

Transcript

Makayla: Welcome to season 7 of the ShermCast, the official podcast for the Sherman Center at Northeastern University. I'm your co-host, Makayla Mutz.

Sanyuktha: And I'm your co-host Sanyuktha Kumbala. If you are new to the ShermCast, it is a show dedicated to learning about and showcasing all sides of entrepreneurship. If you are returning, welcome back.

Makayla: Before we get into our episode today, we would like to give you a few quick updates on the latest things happening at the Sherman Center. First, if you're interested in conducting research, creating a startup, organizing a conference, or pursuing innovative projects that address a problem in an emerging market, then make sure to submit a proposal to Northeastern Center for Emerging Market for grant awards that range from \$1000 to \$3000 and in some cases \$10,000. This is due by October 30th. More info is provided on the Northeastern Center for Emerging Market website.

Sanyuktha: Our guest today is Hannah Ungh, the founder of Boxy. We're really excited to talk to her and learn more about Boxy, so let's get into it.

Makayla: Hannah, welcome to the ShermCast, back and better than ever for our new season. Want to give us a quick introduction of yourself?

Hannah: Yeah, well thank you so much for having me here. So, this is Hannah. And I am a fifth year at Northeastern. I study brand management and entrepreneurship with a minor in philosophy and I am the CEO and co-founder at Boxy.

Makayla: Awesome, and since this is a new season, I'm also being joined by my newest co-host, so I wanted to give her the opportunity to introduce yourself so please.

Sanyuktha: Hi everyone this is Sanyuktha. And I'm a graduate student in information systems and this is my first time as your host.

Makayla: Very very exciting, awesome so Hannah what we like to do here is first, just as you know, a good old icebreaker. We want to just ask a quick little fun question and so the question of the day today is what is one of your favorite things that you also think everybody else should love?

Hannah: Oh OK, this might sound. A little bit odd, but it's Wrestling.

Makayla: OK, like what type of wrestling?

Hannah: It's definitely Olympic style wrestling, not WWE for sure.

Makayla: Can we? I know that we did talk to you a little bit beforehand. So, you do wrestle yourself, which is again why you're very into that and think everybody else should be? You started in college and high school?

Hannah: Yeah so, I started in college and then I'm still currently wrestling with the Northeastern Wrestling Club.

Makayla: Awesome, great Sanyuktha. Do you have a favorite thing that you think everybody should also love?

Sanyuktha: Ice cream yeah, yep, that's my favorite thing.

Makayla: Thing yeah, luckily you won't have many people disagreeing with you on that one. Luckily, alright, let's jump into it. So, CEO of Boxy. Do you want to give us a quick rundown of what you all do?

Hannah: Yeah, definitely so. Boxy is a location based matching platform that allows hosts who are resided in cities to pretty much monetize their underutilized living space for stashers like college students to store their belongings on an hourly, daily to monthly basis, it's pretty much like Airbnb, but for storage to sum it.

Sanyuktha: Interesting, so when did you initially get the idea of boxy?

Hannah: I think the first time that I've experienced the pain point, it was when I was in Tokyo and that was actually, my first trip just leaving the US for the first time. And it was just so frustrating for me to not being able to explore Tokyo and like for 48 hours because I just had this luggage with me and I survived in Tokyo and I'm like wait like you know, I actually want to explore the city before I go back to my hostel and I was not able to do that at all and my only option was to like store my belongings. At a bus station, and unfortunately those lockers were like a lot smaller for mine, and that's how kind of like the pain point like started. And when I study abroad in Spain, that's when I like actually came up with this solution because I again like was experiencing the same thing.

Makayla: Which is which is very common in terms of ventures and entrepreneurship is that it was started from a problem that you saw that you realized you were probably not the only one who had that problem of wanting to explore but being held back by all of your belongings and what not, so that's really cool. And so, when you first initially got the idea. Was it this Airbnb style or was there just kind of from what boxy is now to? Then what was the initial idea and what were the changes? That's kind of gone through to the current model that you're on now.

