

Case Study

Austin Szelkowski

The Freedom Skater

Client/Company

The Freedom Skater. October 4th, 2010 marks the beginning of Austin's 3000 mile skate across America carrying an American flag. He's starting at the Statue of Liberty. He plans to stop to inspire countless students to pursue their dreams and live without fear. Austin is living the message.

Business Objectives

When the idea came to me on Memorial Day of this year, I had potential and drive, but little more. As a recent engineering grad from Kettering University, I had little money and more than my share of school loans. Working as a waiter at a local restaurant, I was trying to bring in some cash while spending the rest of my time hustling to build a business around my passion: empowering young people to pursue their own passions and blaze a trail toward the lives they envi-

Solution

- ◆ InSights Membership Subscription, Philosophy Discussions
- ◆ Mastermind Group Participation, Brainstorming Sessions, Collaboration

Results

"I feel better and better about this everyday. I simply can't explain the way things are coming together right now. I remember listening in on a few presentations by Allan Curtis and Sandi Maki about the journey that resulted in their company, The Insights Group. They would start talking about how "things just came together" and opportunities simply found them, even when they had no idea where all of the money, help, and resources they needed would come from. I was always frustrated by that, because I'm a practical person, and I like to know "how does it work? What were the exact events that took place? What exactly was your plan, strategy, and approach?" When asked this, both would just look at me with a perplexed, yet knowing, look on their faces, as if to say, "I have no idea how we got where we are, but I know that it required us to let go."

The Insights Group has provided moral support, innovative ideas, and the necessary element of community to my entrepreneurial endeavors since I graduated this past September. I cannot begin to explain how much my friendship with the co-owners, Sandi Maki and Al Curtis, means to me. The support I have received from the Insights community as a whole has been indispensable to making the project happen. "