

The StartUp Podcast

HONORS THESIS 2022

# THE STARTUP PODCAST

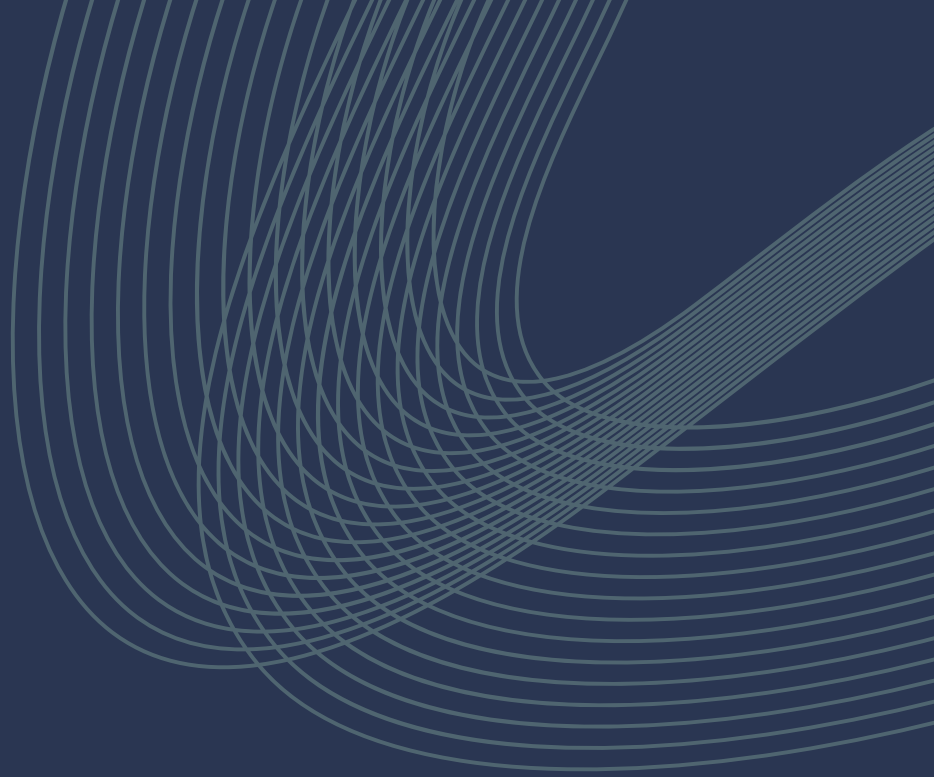
Tomorrow's Ideas.  
Explained Today.

**PRESENTED TO**

Oklahoma State University Honors  
College

**VISUALIZED BY**

Ryan Gabriel



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# WHO WE ARE

## BACKGROUND

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The StartUp Podcast brings a new flare to the traditional podcasts on the market.

Business podcasts can feel tasteless and flavorless. Boring speakers, hyper-analytical, and too "professional". The StartUp hits the missing niche in the podcast market by providing an "unbuttoned" approach to the typical business podcast.

Founded by an entrepreneur, Ryan Gabriel tries to bring in the exciting and intense livelihood of entrepreneurs. These are their stories.



# THE FOUNDATION

## BREAKDOWN OF THE BRAND

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Founded in 2022, The StartUp Podcast needed to develop a relaxed business-like persona in order to uniquely reach the desired audience.

The brand began with an idea:

How can a podcast showcase the lifestyle and the creators of tomorrow that will engage the population of tomorrow?

With mass social media content pushed daily to us all, how can individuals discover tomorrow's ideas that can be explained today?

The solution is this. Engage with the younger generations in order to begin business-oriented thoughts and processes. Begin to inspire those individuals that will bring solutions to tomorrow's problems.

This is the vision.



# WHO IS THIS FOR

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## The Audience.

### Who will listen in?

What individuals will be interested and want to engage with this podcast? With the vision in place, the target market needed to be those with tomorrow's solutions and perspectives.

The target market falls into the following:

Individuals ages from 16-30 that have some interest in business/entrepreneurial-related activities. These individuals have an innate desire to develop and produce ideas for others.