Hannah: Yeah, that's a really good question because, like growing up I always had a love for space sharing so wherever I see space I see opportunity. And that has a lot to do with me, just having to share my own personal space growing up because my parents were going through a lot of financial instability, and I just really like love sharing space. So, I like the idea of utilizing something that is being underutilized. It is like, it's the mantra that I live by. In my life as well and not just like for boxy and initially I actually wanted to just like target like travelers but then looking back there was just a lot of like pivoting and I now just like shift to start with college students instead.

Makayla: Definitely yeah, so maximizing that usage and now your main audience is college students, which makes sense, you know with your model and stuff and that that you would switch the model to that. Not that maybe one day expanding to even more would be I'm sure a goal, maybe one of a distant dream of sorts, but that yeah, I think that like it seems to me in my opinion that is a smart pivot. We'll get definitely a lot more into pivots soon because that is a large part of entrepreneurship.

Sanyuktha: Yeah, so how do users use Boxy to store their storage boxes or their luggage?

Hannah: How they would use boxy is that they would just pretty much like go on to like our website which was built by my lovely co-founder. You pretty much just like go on to the website, sign up pretty much. Just give us like the info. So, once that happens, we're actually going to follow up with a phone call, so to kind of like understand more about your storage and everything that you need to store. And

then once we have like everything finalized, we'll send you out a quote and then once you have like made the payment, we'll pretty much match you with an appropriate host from there.

Makayla: And how do you guys get connected with the hosts as well?

Hannah: Yeah, so it's a two-way street. However, we reach out to dispatchers the same way we do with the host as well,

Makayla: So, backtracking a little bit. So, we know when you got the idea for boxy while traveling and then when you decided that you know this is a good thing for college students, but when did you first, you know initially have the idea to make this into something more than just an idea like to actually go for it.

Hannah: Yes, so funny story. I actually had to pitch an idea to one of my business classes in the summer and I remember it just like sitting there and looking at the clock. It's like literally 30 minutes before my assignment was due. I just looked through all the ideas that I had thought of and boxy just pretty much stood up to me. I actually liked the idea behind Boxy. It was like a name I like. I literally had to come up with the name boxy like on the spot because I was just so time crunched and fortunately it got picked as one of the top ten ideas in the classroom. I had a few friends working on it, and days after I like, was doing research and I just realized that this is actually a legit idea. It's not just like one of like Hannah's crazy ideas. And from there I just realized that this is something that I can definitely move forward with. Instead of trying to, you know figure out like what I wanted to do after college through either wrestling or solo traveling.

Sanyuktha: Did you have some other ideas before boxy ?

Hannah: Yeah, so I did definitely like to have a few business ideas in mind but I just never really thought of like pursuing it fully until I just picked up with boxing and go after it from there.

Sanyuktha: So like doing the assignment and researching more into it gave you more confidence to go ahead with Boxy?

Hannah: Definitely,

Makayla: so maybe no initial or like previous business idea or venture, but was being an entrepreneur, something that has been on your mind for a while or was it really just something that you're now like? I could do this? And this is what I think I want to do. Yeah, can you tell us about that?

Hannah: Yeah, I think that's a really good question I feel like growing up. I have always been like intrinsically, this kid who's very curious about, just like how like the world works. I'm like embarrassingly one of those, and I also have like a little book that I called my like innovation book. Or, like I pretty much just like collect like random ideas that I see like on the street. Or like while I'm traveling, so I'm always like constantly trying to like you know, like pick up things, that's like around me and if I find it cool I just put it in in my book and that's that. That was probably the closest thing to Entrepreneurship

Makayla: And that definitely is, you know, it's definitely within the entrepreneurship world. I mean, and it's something that we've already mentioned in previous seasons and you just basically reiterated it for us as well. Everybody in a sense, has had entrepreneurial mindset. Everybody has stated a problem like I want this fixed and maybe you thought of a solution and maybe it was like a throw together solution or whatever it was. But either way, we've all had that entrepreneurial mindset when there's a problem, or for you like, just something that you're curious about. I just always find that really fascinating that although it takes a special person to have the guts to go through with their idea, everybody can be an entrepreneur

Sanyuktha: Do you think traveling and wrestling has helped you build your entrepreneurship talent or in entrepreneurship? Has it made you more confident going ahead with this field?

