

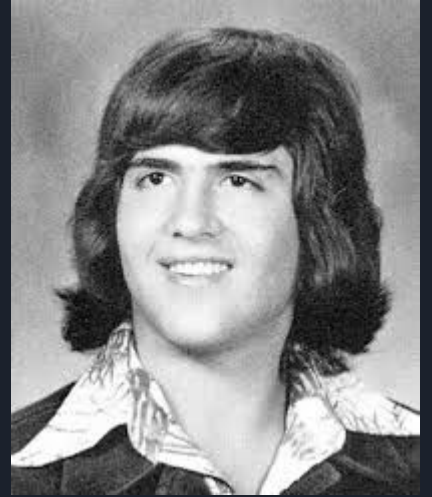
# How I Built This - Mark Cuban



Christian Luu

# Early Life

- Born on July 31, 1958 in Pittsburgh, Pennsylvania
- He sold trash bags to buy a pair of expensive basketball shoes
- Attended University of Pittsburgh
- Bartender, disco dancing instructor and party promoter
- 1982 moved to Dallas and became a bartender then a salesperson for Your Business Software
- He was fired but had enough knowledge about computers to start his own company



# Business Career

The logo for Micro Solutions, featuring a small icon of a computer chip to the left of the text "Micro Solutions".

Micro Solutions

- Created MicroSolutions, a computer company that was sold to CompuServe in 1990 for 6 million dollars
- Helped fund a company called Audionet then changed to Broadcast.com which was an internet radio company
- In 1999, Yahoo purchased Broadcast.com for \$5.7 BILLION

## Entrepreneurial Mindset:

- Comfort with Risk
- Creativity and Innovation

The logo for broadcast.com, featuring a stylized lowercase 'b' in a yellow square with a blue sphere inside, followed by the text "roadcast.com" in a yellow, italicized font.

**b**roadcast.com

# Small Start-ups



- Mark wanted to diversify his wealth
- Owner of IceRocket and partner in RedSwoosh
- In 2005 invested in Brondell, a toilet seat company
- In 2006, he funded sharesleuth.com which uncovered fraud in public companies
- He appeared on Shark Tank
- Has invested \$19.9 million over 85 deals

# Sports Life

- January 4, 2000 he purchase the Dallas Mavericks for \$285 million
- Net Worth: \$1.9 Billion
- He has also had interest in buying / owning a football, hockey, and baseball team.





# Failures and Challenges

- Unable to pay his bills
- His first business venture was on powdered milk and it was a total flop
- His first TV show, the Benefactor was also a flop

## Life Today

- Today, Mark owns over 10 different companies
- He has a net worth of \$3.9 Billion, ranking at 194th richest person in the world.

It doesn't matter how many times you fail. It doesn't matter how many times you almost get it right. No one is going to know or care about your failures, and neither should you. All you have to do is learn from them and those around you because ... all that matters in business is that you get it right once. Then everyone can tell you how lucky you are

~ Mark Cuban ~

[www.StatusMind.com](http://www.StatusMind.com)





# Personal Reflection

I chose Mark Cuban because I saw him on Shark Tank and saw his basketball team play in the NBA. I knew of Mark Cuban but didn't know about him, so I wanted to learn more. I was surprised that Cuban went seven years straight without a vacation to work on his business. In doing this project, I learned that success requires hard work and focus and does not come easy.