

Interview an Entrepreneur:

Clutch Exotic by Cristian Ville

www.clutchexotic.com / [@clutch.exotic](https://www.instagram.com/clutch.exotic)

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Interview Questions

1. What is the name of your business, and can you give us a description of what exactly it is and when it began?
2. What gave you the inspiration to begin your business?
3. How do you come up with business ideas? This can be for marketing, advertising, or any techniques for bringing in additional revenue.
4. How has your business shifted or grown over time? What do you do now that was different than when you began? Elaborate as much as possible.
5. How can I protect my idea if I began a business, so others don't steal it?
6. What are the most common mistakes that new business owners make?
7. What are some mistakes you wish you could have avoided?
8. If someone were to begin a business today, what advice would you give to a new business owner? Do you have any tips on building a great team?
9. Is there anything else you would like to add for young and upcoming entrepreneurs today?

Interview Summary for Clutch Exotic

The entrepreneur I decided to interview for this course is Cristian Ville who is the owner of Clutch Exotic (www.clutchexotic.com) (@clutch.exotic). Mr. Ville stated that his business generates revenue by selling imported international snacks, candy, and drinks from all over the world. He is supplied from different vendors from different areas including from Canada, England, Japan, and even California. He has 8 micro markets inside of different locations throughout Virginia and North Carolina. The business is solely run through a website and social media accounts, along with the store locations. His business began in early 2023, which he gained inspiration by hearing the news that he was going to become a father. He needed another form of income while being able to work at home so he believed this could be an option. Mr. Ville also stated that he had previous experience in being an entrepreneur by buying and reselling profitable shoes and clothes including brands like Air Jordans, Yeezys, Off-White, etc. The next question that I asked was how did he come up with business ideas for marketing and advertisement to bring in additional revenue? He followed up with the response that he learns and adapts to what he will help sell the most products along with networking with other international resellers to be able to get the most engagement and sales. Marketing ideas that he has applied are free giveaways, mystery boxes filled with different products, and even applying an all-day discount on his website. With starting a small brand or company, it can be very difficult to maintain and grow so things most likely change over time. I asked Mr. Ville how has his business shifted or grown over time and what does he do now that was different than when he first began? As stated above he was buying and reselling shoes at a local shoe store, working there allowed him to first sell his products through the shoe store. As time passed his demand grew and he realized he needed to take it a little more seriously if he wanted to see his business

grow larger. He started with less than 50 followers on Instagram and is now reaching near 1,000, he now has 8 different markets in different stores that are thriving, and now has consistent orders through his website that he ships out globally. Mr. Ville also stated that with sales and demand continuing to grow in the beginning he realized that his business must be more secure. He created an LLC which is the legal entity used to own and protect a business. He suggested that when starting a business this is one of the first things you must do in order to keep your business and ideas as secure as possible. Mr. Ville also gave a few more tips that could help a new up and coming entrepreneurs and that includes never giving up, building connections and networking as much as possible, and even stating always keep everything written or documented for any type of legal purposes. I then followed with the question asking if there were any major mistakes he wished he could've avoided and he answered with a similar answer to the last. Mr. Ville stated to always have everything documented on paper and under contract, because if any potential fallout or legal action is taken into place you are always secure and protected. He had an old business partner who previously took advantage of him, and he was unable to take legal action because it was never under contract. Mr. Ville answered the final question of the interview stating to continue to always network, try and participate in different events, interact and connect with local businesses, and align yourself with other people who do similar things as you. He followed with it's not always a competition, and the best growth and exposure is through collaborations with other companies and businesses. This interview gave me a whole new understanding of the entrepreneurial side of things I would've never even understood without.

Findings of Interview

After interviewing Cristian Ville of Clutch Exotic, I immediately started having more of an interest in creating a brand or business while starting to understand the backend of being an entrepreneur. After speaking with Mr. Ville a hundred different ideas started flowing through my head on what I could create to potentially become a successful entrepreneur. I started diving deep into what interests me and what relates to me the most. A few ideas that came to mind were my interest in sneakers and clothing, my interest in cooking, and even having an interest in sports. This interview allowed me to understand that it's not always just about starting a company or brand, but more about taking risks and seizing opportunities while creating value. What is better value than maybe turning a hobby or interest into a successful business? A few ideas that I believe that I could turn into a successful brand or business is either some type of clothing and sneaker store, a restaurant or food truck, or potentially even creating some type of sport or sneaker accessory that'll provide positive effectiveness. This interview was very meaningful to me because I was informed of the marketing and advertisement side of business, as well as ways to potentially bring in more revenue. Mr. Ville stated that for his business he would pay for social media advertisements to reach more people, website discounts, mystery box giveaways, and more! I also learned how to grow and protect my brand or business while receiving tips to dodging potential mistakes or failures. Key personal traits that entrepreneurs must possess that I learned from the Clutch Exotic Interview are adaptability, resiliency, and determination. Knowing these traits gives me great confidants in believing I can become a successful entrepreneur myself. Mr. Ville also gave valuable insight and great knowledge on the struggles of owning a brand or business. I now have an increasingly better understanding of what I want to create.