Hannah: Yeah, I truly think so? I think those are like my two solid foundations because throughout my whole like entire college journey, I feel like I've I was one of those students who was always constantly trying to figure out what I want. After college I just never really had, you know, a solid idea of this is what I want to do after college and which is why, like I decided to solo travel. Like at the age of 18, because I was just so clueless and I googled and that was actually, you know, one of the first few things that popped up, that you should travel if you want to know what you want to do in life, as cliché as it might sound, but so I did just that. And those two things are definitely very essential in the sense that I noticed that bravery is something that I always like have had in me growing up, and it is something that I have applied to solo traveling and wrestling. It's so innate in me that that that I think that it's honestly probably the motive that I like the reason why I want it to start boxy is because starting a business can be really scary and being brave is something that like has been keeping me going and also in addition to bravery, I would say the second thing is my love for the unknown. I just really love just, you know, like taking a shot in the dark. This is kind of like a wrestling like metaphor. I just really love going and doing like something that I like don't know what's going to happen and it just like really fascinates me when I know that there are things that I don't know but the only way to know is to just do it. And like there's also like an overlap with solo traveling as well. It's like there's only so much that you can plan, but when you're like actually like out there alone trying to learn a new language or like adapting into a new culture, it's like you're pretty much being thrown in a new entire world. And this is something that's definitely happening in my entrepreneurship life as well. And the third thing that I would say is independence. I think this is something that is crucial in my personal entrepreneurship career? Because I truly think that? It's either like you and your co-founder are in the driver's seat. Uh, you know, taking your venture to the next level, it definitely does take a village for it to make it happen, but at the same time, it's kind of like an individual like sport. It's a lifestyle. It's like wrestling and solo traveling. They all require you to be really independent and so is entrepreneurship.

Makayla: Those are really, I think, important pieces of not only not only lessons that you've learned in almost a perspective that you've had, but I think essentially advice as well to those that are wanting to pursue something. And I want to pick out one word that you said in terms of your traveling experiences is having to adapt to new places. You know with people that's definitely very true. When you're traveling to a new place, especially if it's one that's very different like old culture, right? They call it culture shock, right? So the adaptability itself is very important not only with that, but like you said, with entrepreneurship and having to adapt to, you know pivots and unexpected challenges or problems you have, like any examples of you know you applying that into boxy or just an example of like a problem or challenge that you've had to adapt to and pivot around.

Hannah: Yeah, definitely. So, in terms of boxy. I initially came in thinking that I wanted to target travelers because I am a traveler myself. Although I am a college student, I'm from Rhode Island so I'm very close. This is something that I personally don't really you know, like struggle with. When it comes to finding storage, not as much as my peers, you know who are out of state and international students. And I just realized that just because you think that you want your venture to be a certain way. It is also important to pay attention to what the market tells you and go from there. It's not once you have like or as you are developing a venture, it's kind of like what you want is not as important as what the market wants, so you need to be really flexible with that.

Makayla: I really like that. Yeah, so like in what I would say from that is right, it's yes passion and having passion for what you're doing is very important. But you got to look at the numbers right? Kind of summarizing in a way which I think is I mean it. It makes sense, definitely.

Sanyuktha: How is having a cofounder helping you run boxy?

Hannah: Yeah, I think the relationship that we have is it's very compatible. My co-founder is a full stack developer so she's very skilled. When it comes to like technology and I'm more on like the business side, so just having someone who is on the opposite side of the spectrum definitely helps a lot because you want someone who can fulfill what you don't have and this is the exact relationship that we have.

