Tyler Armentrout ’18 says he wants to make the most of his college years, exploring different opportunities and learning about his interests. “My father has always been a bit of a hustler and an opportunist. He didn’t have much of a college education, but he has made the most out of every career opportunity he’s had.” Tyler is creating his own opportunities these days. Inspired by an article he read on student entrepreneurs who started a new business every weekend, he launched the campus on-line delivery service, Awubis, with his business partner, Mariano Garcia Jr. ’18, within one weekend last semester. The finance major, who also minors in Entrepreneurship and Computer Science, said their business, Awubis.com, was successful in that they had their first order within four minutes and a steady clientele during the time it was running. The two friends ran the entire business themselves, taking orders for items from thirteen local businesses and making deliveries to students around their classroom schedules. They adjusted their hours and added delivery options based on customer feedback. Tyler said they never intended to make a lot of money. It was just something they saw a need for after talking with people on campus, and they had a desire to see if they could make it happen.

Now that the school year has ended, the business has closed as both men are pursuing other interests. For Tyler, that is working concert events over the next couple of months, the inspiration for his second business venture. As a son of a musician, he has been a part of the concert circuit most of his life, and has seen some of the inefficiencies which occur in the planning, organizing and running of concert events. After he and his roommate, Jeremy Edelson ’18, conducted a feasibility analysis in ENTP 120 for a new app, the two worked on their idea over last summer, strengthening and adjusting it. In the fall they met with production managers and business developers, first in Los Angeles, and then Chicago, and used the insights gained from those meetings to finish the technological analysis and structuring of the app. Still in the research and development phase, Pass Pal, is designed as a live
event mobile application, which provides real-time analytical data to event promoters.

While Tyler admits they have had a few glitches along the way, he is hopeful that the app will be up and running by the end of next year. The two roommates have been able to assemble a great team to assist them. “Jeremy ‘s mom, who’s a lawyer, has been able to provide legal advice. Jeremy and his father have connections in the world of business development as well as in the sports and entertainment industry. While I have contacts with a lot of local Chicago concert production companies and artists, Jeremy has been able to connect us with the same type of people but in Los Angeles. There is no one else doing an app like we are, but in order to do it right, we’ve got to put the time into the planning and strategizing phase.”

Will there be another business idea after this one? Maybe, but Tyler says next he’d like to experience the structure of working within a large business. “I’m learning what I like to do, and where I feel my strengths are. I want to experience something different from what I’ve done up to now. I think I would do well in a role that focuses on business development, project management, data analytics or wealth management. I think college is all about trying out different things, challenging yourself, and learning from the people around you.”