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Name for weekly column: Blazona's Business

Demographic: College students wanting to know more about money, finance, business, etc

Article: Entrepreneurship on Campus: Starting a Business While in College

College campuses all around the country are buzzing with entrepreneurship activity as more and more students are turning their business ideas into reality.

Starting a business while in college has many benefits, including the opportunity to gain real-world experience, build a network of contacts, and earn an income while still in school. It can also be a great way to develop critical thinking, problem-solving, and leadership skills. However, starting a business while in college can also be a challenging and time-consuming process, but with the right approach, it is possible to succeed.

Here are a few tips for students looking to start a business while in college:

1. **Identify a need:** Start by identifying a problem that you are passionate about solving. This will give you the motivation you need to stay focused and committed to your business. The key to being a great entrepreneur is to be a great problem solver.
2. **Research your market:** You want to make sure you identify your target customers and their needs. To do this you can survey potential customers, analyze industry reports and statistics, and evaluate online reviews and feedback from customers. On top of this, make sure you are staying up to date about your industry's trends and developments.
3. **Build a network:** Surround yourself with supportive and knowledgeable individuals who can help you grow your business. This could include mentors, classmates, and industry experts. Don't be afraid to reach out to people who have the knowledge you are seeking for.
4. **Stay focused and disciplined:** Balancing coursework, a business, and personal life can be challenging, so stay focused but make sure you are prioritizing your tasks and managing your time effectively. Finally, minimize distractions. You can do this by using noise-cancelling headphones, or time-management apps.