Sanyuktha: So you guys like compliment each other?

Hannah: Yeah, pretty much.

Makayla: Very important yeah one. Of the very like biggest pieces of well, you'll get asked this eventually. But we do ask the people that come in here to give advice to those pursuing their venture. And we've had, I think, like two or three different guests say. Get a cofounder if you can because it has helped us or like I wish I had one or something kind of like that. So it's really good that you have a cofounder, but you didn't have one, like when you first came up with the idea it was just your idea. What kind of made you want a co-founder or did your co-founder or did she come to you? It was like yo I want to join or how did that dynamic kind of even start out?

Makayla: Yeah, so uhm, this is kind of like a funny story too. 'cause I actually visited my Co founder in London because like a year ago like she was actually like getting her masters at Imperial College of London so. I when I was visiting her, I told her that hey, like I'm like in this marketing class and I like pitched my idea and it's like going really well and I you know this is something that I could see myself pursuing and I was wondering like what your thoughts are and I know that you're like a developer and I was wondering. If This could be something that you want to to pursue as well, and then she was like wait a minute. Like you know, like sometimes like visit students come to us and we're like no like we don't want to work on that. But this is like something that I could see myself working with and then it's just .that's how it Pretty much got started.

Makayla: Yeah, so she just loved the idea too, that really everything that's important that you want. You know, both co-founders to really believe and be passionate about what y'all are working on. So that's awesome

Sanyuktha: So right now you're with the Sherman Center and you're doing your Co-op here. So, how did you know about the Sherman Center and how was the Sherman Center helping you?

Hannah: So I came across the Sherman Center through Rachel Domb from rooted living. And I went up to her. And you know, I told her that like I have an idea that I wanted to pursue and she gave me some tips on how to apply. And then I applied and fortunately we got in and ever since Rachel and Ted, who is the director of the firm, have been like they both have been such tremendous supports to me.

Makayla: The Sherman center. I mean, yes, Ted is extremely helpful and extremely passionate with everything going on in the Sherman Center. And the Co-op is it's a great opportunity, one because it really it's truly just being an entrepreneur because I mean you don't have to. I mean, you kind of have to report to Ted, but also I mean not really. It's very like you said, individual very you know this is the progress I want to make by the end of this Co-op. So I need to have these deadlines for myself and what not and it's just very much so. Being an entrepreneur, just with the little title of Co-op there. So I think I

mean I, I think. The opportunity is really great there. Was there any further reason that you decided to apply to the Co-op or was it really just like were you looking to apply in other co-ops to or where you're just? Like if I get this one, this is what I'm going for?

Hannah: I actually wasn't even looking at other co-ops because I was just so sad. Which is like not highly recommended to, you know. Students who are looking to apply definitely look into your options. Do not put you know like 1 egg. And what's the word?

Makayla: All your eggs.

Hannah: In one yeah, do not put all your eggs in one basket and but I did just that. And uh, luckily we got in.

Sanyuktha: I think it's your passion and your clarity in thinking, which is what landed you with this co-op. So I think that's been like your major reason why you got into it, because this is like highly selective. And congratulations for that. Yeah, being part of the Sherman community, how has that helped you in your entrepreneurship journey like learning from others, learning from your peers? Has this given you more confidence?

Hannah: I truly think so. It definitely, uh, gives me a little bit of of a leverage compared to other, you know, like student entrepreneurs out there who are doing it alone and if you are doing it alone shout out to you, you're doing amazing 'cause it's so hard and I cannot imagine you know. Getting boxy started without the Sherman without all those support that I got. And I truly think that having my Co-op colleagues there and you know us like coming together weekly just to like share about like things that we're working on, things that we're struggling with, those sessions I find really helpful. Just like earlier today. My colleague, and I Neel. He's also founding his own startup as well and we just realized that we are facing kind of like a similar problem and we like literally just like sat down together. You know, pretty much like brainstorm like what our problem. Like this and from there like how can we you know like tackle it and find a better solution? So that is something that I find super essential, and if I was not a part of the Sherm, I would not be able to. You know, go through it with someone else.

