

ENTREPRENEUR'S WORLD

THE MAGAZINE

**Entrepreneur Spotlight –
Robert F. Johnson**

**Top 10 Sectors That Created
Inspiring Entrepreneurs in 2025**

**She Sold Her \$100M Snack Company
— Then Founded a New Brand That's
in 11,000 Retailers**





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About Entrepreneur's World

Welcome to Entrepreneur's World by BBV2M-Media.



Our information is designed to give insight and motivation to current, future and anyone with interest in being an Entrepreneurs. Stories, advice, quotes and anything that can help you be the best entrepreneur you can be.

BBV2M-Media is a product of Brothers Brooks Vision 2 Mission LLC.



The Entrepreneur Boom

THE FULLBLOOMING ROOM



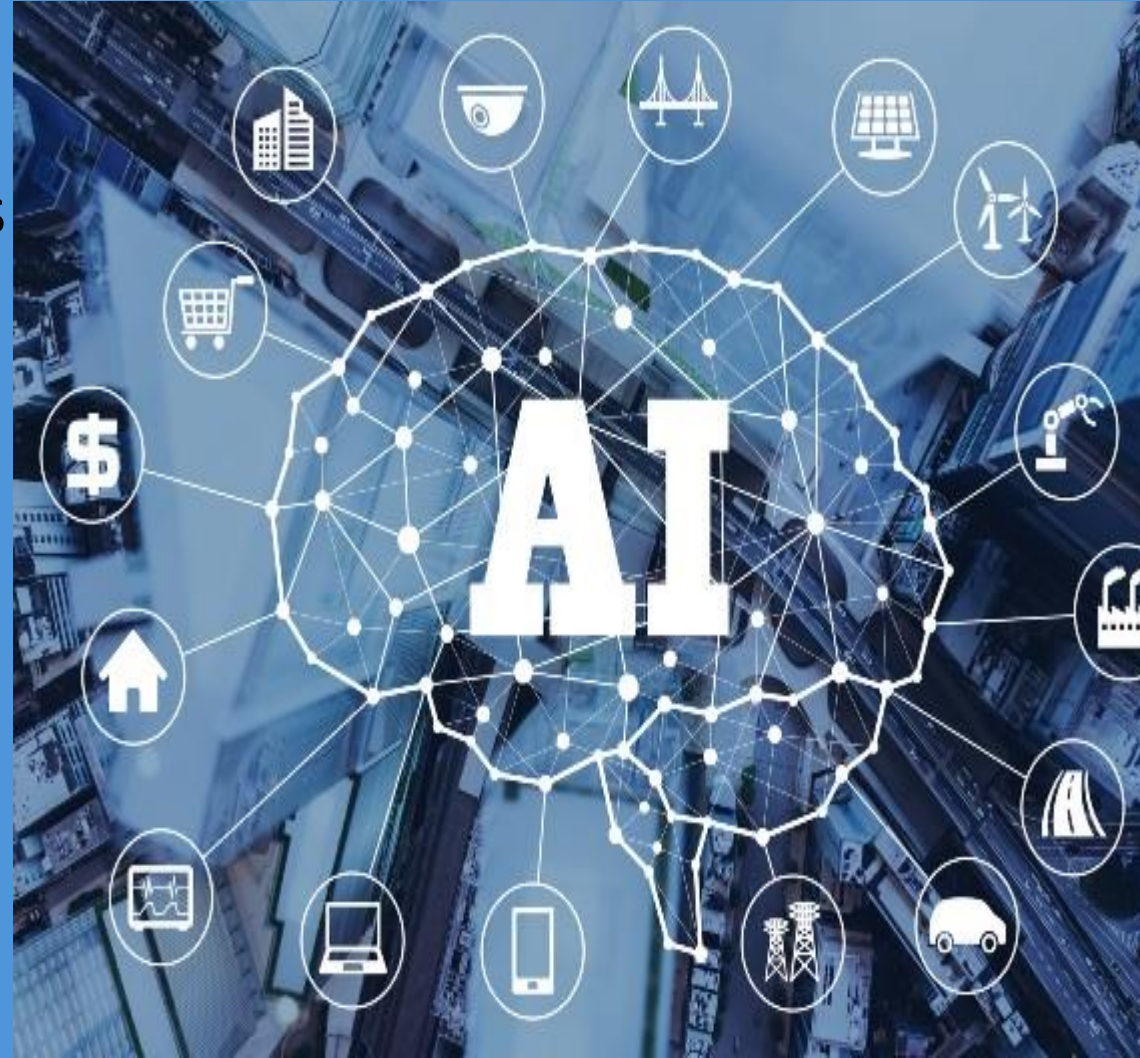


Top 10 Sectors That Are Created Inspiring Entrepreneurs of 2025

In a world that never stops evolving, 2025 seen a new breed of entrepreneurs redefining what it means to innovate, inspire, and lead. They aren't just building companies; they're shaping industries, solving global problems, and turning bold visions into reality.

