

1. Who is this person, what did they create, when, and where did it start?

Jenn Hyman was one of the cofounders of Rent the Runway. It was created when Hyman had talked to Jannifer Fleiss about how she wanted to start the business during a Monday of a school day.

2. What inspired this person to create it?

The business started during her second year of college when she had discovered that her sister Becky had purchased a dress that was well over the price of her rent, just so that she could have a new dress for a wedding party and Facebook pictures.

3. What else was the person doing during the time they were also working on their product/service?

The person was a grad student

4. What were some mistakes? Challenges? Any legal issues?

Diane von Furstenberg initially rejected their idea but with their persistence, she finally ended up agreeing to do business with them. Hyman has been sexually harassed by one of her sponsors. They sent her inappropriate text messages and when Hyman ignored them, they phoned up one of the board members complaining about her, causing the board member to march up to her office and complaining.

5. Did this person go to college? What were some of their other life experiences?

She attended Harvard Business School for her masters in business. She previously worked for Starwood and her boss gave her advice to shut up because she was too bold in their meetings. Her boyfriend whom she met at Harvard broke up with her shortly after she made it onto the front cover of NYTimes.

6. Related to NPR: Who are the sponsors for the program--they funded the segment.

American Express, JustWorks, Angie's List

7. Explain the process of turning an idea into a product/service.

She just went with her idea and made it along the way by improvising and taking every opportunity she saw with her partner.

8. Your Personal Reflection: What made you choose this person? What surprised you? How can this story help others? Even if you are not interested in being an entrepreneur, what can you take away from this talk that serves you and your life? There is definitely something in there--think about skills, abilities, attitudes. Be a critical thinker, a curious learner!

I choose Jennifer Hyman because I love fashion and I first heard of her business when I was watching Project Runway. I also love dresses and understand the struggle she is trying to bring a solution to. When Hyman talked about how it was hard for her as a female boss because at many times and how she was not given as much respect as she would received if she were a guy, I could relate it back to the many reasons why I have chosen to become a feminist and she is one of my living proof/reasons. Her story is inspiring to me and as many women like myself as well because she started out just like us. She didn't have heavy inheritant sum of money given to her in order to start a business. Instead, she took a very dangerous risk of using her own savings along with her partners to start out this business. Her perseverance in the face of difficult times is honorable and is definitely a quality she has that makes her successful. Her courageous and perseverance is definitely something I'm going to take away from this podcast. "You can never be too bold. Just keep doing you!"