Makayla: I think that totally connects back to just what we were talking about earlier that it takes a village. And the Sherm is definitely that village, and I mean and even when there's an entrepreneur going at it alone. Most likely they're not. Most likely they have some sort of village. If it's made to be a or if it's deemed successful, and whatever that means to you, right? What I want to quickly do before we go any further is we have a question that we ask everybody who comes on this podcast and that question is what does entrepreneurship mean to you?

Hannah: So entrepreneurship to me is pretty much the art of making the most out of all resources around you to create something that you believe is exceptional. And how your vision is going to make an impact in the community that you are serving.

Makayla: I love that why I also think that connects to what you said earlier about how you know the idea boxy in the sense of like utilizing all the space that you can. When you're saying utilizing all the resources that you can around you, I think. So I'm glad that your definition was connecting. I mean it shows you know you believe in that for sure.

Hannah: Yeah no, if you guys have noticed. This is like actually like how like this is something that I live by .It's. like maximizing everything around you and like making the most out of it is something that this is just how I live my life. And this is also how boxy works as well.

Makayla: That's awesome, yeah, living your life to the fullest is definitely a thing that we should all try to do our best you know and clearly you're doing it and you're happy with what you've done with that. You know you're happy with the way that you've used your time and you're creating something impactful out of it. It's really awesome. Before we go any further, we'd like to give a huge shout out to wrbb for letting us use their recording equipment and studio. Without them, the show would not have been possible, so make sure to give them a listen at 104.9 FM.

Sanyuktha: So now you're on the wrestling team. In college, you're doing your co-op. You've got a lot of things going on right now. So how do you balance all of this? Like, well, how do you unwind yourself when you've got so many things going on?

Hannah: Yeah, so I find it very helpful when I start my morning with a to do list. Uhm, otherwise, like literally the rest of my day would be super unproductive. But if I don't have any, you know guidance, but I always start my morning around 6:40 to like 7. That's when I start waking up and then I would. Just pretty much put together like a todo list. That's like the first thing that I that I do in the morning, and that's how I kind of like, you know, like follow through and get my things done and this is something that I also try to learn as well as prioritization. I'm one of those people who think that like everything on my To Do List is like. You know all important, but in reality is actually not. It's like if everything is a priority then none is actually one. So I sometimes would just like put like you know, like stars on like the things that I have done. If it has one star, maybe it doesn't deserve my attention now, so, uh, I, I find that pretty helpful. As well, and when I have to decompress, I usually just use my powerlifting and wrestling time to do so, especially like on the wrestling mat, because wrestling is such an intense sport that, like you actually have to like, give your fullest attention otherwise you know like the next thing you know you might be breaking in elbow. Just like I did or or you might end up, you know, like. Of getting, you know, put in the ground because you're not paying attention. So I just I think like having you know like 2 hours of your day to just like be like completely off from. Like whatever you're working on, I find like super helpful because then it's like OK this is something that I have to focus on. It's just like wrestling or powerlifting. It's like I'm just going to give two hours to myself to do something that's like non related to to boxy, but in a way it it. It's actually helping you in running your business.

Makayla: Yeah, definitely. It's one of those things where you, as soon as I'm out, like as soon as I'm through the door this door like as soon as I'm out on the map. Outside world irrelevant, which is very important to keep, you know. Definitely everybody needs that sort of like whether it's a hobby. I guess it, I guess most of the time it would be a hobby, but something that you know requires almost no outside influential stress, which is important, that's what wrestling is for you. So yeah, one of the things one of the things that many of us in the sherm are very, you know, passionate towards and would love to love to advocate. For is things like women in entrepreneurship and minorities in entrepreneurship and Hannah. You are an Asian American woman. Does that bring any kind of extra perspective for you with just starting the venture in the first place?