**Find the Listeners**



**Tell the Stories**



**Inspire the Next**



**Repeat**

# EXAMPLE OUTLINE

## JON VIDAURRI - VIDAURRI MANAGEMENT GROUP

### THE STARTUP PODCAST EPISODE 1: JON VIDAURRI / VMG - VIDAURRI MANAGEMENT GROUP

Est. Time - 30 minutes

#### INTRODUCTION / START OF PODCAST

- **Casual Intro + Conversation**

- **Introduction of Podcast:**

Welcome to the first episode of The StartUp Podcast, the “unbuttoned” business podcast that tells the stories of today’s entrepreneurs that solve the problems of tomorrow. I’m your host, failed entrepreneur, and very close to graduating student, Ryan Gabriel. First off thank you to everyone who is listening to this podcast. Excited to dive into the very first episode today with a very special guest.

- **Guest Introduction – Jon Vidaurri**

He is Red Raider (aka the enemy), Project Management Expert, Entrepreneur, stand-up comedian, a mentor, and one of my favorite people on the planet Earth. Welcome, Jon Vidaurri. Jon, thanks for being here today! How are you?

- **Topics of Discussion**

- Briefly describe career path
- Skillsets from past jobs into new career (starting a company)
- Why move from corporate job to start VMG
- Story behind VMG / Vision
- Highest High and Lowest Low
- How to run a successful business
- Christianity in business
- Vision for brand next 5 years
- Investing in People (employees and companies giving back to community)
- Advice for future entrepreneurs (bits of wisdom)

- **Closing / Outro**

A Thank You, any social links or website plug

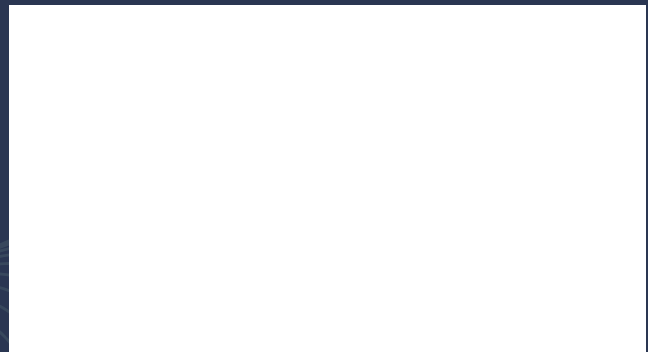
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# ABOUT THE FOUNDER

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As an entrepreneur, Ryan Gabriel strives to showcase and explain tomorrow's ideas, today. With his idea of this podcast, The StartUp Podcast, each entrepreneur can convey and illustrate their stories. Each company's story is a rollercoaster of the highest highs and the lowest lows.

Some of Ryan's experience in entrepreneurship can be seen at the age of 17 starting a Christian clothing brand called, KOLD. This spirit of innovation has allowed him to work with small businesses and other entrepreneurs to bring success in their lives.



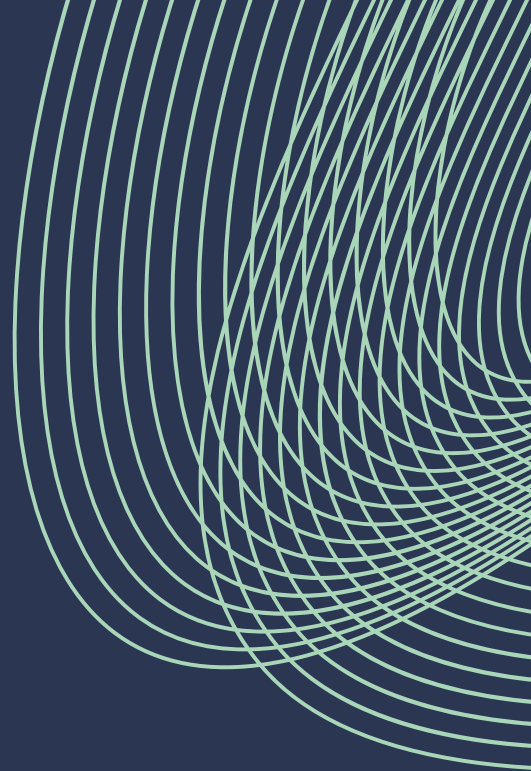
# GUEST LIST

Starting from November 2022  
and on.

List	Name	Company	Industry
	Jon Vidaurri	VMG	Commercial Real Estate / Project Management
	Seth Keller	KOLD	Fashion / Clothing
	Nick Bare	BPN	Health / Fitness
	Devon Levesque	DML Holdings	Health / Fitness

+ many more!





# CLOSING

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Where you can find the episodes:

SPOTIFY, APPLE MUSIC, APPLE PODCASTS, PODBEAN

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