here."

It's worth it sometimes to take that gap year if it means being able to make a more educated decision and maybe even use that gap year to save money. Anyway, we digress, let's talk about all the success that you had in Penn state, obviously you chose well because I love Penn state too but you did something very exceptional there which was start a business.

It's Startup Week. I wanted you on this show, we had a lot of people apply for this actually so you were one of the lucky that got selected. I really liked your story, not just because you're a Penn Stater, that was a little bit of the decision but really because I wanted somebody who had that experience of starting something while in school. We hear often in the news about these bright young luminaries who start businesses while I were at Harvard and Stanford.

It seems so easy and "of course you went to Stanford and started a business." But it's not easy and it's not easy and it's not that common. Tell me a little bit about your experience. Did you always know that you wanted to be an entrepreneur and how did being in that college environment support your launch?

[0:08:36.8]

**EK:** Yeah, absolutely. So I guess going back a little before that. My high school experience wasn't that great and then definitely would not defined as successful and the one thing I did know, I didn't know I wanted to be an entrepreneur but I did know that something about the way the system was setup for me just wasn't working.

Like we had these essays due every two weeks and we had grades on every assignment and it was kind of told to us that we had to do these things. I couldn't really convince myself that I should be spending my time on a Thursday night writing an essay about Hamlet. I say that, and I ended up turning it in two months late.

I always knew there's something about the way things are being presented to me wasn't working too well and I wanted to explore more independent thought. Luckily, my brother started his own company so I kind of had this role model to see like, "Oh, starting a business is like an option for people and thinking about entrepreneurship as a thing."

One of my teachers in high school let me TA, the entrepreneurship class that we had. So when I came into college, I didn't know much about entrepreneurship but I knew a little more than everybody else because I have my brother, I have my class. So in my first year, I actually started a business before this one called Crossed Clouds where I saw all of these small business downtown that needed websites.

And they said, "Hey, we really need a website, we're going to pay somebody \$10,000 to do it." I was like, "Woah, like I could probably figure that out for much less, would you pay me \$1,500 to do it?" And they said, "Yeah, sure." I went home and I Googled how to make a website. That's like how I — there's no fancy story or kid from Stanford who just knew this. I was like, "There's a chance to make money here."

[0:10:26.7]

**FT:** You faked it until you made it. That's what you did.

[0:10:29.7]

**EK:** Exactly.

[0:10:29.8]

**FT:** You took the opportunity before you had the skill.

[0:10:33.0]

**EK:** Yes, totally. To tell you how I came to that \$1,500 number, I was like, "Hmm, what am I going to need to start a business? I probably should buy a suit, some business cards and some

nice clothes because I'm a freshman in college and I don't own those. And I think it will cost me about \$750 so I just doubled that, \$1,500 and go from there."

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**FT:** You don't need fancy — I mean, did you have need all those things?

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**EK:** You don't need those things at all.

[0:10:55.7]

**FT:** You didn't even need all those things.

[0:10:56.7]

**EK:** No, I never ended up getting them. I don't wear a suit any day of the week, they're just things I thought I needed to look and present. I think the official action item was like "look legit" because I'm this freshman in college that has no idea what he's doing.

[0:11:11.9]

**FT:** We'll talk about The Coding Space in a minute. I want to learn all about The Coding Space, but one more question about college and entrepreneurship. There are many "entrepreneurial experts" out there that say, "If you have an idea and you're in college, quit school and start the business," and we see people who have done that very successfully from Mark Zuckerberg to even I think Steve Jobs. So — I don't know, did Steve Jobs finish school?

[0:11:39.0]

**EK:** No.

[0:11:39.6]

**FT:** He did not.

[0:11:40.6]

**EK:** Free college.

[0:11:41.3]

**FT:** What's your take on that? Do you — obviously you don't regret not finishing school I can tell but as a concept, as a piece of advice, do you think that that is viable to quit school and start a business?

[0:11:56.0]

**EK:** So we have an interesting perspective because my co-founder actually dropped out of school and he refers to himself as the college dropout in our team. It's very much something I've seen. I've seen a lot of students drop out of Harvard, go to YFC, do the typical drop out of school entrepreneurship journey.

I think there are a lot of pros and cons to both sides. I was very lucky to attend a school where I was able to explore extracurricular activities with most of my time. So I don't think necessarily that spending 40 hours a week with academics, which maybe getting like a science degree or an engineering degree at the top school will kind of force you to do.