Hannah: Yeah, definitely. I think it's a lot more than me just being an Asian American. I grew up in Providence, RI, which is a community full of low income and 1st generation students. So, and I definitely live by that, I have a full pride of like where I'm from and it's definitely a lot especially, you know like not only that you are like a first like Gen, you know like starting your startup, but you're also a first Gen navigating college and it's definitely like a work in progress and I really hope that like me being on this podcast. could you know potentially encourage other like First Gen and like low-income students to like pursue their own ideas at Northeastern? Like there's a lot of like resources that are like here to support us.

Makayla: No, I love that it's because it is. I mean one, it is already very difficult for first Gen to just you know we go to college and take that leap and whatnot. So one doing that, is already an accomplishment and then two yeah, going head first into adventure come with. Yeah, I mean it shows your ambition as well. I would say it shows. Yeah, shows your ambition.

Sanyuktha: You said you're the first person in your family going through this. Do you have some kind of or do you look up to somebody? Is there some role model that you know you look up to? Who you know who's been your? Or do you have a mentor who you go to for advice when you're stuck ?

Hannah: Yeah, I think this is a really good question and we're getting a little personal over here, but my role model, I would say it's my mom. I feel like she has been like the most like influential person that I know of. And looking back, I just think that I've learned so much from her. She is such a street smart person. I just realized that like the reason why I am who I am, it's because I have picked up those things from her, you know, like from just like growing up with her and like being raised by her so I appreciate her a lot. She definitely has gone through a lot. She only got to finish like literally third grade like when it comes to education. But at the same time like she came out and like she like made the most out of it and then she raised me. And here I am and it's just like I don't know. I just find her super inspiring for like being able to to, you know, like bounce back from like all the setbacks that she had to face growing up and yet she is like doing very well.

Hannah: And well, it shows that she's doing well too. And you being able to come here and do what you're doing as well, I think that definitely. Shows that both y'all are doing something right and getting through your hurdles and whatnot, uhm. So to go. Maybe less personal and back-to-back to kind of boxy a little bit. Uhm so where so yes so this. Uhm, you started the Sherman Co-op in July and that's when you were really able to start pushing on this. Had the idea and started kind of researching about, but, a year ago, so in that year, in these last six months and stuff where is boxy at now ?

Hannah: Boxy is currently planning another rollout for December. So we just did our first rollout for the moving weekend in August or late August, really.

Makayla: Could you quickly kind of define what a rollout is and what it looked like for boxy, just even the first one.?

Hannah: Yeah, definitely. So a rollout is just like essentially means they're like our pilot launch. So what we did was that we pretty much like just physically matched our customers also like our hosts with our stashers and we you know like note down their info and like we hop on a phone call with them and we really like spend time getting to know them and their needs. And then once we have that, all of that nailed down, we pretty much just matched the stashers to the right hosts and people were just pretty much just storing like you know their stuff at the other people's place and then on the other side of that the customer, pretty much like got paid and it was just really cool to just see how it played out in the real world. So we're definitely going to like, do another roll out for like in December as well. And currently we are also expanding to other universities in Boston. We've been putting together like our recruitment planning just to you know, go after like hosts and stashers in the Boston community.

Makayla: That's awesome, and so with boxy you know like you said, you're aiming it at university students already within the northeastern community. And then like you said in December, hopefully expanding to more universities. How is that working with universities and kind of having to go through their regulations and policies? Since you know, I know that there is kind of a lot of red tape when working with the university. So, how does boxy go about that?

Hannah: So that is something that Boxy is constantly trying to figure out like every single day. We are looking to find that like pinpoint person at each of those universities like BU, Boston College and the rest and it is something that we are looking forward to in terms of support, so if the audience knows anyone who we can get in touch with like, please definitely let us know.

Sanyuktha: So you mentioned you have a rollout coming out in December, so when that happens. What does success mean to you? Once that's done, like, how do you measure success when you have these kind of rollouts?

