

URL: <https://ecorner.stanford.edu/in-brief/an-early-start/>

PlayVS founder and CEO Delane Parnell describes how encouragement from family members—along with a series of hustles and businesses as a teenager—built the foundation for his future entrepreneurial endeavors.



Transcript

Delane Yeah, I was born 00:00:03,530 and raised on the West side of Detroit, raised by a single mother and my mom and my aunt, and I had a cousin named Juan who passed away maybe a decade ago. They all used to encourage me to do different hustles right, and kind of entrepreneurial endeavors, even as I was a kid. And my aunt in fact, her name is Olivia, she used to purchase me magazines, like business magazines, Inc. magazine, Forbes magazine and she would encourage me to read them and then I would do deep dives about everything that was interesting that I read. And from there, I just sort of had this bug for entrepreneurship. And so I would do, my brother and I for several years, had a line care business called D and D. And we still argue about who was the true founder and CEO, (Ravi giggling) but truthfully, it was me all along. (Ravi laughing) I had a business where I would download music and put it on flash drives for local DJs, and they would pay me a weekly retainer to do so. And that was a pretty profitable business for me. And eventually my mom, she wanted me and my brother to both have summer jobs to stay out of the neighborhood.

We lived in a pretty violent neighborhood. And so my brother worked at this meatpacking place. And then I ended up working at the cell phone store, and the owner of the cell phone store took me under his wing, taught me to business. Eventually I left, I went to own my own cell phone stores at this car rental. worked at Venture. Now I'm here. But yeah. Sort of started at this early age, mostly as you know from a catalyst standpoint because of my mom and my aunt and my cousin Juan...