I instead chose business because I knew that I would be evaluated based on things that I was doing outside of the classroom. So I took internships at Firefox and I worked at Remind an EdTech company out in San Francisco remotely, and I was able to run the entrepreneurship club there.

So I was able to spend almost all of my free time doing entrepreneurship which ended up taking me like a full time — it was a 30 to 40 hours a week where I was helping other students learn



about entrepreneurship and start my own companies. For me, it just happened to just not be a mutually exclusive decision and college was the perfect environment. It was like this playground where I'd be getting my degree, my parents would be really happy in those, great. I would kind of have this safety net back up plan. But I was spending all of my time doing what I loved and I never had to kind of miss any opportunities because I was in college.

Some people find themselves in situations where they're at the school that forces them to spend all of their time with academics and I think for those people, particularly if they're independent thinkers and entrepreneurial minded, dropping out may be a better alternative but I think there are lots of schools that place, and Penn State is doing great job with this right now, that place entrepreneurship first and give students an opportunity to not only get their degree but to explore things like internships and getting a job.

I mean biggest thing that doesn't really get talked about in business is college let me explore who I was and discover my passions and what I was interested in and it was this very safe environment. If I dropped out and tried to start my company and I failed in the first three months, which is what ended up happening. I'd be considered a total failure but since I was in college in the safe environment where I was supportive. It's much easier to try different things and branch out.

[SPONSOR MESSAGE]

[0:14:24.7]

**FT:** Time for a quick break to put the spotlight on one of our sponsors today, Wealthfront. Wealthfront is the most tax efficient, low cost, hassle free way to invest. Now, many of you I know are interested in simplifying your investment strategy. You want to reduce fees, you want to work with a service that you trust and Wealthfront delivers. It builds and manages your personalized globally diversified portfolio.

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[INTERVIEW CONTINUED]

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**FT:** Tell us about The Coding Space. I think this is a fantastic initiative and I want to support it. So tell me all about it.

[0:15:24.5]

**EK:** The Coding Space is an after school program where we help kids learn critical thinking and problem solving skills by teaching them to code. So kind of, you've heard my story about learning independent thought and having this new environment. So we're trying to create an entirely different way that students learn. Instead of the classic teaching model is called "I do, we do, you do." So the teacher does something and then the whole class tries to do it together. If there's time left, you do it but you probably just do when you get to the standardized test.

Lots of schools are implementing now project based learning and inquiry based learning and our class is the epitome of that. So it's 100% project base so students come in, they start working on projects in a block based language called Scratch which was invented by MIT and they start making their own games and stories and designs and they make a maze game or a whack a mole style of game.

Our teachers teach through something called the Socratic Method. They only ask the students questions. Rather than ever giving students answers and maybe testing them if they know it. Instead, they allow the students to kind of take their own path to figuring out the solutions and the teachers just ask the students questions that critical thinkers ask themselves.

So if a student says, "How do I make the score work?" It's like, "Oh well which one of these do you think will be most helpful? What kind of steps do you think you need to take? Let's really break it down and let's help the students learn to take these big problems and put them into

smaller ones.” That’s kind of the goal with the toting space. We’ve been fortunate to grow to over 125 students now coming weekly and kind of learning in this new method which has really caught on quick for both the students and their parents.

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**FT:** So the parents who sign their children up for these courses, and obviously the kids are interested too, it’s not like they’re dragging their kids to The Coding Space. Who are these children and I notice you’re on the upper east side, upper west side. These are not cheap classes, about a thousand dollars for the semester.

What about the kids who live in Harlem or in Downtown Brooklyn who want to excel at coding and that could be something that could take them literally out of poverty or give them the opportunity to then go to college. Are you kind of trying to scale it so that you’re meeting all different kinds of students from different economies?

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**EK:** Absolutely. It’s a really great question. So a lot of companies in this space are nonprofits who work solely with low income students. As you’ve mentioned, we’ve kind of built our business around parents with means. So what we do is instead of relying on donors to provide for the scholarships for low income students, we rely on the high income students.

So we give anywhere from 10 to 30% of our students have some form of financial aid or scholarship that could be as little as a parent says, like, “You know, I really think this class is worth it, I’m not completely unable to pay, can you give me a \$200 discount for the class?” Or it could be a parent saying, “I really would need it free to come but I really want to make the most of this experience.”

