

Real Stories of Young Entrepreneurs in Wisconsin

Name: Larson Seaver

School & Grade: Junior at Arrowhead Union High School

Business Name: Seaver Media

What inspired you to start your business? Tell us about your inspiration, your idea and how it became a reality.

When I was younger, I enjoyed making entertaining videos. I especially enjoyed the editing process and burning them to DVD. Later on, I got into photography, as well. I decided that I wanted to make a business out of what I love to do.

Describe your product / service, purpose / goals, features / benefits, unique selling point.

I promise fast turn-around and best quality. I create video albums that include 3 minutes of edited photos and video set to background music with a custom case and cover. These video albums can be of any special occasion. I also create custom videos, such as commercials.

Tell us about yourself and how you make your business succeed.

I take my business very seriously and professionally when working with customers. When I have a goal to accomplish, I stay motivated and determined until the end. Success has shown when as a kid, it took confidence to perform on stage. Since then, I have been in 20 plays and musicals.

What are your future goals and vision for your business? How do you propose to develop your business?

I plan to keep advertising as my business is growing. I will target graduating seniors that will have parties. I plan to always expand my product line. I do not plan on recruiting more employees, unless I get really, really busy.