Hannah: Boxy measures success based on our customer satisfaction, it is something that we like prioritize. I truly think that it's super essential for early-stage startup like us to really pay attention to our customers and listen to the pain point and truly understand where they're coming from and whether or not we are like delivering something that they want. So if the customers are happy at the end of the rollout, I'll essentially be very happy as well.

Makayla: That's awesome, and uhm, so you graduate in May next May excited. Yeah excited yeah.

Hannah: Yeah, definitely. I mean, what am I going to do after college? Like still the same life as where I am now? So it definitely put me at ease to not have to figure out what I'm going to do after college because I just know that this is something that I want to do

Makayla: Now you're ready to to commit, which is again awesome and exciting and. And I mentioned, sort it takes it takes real guts and you said you know that all your hobbies you know, including the traveling and the wrestling have just kind of further developed your bravery already, and I definitely think that translates over into taking the leap into doing a venture and not only doing the venture, but totally committing to this Co-op as well. Yeah, so you've already talked about so much and kind of given, like almost accidentally given. Advice already so far. Do you have any? You know anything really specific or just really like? Like what is your kind of almost final advice for anybody trying to start a venture and get into this entrepreneurship world?

Hannah: Uh, all before you start going after your venture, I think it's really essential to actually know who you are as a person, and this is going to sound really cliché, but definitely take on that solo travel trip. Do it like the earlier the better because I think it is really crucial to to know who you are before knowing what you want in life, and that is something that that that both wrestling and solo traveling have taught me. It is that like literally after every single trip that I've taken, I like came back like slightly a better person and I have learned more about not only myself but also like how the world operates and just, you know, exposing yourself out there in the world and a new culture. I think it's really essential and it teaches you something that you may not have known and eventually it could lead you into you know like something that you want to do in life later, and I genuinely think that you know, exploring yourself through like solo, traveling and through Co-op ing as well like those, those are like the two things that I would recommend people doing, but mainly just solo traveling because you're just going to learn so much more from just a Co-op. And yeah, that would be my advice.

Sanyuktha: I'm curious how many? Countries have you visited so far?

Hannah: I've been to 21 so far.

Makayla: It's a lot, love that, I hope to visit that many one day to 1) How many continents of those like 21 countries have you visited? How many continents have you been to with that?

Hannah: Well, I've been to Asia, Africa, Europe. And and in the Caribbean.

Makayla: OK, can you name maybe your favorite country in those continents that you visited?

Hannah: Visited so I would say in the Caribbean I would say Cuba because again of what's going on with, you know, like communism, like the people are like you know, genuinely trying to make the most out of their resources and it was something that I actually saw the first time. Like witnessing entrepreneurship to its core because when you're like so limited with everything like your creativity just like sparks and that's like that honestly how like I have built like this. This is kind of the mantra that I live by. It's honestly from like the Cubans that I've seen in the country and I've seen how hard they work. Let's see for Asia I would definitely do the Philippines because of the like you know, like beautiful ocean and all the coral's and the sun. I don't know. Everything is just so beautiful in the Philippines. And in in Europe I would say Spain because that was like the country that I, you know that I thought of like the solution for Boxy. So I definitely own that to Spain. In Africa definitely like Morocco. I still traveled there for about three weeks and definitely learned a lot. It was not a hard country to travel to as a female, but we made it out alive and over here, so yeah.

Makayla: That's good. I think Spain maybe has a bit of sentimental meaning in that sense, when you were able to, that was, you know, when Boxy was fully idealized and born and what not. One thing that has been highlighted on here time and time again is that, entrepreneurship is not know linear thing. There are so many things that backtrack and all other stuff like that. Can you maybe give us an example of a challenge that you've dealt with working on Boxy and how you overcame that and like what pivoting you had to do and then like what it kind of taught you? If there is an example.