We actually reach out to the low income schools, all around Manhattan, Brooklyn, Bronx, Harlem and we ask for them to nominate students that they think would be a good fit for the program and we’ve ended up receiving many applications and we take those students sometimes on full scholarship to join our program.

We also offer free events once a month that are usually for girls, we really try to promote diversity and being a more inclusive program than any of the other programs that we've seen especially in some related fields. So we off these free events once a month for anybody to come and take one of the workshops for free and then finally we also have a partner with lots of local schools. We have a partnership right now with the public school where we're teaching their entire second grade class.

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**FT:** Eli, it sounds like the way that The Coding Space makes money is you have these individual classes but you're also partnering with larger organizations whether it's a nonprofit, a school, and basically embedding in those institutions and teaching their students there.

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**EK:** Exactly. We're trying to include low income students both in our program and also reach out to other programs and empower them to be able to help students of all backgrounds.

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**FT:** Do you think this is something that you can scale as far as the US? Internationally? Is there demand? What's the demand for this?

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**EK:** Yeah, I think the demand is becoming pretty massive. The stats that are coming say 90% of parents want their kids to learn to code. So nine out of every 10, but yet less than 25% of schools are teaching computer science. I think over the next five to 10 years, we're going to see computer science added as a core class in the curriculum, which is pretty crazy that we get to like live in the lifetime that that's happening.

And there's this huge demand coming up for it and I just — we as a company really want to see it be taught the right way. And we really want to see — computer science really lends its self to teaching students critical thinking skills, to teaching them problem solving, to teaching them character strength like resilience and grit and optimism.

We really want to see computer science make the most of that opportunity for students. Yeah, I think the scale is not only across the country but other countries are doing this extremely well. In some countries actually require K through 12 computer science education already. I definitely think this is something that is very big and very pressing right now.

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**FT:** Did you have a traditional business plan when you launched The Coding Space? If so, what was your five year plan?

[0:21:17.0]

**EK:** We had core values — we had three core values that really guided every decision we made and we had *The Lean Startup* as our bible which I highly recommend to any of your listeners. So our three core values were deep impact, meaning we wanted to not just marginally help student's lives, we wanted to transform student's lives. We wanted to help them make a huge life changing shift. We wanted to empower people.

Usually the way you make that level of impact is by providing people with skills or with confidence or something that allows them to take that action into their own hands and then the last one scale. And we use those three values to make most of our decisions rather than having a more concrete business plan and then we then used *The Lean Startup*, which basically talks about setting up experiments and the goal of a startup isn't to make lots of money or instantly do all these things, it's to try and scope out sustainable businesses.

So you're basically running experiments where you're trying to learn is this a viable business? Do people see value in this? Can this scale? Do people share this with others? And you want to setup all these little hypotheses. Like, "Oh, if I teach this class, then the parents will recommend

it to their friends. Is that true or not?” And depending — so you then you go do that, you create what’s called an MVP, a minimum viable product. You test if the product has the effects they thought they would have and then based on those results and your learnings, you then move forward and keep trying to scope out a sustainable business.

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**FT:** Did you learn this in school by the way or you just learned it from your own reading?

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**EK:** It was mentioned in school, there were entrepreneurship classes at Penn state. I didn’t think it ever really sunk in until I actually had to do it myself. My co-founder Steve is an avid reader and he will read these things religiously. So he went through the whole *Lean Startup* and basically set up all of this experiments for us to start with and it has saved us so much time and so much energy. We’ve been able to learn so much because of it.

[0:23:37.0]

**FT:** All from a \$20 book?

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**EK:** Yeah, exactly.

[0:23:42.4]

**FT:** I’m going to lead with that when I introduce with you on the show. “He started a business, thanks to a \$20 book,” but what you have just telling me is not the first time I’ve heard about these catch phrases like “core values” and “sustainability” and “MVP”. This comes up a lot right now in the modern startup world. I just spent some time with some entrepreneurs, you might have heard of them. The Warby Parker founders, the founder of Birchbox.

And the Warby Parker guys, Neil and Dave, they started their business also when they were in graduate school at Wharton. They have 10 core values and they're everywhere in their offices, people are reminded of them, that's what guides them and they also are very insistent on doing things that have a power to be sustainable. They're very lean and I think a lot of these startups are taking notes from the same books and ripping out pages from the same books for a reason. They work.

