



## Stanford eCorner

### Tell the Stories

Linda Rottenberg, *Endeavor*

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Video URL: <http://ecorner.stanford.edu/videos/3337/Tell-the-Stories>

Linda Rottenberg, co-founder and CEO of Endeavor Global, describes how the success stories of local entrepreneurs in different industries and demographic groups can inspire more entrepreneurship in emerging markets.



#### Transcript

I think trust is a big - another big issue. Now I would tell the story of Steve Jobs and Steve Wozniak and people would look at me and say "How is this relevant to my life, I don't even have a garage". And I think that one of the things we've done is, I mentioned Wences, but so many of our entrepreneurs are running family businesses. We have one of my favorite entrepreneurs started in - who grew up in the slums of Rio. She was a cashier at McDonald's, Leila Velez and her sister Heloisa Zica, the story is - was a hair dresser and Leila got frustrated that there weren't products for curly haired Afro-Brazilian population and she said poor people deserve to feel beautiful too and so she and Leila - she and Zica went to Leila's kitchen and concocted a portion, they tested it on their husbands, the husbands hair falls out. They go back to the sink, we meet them they have a saloon where there were six-hour waits because these products were so desirable. And we said they're on to something, we help them with franchise experts, we help them reconfigure their team and get access to capital and people say okay that's a nice story of microfinance, we said no, no, no. There is nothing micro about Leila and Beleza Natural it's now this -- last year generated more than \$80 million in revenues, the employee more than 2,300 women and Leila goes around saying this, "If I can do it, you can too". That is the most powerful message and I think telling stories that aren't just in tech and that aren't just young people, but people in all industries, really from all walks of life, the more stories we have that people can find relatable, the more people that are going to be starting something.