Hannah: I think my general comment on that would be since entrepreneurship is all about you know, figuring out everything at once and and just being thrown in the dark and trying to like find an answer to every single question is something that's really tough and I would say like in entrepreneurship, you don't have to know everything to to get it started. You just have to know that you don't know a certain thing and then ask people you know, like the right questions and hopefully you know you'll be able to redirect it into the right resources, so that would be the general way to deal with challenges.

Makayla: Yeah, the general way is to learn it and deal with challenges. So this is what I take from that- Is admitting that you're going to need help and then taking the initiative to get that help? Yep, definitely. I don't think we've heard that one yet. I really do like that I'm a very firm believer in not being afraid to ask questions because, you know, I'd rather ask 20 questions and then know for sure what I'm doing than ask 0 questions and just continue and be lost and maybe mess things up because I was too stubborn to ask a question.

Hannah: Definitely 'cause in entrepreneurship you're always constantly trying to figure out because in this industry, everything, is just going so fast that you definitely don't know everything and it's really essential to know what you don't know and I cannot stress this point enough. Its like you should definitely know or understand the problem really well that like you know what you don't know. So that way you ask questions and and hopefully it you know it leads you to the the right direction after.

Sanyuktha: So when you're struggling with some kind of challenge, what kind of resources do you typically use overcome it?

Hannah: Something that I find really helpful for me is that when I face a challenge I just sit down with my journal and just dot. It's pretty much like jot down the things that's you know going through my mind and pretty much pouring everything out on my journal and then. Really brainstorm and pinpoint the problems that I have and then I would start Googling. So that's the first thing that I would do and then after that I would go to Ted and get advice and I feel like everyone at the Sherm can definitely say this

about Ted. He's such an awesome mentor to everyone in that room and I find it super helpful to just like go to him with the problems that I have and then see if there's any way that we can like tackle it together.

Makayla: Definitely I know. I mean, I don't think anybody in this Sherm would disagree that that Ted is ever one to shy away from helping out in anyway. So yeah, we're running out a little bit of time here. We're going to get wrapped up. Our kind of final thing is 1. What are the future plans of boxy? What does it look like in the future? 2. How can listeners kind of help out with boxy is? It just you know. Using it or How does that look? What would you want users to do?

Hannah: Yeah, so Boxy definitely wants to be that app that college students in Boston are going to be using a year from now, so that is definitely our goal. We want to have our app roll out by then and hopefully with a certain amount of users across the city. And something that I would want the audience to help with is would be just definitely spreading the word and like getting boxy out there, especially outside of the northeastern community. But this is something that they we're looking to do, and in addition to that, if you know any, you know classes who are doing kind of like project based, definitely like reach out to us because we definitely want to do more marketing research on that as well.

Makayla: Definitely and reaching out what's your website. Any socials you know? Go ahead and spill them all out.

Hannah: Yeah, definitely. So, follow us on Instagram @storewithboxy and you can also e-mail us @storewithboxy@gmail.com and website www.storewithboxy.com.

Makayla: Well, it was really great talking to you. I mean I really like what you're doing. I really like what you're doing here. I think it's awesome I'm only a second year so I'm here for the next few years, so hopefully I'll be using boxy one of these years or within the next few years. We really do appreciate you know you taking time out of your day to come talk with us.

Hannah: No, definitely. Thank you, guys, for actually being here and just talking to me it's been a nice chat

Makayla: So well, thank you again Hannah.

Sanyuktha: Thank you for listening with us. Today we had an incredible time learning about boxy solo, traveling and wrestling with Hannah.

Makayla: Make sure to check out boxing on Instagram @storewithBoxy to keep up with all things boxy

Sanyuktha: Once again, thank you all for tuning in and a huge, huge thank you to Hannah for taking the time to talk with us today. To stay up to date on everything going on at the Sherman Center, make sure to subscribe to the Sherman Center newsletter, the Gazette, and check out the Sherman Center on social media @nushermancenter. Finally, don't forget to check out our previous episodes of the season and we'll see you later!