[0:24:45.0]

**EK:** Absolutely, I totally agree and by the way, former Birchbox founder and Hayley becoming a partner in First Round. It's a huge success. So just want to take a moment to appreciate that that happened.

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**FT:** She's one of your investors?

[0:24:57.9]

**EK:** Not one of our investors but First Round has been very close advisers to us and...

[0:25:04.2]

**FT:** I thought like you said first round funding, I wasn't sure what first round was.

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**EK:** First Round of VC firm. I think she was just named a venture partner there.

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**FT:** Yes, yes she's doing very well.

[0:25:13.7]

**EK:** Yeah, so very phenomenal with that. Yeah, I don't think it's a coincidence at all, I think one of the greatest pieces of advice that I've recently — it was actually in the First Round Review, a blog that they put out with lots of great information is the way to create a successful business is instead of having procedures for things instead, have principles.

Instead of saying every time you spend \$500, get it approved by these two people, instead have a principle that says, "If you're making a tough financial decision, ask if you would make that financial decision if it was your own money." That principle is much more of a guiding thing that can help create a sustainable business than a specific procedure is.

[0:25:58.9]

**FT:** That is brilliant. Let's just take a moment of silence with what you just said. "Have procedures not principles." This shows up all the time in the reverse where even if you're just talking to someone in customer service at a company where procedure can... if you're just stuck on the book and the procedure of how things get done, you kind of forget to be a human sometimes.

You kind of forget that there is a thing called ethics and moral compass and all of that important stuff that should ultimately guide all of our decisions. Instead, procedures are there, they're nice because they give structure and it's like something to fall back on. But you got to also take a step away from the procedure and make sure that it makes sense and that it is something that if one's implemented, like you said, it's sustainable and it's the right thing to do.

I don't think enough business, especially the traditional ones stop and think, "Is this the right, right thing to do? Really? It may be right because it's technically right, we've done it before in the past and it's our procedure but is it based on principle?" I think if more people, more businesses could think like that and strategize like that, the world would be a better place. We might even have world peace. Could be a possibility.

[0:27:17.9]



**EK:** I completely agree. I think there are lots of large businesses that if they're listening to something like this, might think, coming from me might be a little naive of a thought to not have all these procedures and outline everything. But I do really think that at the end of the day where humans interacting with other humans and if you can do something to make a customer happy, if you can do something to make a business partner happy.

Our best business relationships aren't because financially it really worked out for both sides. They're because as humans, I'm really good friends with Josh from the 90 Second Street Y or I'm really good friends with the people who are business partners and knows then materialize into really great relationships and our customers, we try to make the extremely happy.

It then turns into them signing up for another semester. But we really try to see it as humans and really doing our best to make sure people are happy and satisfied and content and we can kind of throw other procedures out the window if those things aren't under control first.

[0:28:22.1]

**FT:** Good for you. I'm so happy to hear that. So Eli, you're a budding entrepreneur, you live in New York City, just graduated from college. How are you making ends meet?

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**EK:** Yeah, it's definitely a tough thing. I haven't had the luxury of working for a couple of years and keeping up my savings and we've also taken the tough route of choosing to be boot strapped, meaning that we haven't raised any thundering from anyone. We're really trying to make sure that the business sustains itself rather than relying on outside sources for now.

It has been tough, I think when I initially planned to start this company, I knew that I would kind of be taking a hit on those things for a bit of time but it was definitely something I was willing to do given that I would get to do what I love doing every single day.

But in terms of making it work financially, I basically projected out what exactly am I going to want to spend money on? I want an apartment in New York, I definitely want my own room, I'm going to have to spend on food. I probably eat too — I eat out a little too often and I should project for that as well.

With all those things, I kind of determined the minimum salary I would need to make to make sure that I'm not only sustaining myself but I'm also not stressed about money. I think when you get stressed about money, you start making a lot of bad decisions about what you should do not only financially but with your entire business and your life and that can be very overwhelming.

So I figured out the amount of money I would need to not be stressed about those things and then we just made it work from a business perspective. We just made sure that we were making enough money financially that we could afford that and to be honest with you, there may be a month where we're not doing as well on registrations and I may not be able to pay myself the full amount that I wanted to and my partner is very lenient about that as well.

