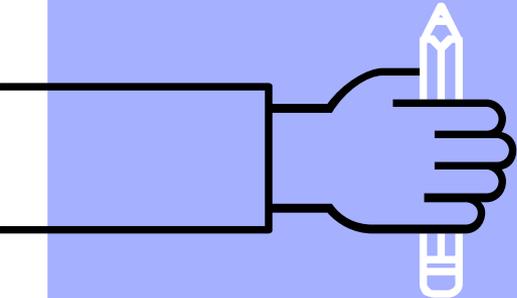
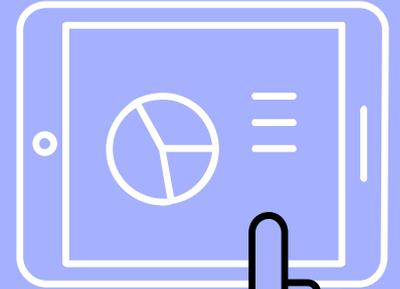


Jann Wenner

Lindsey Binay



Background

Age (Currently): 72 years old

Age (when he founded Rolling Stone): 20-21

College: Berkeley dropout

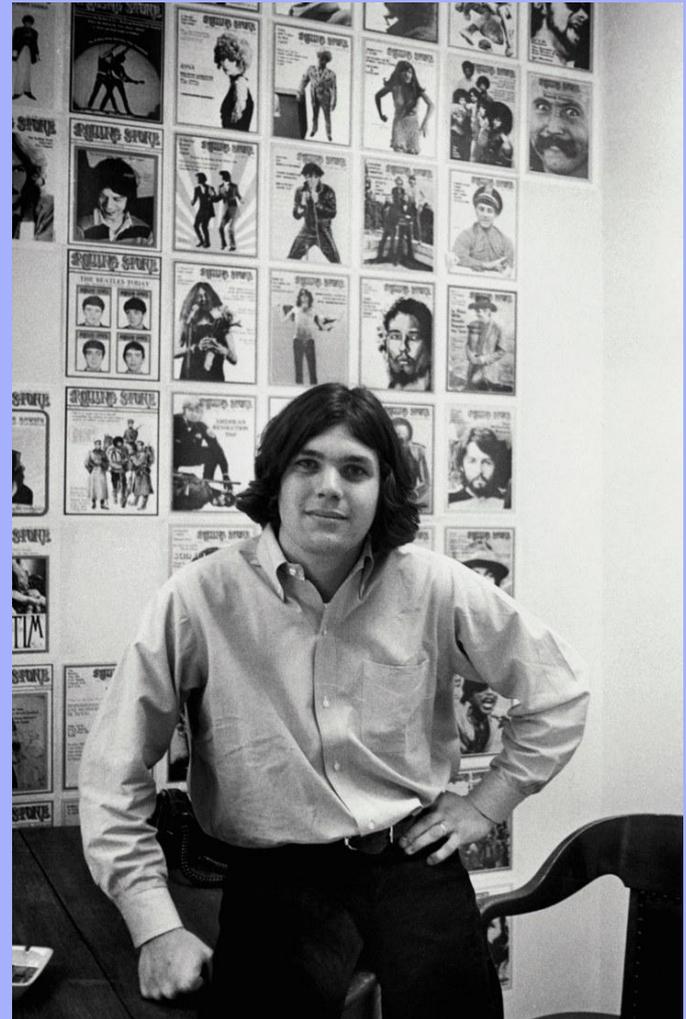
EM:

- Opportunity Recognition
- Comfort with Risk,
- Communication & Collaboration

Characteristics:

- Strategic
- Fair
- Authentic
- Optimistic
- Confident

1
9
7
0

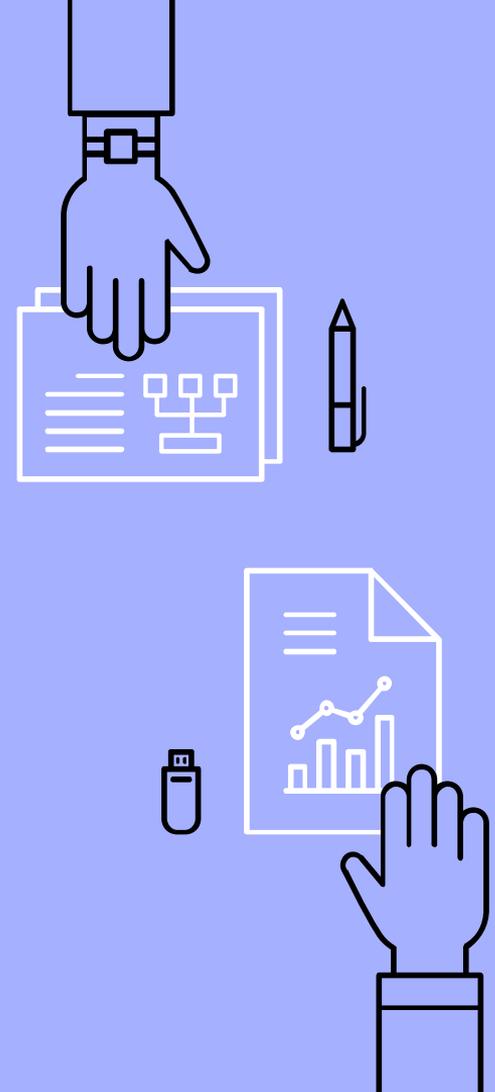




Risk/Challenges



- ▶ He had no experience in the publication industry
- ▶ Backlash/ Criticism
- ▶ Copyright issues
- ▶ Didn't have much money



