



MVYLI Welcomes Entrepreneurs @ Market36

On November 4th two young businessmen Cody Brewer and Eric Hollenberg held a workshop with MVYLI youth. The excitement in the room was palpable even before they began. They had come in like Santa with bags full of goodies from their website Market 36.

The crinkle of snack bags accompanied Eric and Cody's introduction as chocolate sea salt quinoa clusters, gluten-free granola and lentil chips were passed around and sampled. Eric talked about his experience running e-commerce businesses. His parents are both entrepreneurs. He started his first e-commerce business when he was in college making monogrammed rain boots for women. He traveled to China several times to have the boots manufactured and convinced celebrities to wear his boots by posting on Instagram as a marketing strategy. Eric described his work as "creative," "doing 10 minute things all day." The companies he works with he called "pen pals" and "just a bunch of friends."

Cody is from Martha's Vineyard and Eric, from New York. They met in college. Cody joined the team as they plan to create a market for their products in Martha's Vineyard. Cody got in on the "ground floor", going to meetings with distributors and local markets. They want to provide healthy snacks K-5th grade students. They are targeting this demographic in order to develop brand loyalty.

The MVYLI youth were bubbling with inspiration after hearing Eric and Cody speak, trying healthy snacks that were not on the grocery store shelves yet, and seeing the kind of cool products (a water bottle with a place for you to put fruit or veggies to add a "zing" of flavor to your water, and a bracelet made from survival gadgets to name a couple) that Eric and Cody sell.

MVYLI is a year-round program that nurtures and supports young people to realize their dreams for their lives.

I think the way you are able to so truly and truthfully enjoy so many feats of imagination and immerse yourself with them while not having the anxiety and worry that comes with running a project like that is crazy. You are able to help such a cool idea grow while not being held back by the worry that comes with it.

Skyler Cameron

I really enjoyed having them come. I'm definitely interested in what they do.

Aurora Austen

I was inspired by their passion and the way that they were able to take an innovative idea and grow it into a business of international reach. I was also inspired by how they followed their interests and forged their careers doing what they love.

Patrick Best

Today was very fun! I thought it was amazing what they are doing and how it all works. It was inspiring!

Taynara Goncalves

I loved the enthusiasm they had about the start up companies they represent. I am very appreciative that they came to speak to us. I am very interested in how they run their business.

Arden Bezahler

I was inspired by how you can start with so little and grow it into something so big.

Chris Aring

I was very inspired by how you can start with so little and grow it into something so big.

Taber Carron