We definitely place our business first, but we've been very lucky that we have been able to grow business pretty quickly that is very cash heavy. Lots of startups out there don't really monetize early and don't charge but we charge, as you mentioned, a pretty good amount from day one and from that, we've been able to support ourselves and live financially and have enough that we can pay off all of our expenses, not be stressed but not really be saving too much but we get to focus on the business and doing what we love and making an impact in ways that we want to. So it makes it all easily worth it.

[0:30:51.0]

**FT:** Do you think that some young businesses make the mistake of taking on investor dollars too rapidly and then as a result they grow really fast which may seem like progress but what is also happening at the same time is they're indebting themselves and being held liable to investors. What's your take on that?

[0:31:15.3]

**EK:** Yeah, it's very interesting. I think one myth that kind of surrounds that whole space is that all VC's are the same. There's this general term, "VC", that everybody knows, should you raise VC or should you not raise VC money? I don't think that should be the question at all. An amazing investor like First Round is a completely different deal than kind of a no name investor who wants several board seats and actions and all these things.

So I do think it's a complicated issue. That being said, I have received a lot of great advice and we really enjoyed the luxury of only being, as you mentioned, indebted to ourselves. If we want to make a huge pivot with the business for example or we decide, especially with mission driven companies. B Corps are kind of being created to solve this problem but with a mission driven company that is also for profit, if we were to raise investor money it would keep us pretty focused on one track.

We'd be very quickly trying to earn back profits for the investors and make it to the next financial realm, which like you mentioned, can accelerate your business and can be a great move. For us, we kind of want the flexibility of being able to determine, is this really making an impact? Are we really putting deep impact as our first value? If not, is there a pivot we want to make to doing something else that may not be profit driven? So it wouldn't be totally in line with investors but it definitely would be mission driven and it would be in line with our actual students.

That's kind of the extra freedom that not raising money has brought. It does bring on a lot of extra stress. The amount of money in our bank account is the actual amount of money in our bank account, if we ran out, can't pay payroll. They're definitely present times but I think we've been able to have cash every business where we can pay all of our employees and our expenses without having to raise outside funding and that's been a really great luxury.

[0:33:13.3]

**FT:** That's really impressive and it is a great luxury not to have debt whether in your personal life especially in your business. Okay, we have not a lot of time left. I want to ask you one more question, which is parting advice for our listeners. Whether they're in college, out of college, whatever stage of life they're in, they want to start a business, what is something that you

learned the hard way, something that you wish someone had told you when you were starting out that would have saved you time and money and stress?

[0:33:48.5]

**EK:** That's a super interesting question. I think I want to focus on the last part you said, the stress. When people think about building a business, whether they're thinking about making impact or they're thinking about making money, they're thinking about, "How will I make the most successful thing possible?" I think the one thing I've learned the most in having my business be my full time occupation for all this time is you really want to optimize for your happiness and for your overall life balance.

There's a combination of things that you have to factor in. So one of the things that we've talked about doing is like starting our own school. And another thing we've talked about doing is building software. Even though those two types of companies may have a similar level of impact, may have a similar level of revenue, they're totally different lifestyles.

So the one parting advice I would give to any aspiring entrepreneurs is think about the life that you want to create and think about what would make you happy. Because ultimately, if you're not happy with the life you're creating from your business then it won't be sustainable and you won't be able to wake up every day and be so excited to get to work.

Just yesterday, I woke up as early as I could, worked all day, ended up working till like 10:30, which is not something usual for us and I was just so excited to do it. Creating a life where you're so excited every day to do what you're doing I think should come first and foremost and then kind of figure out how all the other pieces fit into that. Do what you love and I'm sure it's monetize-able, some way.

[0:35:23.7]

**FT:** Thank you so much Eli. So much that we've learned from you and you're so young in your business, I can't imagine in just five years if we were to reconnect, all the more education you'd

bestow on us. Thank you very much. Everyone, the company's called the Codingspace.com and you're on twitter @pennstatekid How did you get that handle? That's pretty cool.

[0:35:44.2]

**EK:** I got so lucky. I've been thinking if I should switch it to my own name but pennstatekid is pretty great and I love repping the school. Thank you so much for having me on your show, I really appreciate it.

[0:35:53.9]

**FT:** My pleasure, thank you for inspiring us here during Startup Week on So Money, Eli, have a great rest of your week.

[0:35:59.9]

**EK:** Thank you very much and everybody, have an awesome day.

[END]