Process

He asked Ralph if he was willing to start a publishing company



Ambition: "To do something that was new and fun"



Had to borrow money from his mother and mother-in-law at that time



Went to the printer that they used during ramparts; they agreed to give them an office upstairs



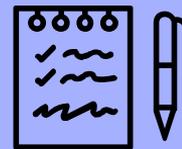
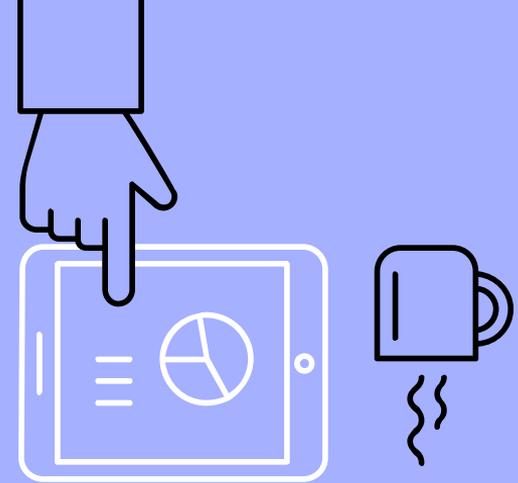
Assembled a team to help volunteer with the photos, articles, etc

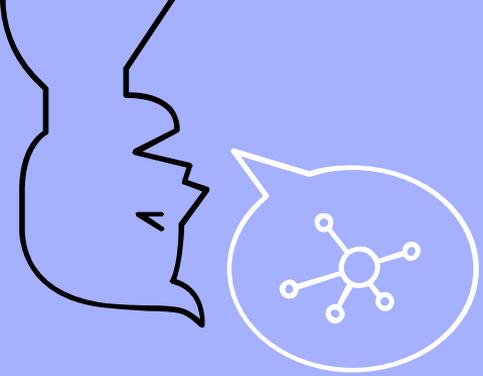


Came up with a name



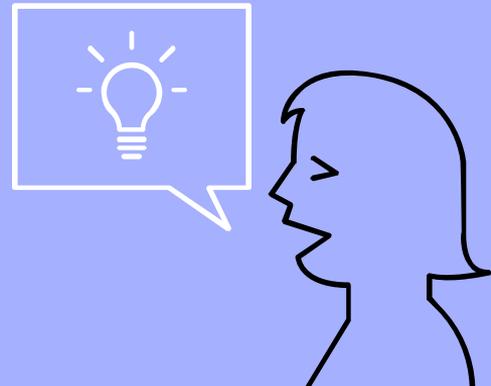
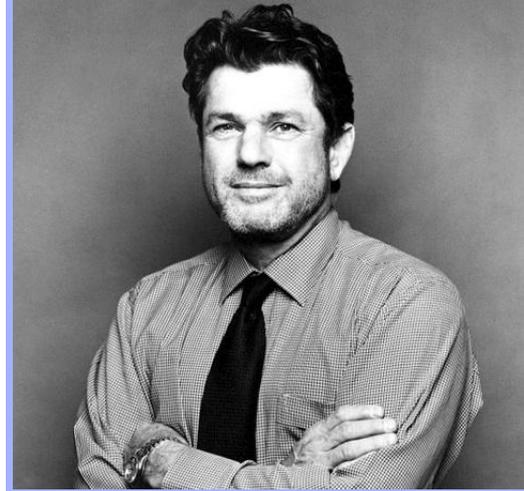
Write up, assemble, print

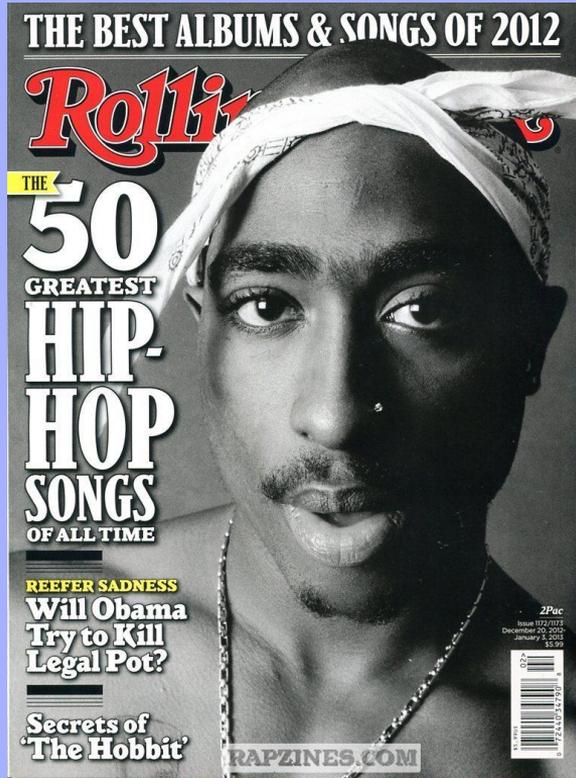




“

“Being yourself is one of the greatest things you can possibly do. Being true to yourself”





Personal Reflection

I choose to research about Jann Wenner because I wanted to learn more about how he created Rolling Stones. While I started reading, I found it super interesting that all he said was, "Hey do you want to start a Rock n Roll magazines?" and it happened. He knew a problem that was happening and knew that no one else was going to solve it unless someone gave a jumpstart. One thing I believe people can take away from the creation of "Rolling Stones" is that sometimes it doesn't take much to start a business. The main thing that you need is confidence, motivation, and determination.

