

Follow @CBSMoneyWatch

Ad Info


 Like  12K



Amy Levin-Epstein
On the Job

Bio 

RSS 

Contact Amy Levin-Epstein 

Blogroll 

[View all posts](#)

moneywatch.com / Your Career / On the Job

6 Tips on Starting a Business From Successful Entrepreneurs Under 30

By Amy Levin-Epstein | Jul 18, 2011 |

Tweet  91

The job market landscape is certainly changing, particularly for Generation Y. [Freelancing](#) is no longer just a wild option for free spirits, and in some cases, starting one's own business right after college can sense, too.



Career experts like [Shawn Graham](#), who wrote a [recent piece about Generation Y career paths](#) for [Fast Company](#), say the under-30 generation wants more satisfaction from their jobs and more autonomy over their lives, making starting a business attractive.

If you're in this group or advising a wannabe young entrepreneur, here are 6 points to consider before launching a [new business](#), directly from successful young business founders.

1. Name: Robert Livingstone
Age: 26

Company: [Ideal Cost](#), a national merchant consultancy specializing in the credit card processing space. Over \$1 Billion in annual transaction volume.

Tip: "Focus. Many businesses fail because they try to offer too many services and too immediately want to be everything to everyone. It's important to focus on developing your business with a very targeted product or service to sell to a particular type of business or individual."

2. Name: Antoine Azar
Age: 29

Company: [2XM Interactive](#), which creates mobile apps and interactive touch installations. More than \$1 million in annual revenue.

Tip: "Be very careful when starting up with co-founders. This is even more serious than a marriage. If all co-founders are not perfectly clear and aligned on the goals of the business, the business will fail. I've seen many start-ups with fantastic products struggle to near-death only because of co-founder issues."

3. Name: Erica Zidel
Age: 29

Company: [Sitting Around](#), a company that makes parents' lives easier through a complete end-to-end childcare system. 88 percent month-over-month growth since launch, featured in the [New York Times](#) and [Real Simple](#) magazine.

Tip: "Talk to your customers. Don't assume you know what your customers want. You'll be surprised — and most often, you'll be wrong. There are many ways to solicit user feedback: email, surveys, focus groups, etc. Get creative, get out there, and listen."

4. Name: Emily Dubner

Latest MoneyWatch Segments



Ask the Experts: Resume and Interview Tips



What to Do if You Hate Networking?

Facebook Activity

Sign Up

Create an account or [log in](#) to see what your friends are doing.

 Facebook social plugin

Hot Discussions.

24 Comments

Travel Tips: Best 21 International Travel Tips to Save Your Vacation

21 Comments

Job Interview Tips: Fail-Proof Looks for Under \$500

19 Comments

Ace Your Phone Interview: 21 Quick & Simple Tips

16 Comments

Become A Better Manager: 14 Simple Tips To Try Today

15 Comments

American Idol's Biggest Winners

AP News

→ [Study: Long commutes could fatigue airline pilots](#)

[See More News](#)

Age: 27

Company: [Baking for Good](#), an online bakery inspired by the idea of a bake sale. Has partnered with over 200 national and local non-profits, and donated over \$25,000 to these charities since September 2009.

Tip: "Start small. Test out your concept on friends and family prior to raising money or investing a significant amount of savings. Being frugal in the beginning will help you focus on what's really important and refine your concept before you try to go big."

5. Name: Taryn Scher

Age: 28

Company: [TK PR](#), a public relations and event planning company that specializes in luxury lifestyle brands. Three-and-a-half years into the business, TK PR has worked with more than four dozen brands in 10 states. **Tip:** "Have a mentor. Everyone should have someone that they look up to that can offer them advice from time to time. Maybe you offer to buy them lunch for two hours of their expertise. Everyone needs a sounding board — someone who has been in the business longer and been through similar experiences. It will be the best \$10 lunch you've ever spent."

6. Name: Ben Sann

Age: 23

Company: [BestParking](#), a parking decision engine that steers motorists to the cheapest and closest parking garages and lots in 30 North American cities and 79 airports. Featured in [Inc.](#) magazine's [30 Entrepreneurs Under 30](#) list.

Tip: "If you're considering hiring a developer for a website or application, it's best to select an individual (or team of individuals) rather than a firm. If you hire a full-service company, you will be assigned a project manager, who is an extra intermediary between you and the programmer. You're also paying for the salary of the CEO and project manager, along with other overhead. Hiring an individual who can work from home enables you to take control of the process while keeping costs low."

What are YOUR best entrepreneurial tips? Please add yours in the comments below.

FOLLOW ME ON [twitter](#)

More on MoneyWatch:

- [Reality Check: 5 Myths About Freelancing](#)
- [Start Up Help: How To Go From Idea To Business](#)
- [Home Office: 9 Smart Ways To Be More Productive](#)
- [How To Outsource Work: 6 Rules For Small Business Owners & Freelancers](#)
- [Freelancers & Small Business Owners: 12 Ways To Save Time & Money](#)

Follow [@MWOnTheJob](#)

[« Older post](#)

MoneyWatch Talkback

Share your ideas and expertise on this topic

Please add your comment:

You are currently: a Guest | [Log in](#)

RE: 6 Tips on Starting a Business From

MoneyWatch Blogs

- [Jane Bryant Quinn](#) | Make the Most of Your Money
- [Jill Schlesinger](#) | Jill on Money
- [Jerry Edgerton](#) | Cars and Money
- [John Keefe](#) | The Macro View
- [Carla Fried](#) | The Daily Money
- [Mark Thoma](#) | Maximum Utility
- [Stacey Bradford, Sarah Lorge Butler](#) | Family Finance
- [Ilyce Glink](#) | Home Equity
- [Marlys Harris](#) | The Consumer Reporter
- [Dan Kadlec](#) | Bank of Dad
- [Kathy Kristof](#) | Devil in the Details
- [Lynn O'Shaughnessy](#) | The College Solution
- [Farnoosh Torabi](#) | You're So Money
- [Ron Brown](#) | Power Plays
- [Robert Pagliarini](#) | Your Other 8 Hours
- [Amy Levin-Epstein](#) | On the Job
- [Matthew Rothenberg](#) | Career Management
- [Dan Burrows](#) | Investment Insights
- [Conrad deAenlle](#) | Against the Grain
- [Nathan Hale](#) | Mutual Fund Insider
- [Allan Roth](#) | The Irrational Investor
- [Larry Swedroe](#) | Wise Investing
- [Charlie Farrell](#) | Retirement Roadmap
- [Ray Martin](#) | What Works
- [Steve Vernon](#) | Money for Life

b Alert me when new comments are added

Submit

Basic HTML tags that work in comments are: bold (), italic (<i></i>), underline (<u></u>), and hyperlink (<a href>)

About CBS MoneyWatch.com

MoneyWatch.com is the premier destination for smart, practical personal finance advice about your retirement, investing, savings, career and real estate. A joint effort between the news powerhouse CBS and the business experts at BNET, MoneyWatch.com is the place to go for personal financial insight you can trust.

[Meet the CBS MoneyWatch.com Team](#)

Feeds

[All of MoneyWatch](#)

[All MoneyWatch video](#)

[Long View](#)

[Your Career](#)

[Saving](#)

[Spending](#)

[Investing](#)

[Retirement](#)



CBS Business Network

CBS News

Site Help & Feedback | Reprint Policy

[Privacy Policy](#) | [Ad Choice](#) | [Terms of use](#)

[About CBS Interactive](#) | [Jobs](#) | [Advertise](#) | [Press Inquiries](#)

© 2011 CBS Interactive Inc. All rights reserved.