1. Vision Meets Technology: The AI Trailblazers

- Artificial Intelligence is not just a trend anymore; it's the backbone of countless new ventures. Entrepreneurs like these are building AI-driven platforms for healthcare, finance, and education—transforming access, accuracy, and affordability for millions.



2. Sustainability Champions

- From climate tech startups to circular economy platforms, these leaders are proving that profit and purpose can go hand in hand. Their companies are not only reducing carbon footprints but also creating jobs in renewable energy, waste management, and sustainable consumer goods.



3. Women Leading from the Front

- 2025 is witnessed an unprecedented rise in women founders breaking through barriers. Whether in deep tech, fashion, or social impact, these entrepreneurs are rewriting the narrative of leadership and equality.



4. Gen Z Entrepreneurs

- Young visionaries are stepping into the spotlight, leveraging social platforms, AI tools, and creativity to launch businesses that resonate with their peers and disrupt traditional industries.



5. Social Impact Innovators

- Profit is no longer the only measure of success. Social entrepreneurs are tackling hunger, education gaps, and healthcare inequality with scalable, tech-driven solutions.



6. Fintech Revolutionaries

- The financial world is being reshaped by startups focusing on digital wallets, blockchain-based transparency, and inclusive banking. These entrepreneurs are making money management simpler, safer, and more accessible.



7. Health and Wellness Disruptors

- The pandemic taught us to prioritize well-being, and 2025's healthpreneurs are responding with wearable tech, mental health platforms, and personalized fitness programs.

The logo for Healthpreneurs, featuring the word "Health" in a blue script font with a leaf-like flourish on the "H", and "preneurs" in a blue sans-serif font. A blue wavy line underlines the text.The logo for Healthpreneurs, featuring the word "Health" in a blue script font with a leaf-like flourish on the "H", and "preneurs" in a blue sans-serif font. A blue wavy line underlines the text.

8. Creators Turning Brands into Movements

- From YouTube creators to podcast founders, personal brands are becoming global companies. These entrepreneurs know how to monetize content, community, and creativity.



9. Education Reimagined

- Digital learning, skill-based platforms, and AI tutors are reshaping how knowledge is delivered. Education entrepreneurs are democratizing access to quality learning across continents.



10. Space and Beyond

- The dream of exploring beyond Earth is no longer confined to billionaires. A growing number of startups are focused on satellites, space data, and commercial exploration—turning science fiction into business.





SUCCESS

**She Sold Her \$100M Snack
Company —
Then Founded a New Brand
That's in 11,000 Retailers**

**By Emma Burleigh
Reporter, Success**



Serial entrepreneur Nicole Bernard Dawes seemed destined to build million-dollar food brands. As a kid, she grew up working the counter of her mother's health-food store and roaming the floors of her father's burgeoning snack empire, Cape Cod chips. She would eventually follow in their footsteps as a founder, but Dawes' first job was a management consultant for food and beverage clients. It was a short-lived career that Dawes tells *Fortune* she didn't enjoy. Then, in what felt like perfect timing, she was pulled back to Cape Cod chips when her dad, the late Steve Bernard, bought back his \$4.87 billion business from Anheuser-Busch in 1996.



“I left the consulting firm to go work with him when he bought Cape Cod chips back. So it just kind of all timed out,” Dawes says. “But I’m glad I did [consulting], because it was really a wonderful experience to work for somebody that I wasn’t related to, have a real boss, and have co-workers that I wasn’t related to.” Dawes quickly took on a role in advertising, serving as Cape Cod chips’ director of marketing.



“In hindsight, it was a weird situation, because I was actually the head of marketing who reported to the president, who wasn’t my dad,” Dawes explains. “There really wasn’t time for worrying about anything but getting this brand back.”

Anheuser had divested almost “overnight,” Dawes recalls, and the iconic brand lost all its manufacturers, distributors, and retailers in one fell swoop. Everyone’s focus was suddenly poured into turning things around. Four years later—after Dawes introduced ideas like reduced-fat chips, which went on to become a best-seller—her father sold his company a second time to snack food company Lance. Dawes saw this as her moment to strike out on her own.

“I had realized that this was my chance to create the company that I’ve been envisioning in my head since I was a little kid on my mom’s natural food store counter,” she says. “I’m not my father. That was his dream and his company, and it was a little bit of what I wanted, but it wasn’t exactly.”



Leaving Cape Cod chips to found Late July and Nixie

In 2003, Dawes launched Late July, an organic, non-GMO tortilla chip brand that’s now stocked in major grocery chains across the country, including Target, Whole Foods, Kroger, and Walmart. What started as a kitchen-counter operation grew into more than a \$100-million business. Campbell’s acquired a majority stake in 2014, and eventually bought the rest of the company in 2017.

After more than two decades of working in the food space—reviving her family’s snack empire, and building her own chip brand from scratch—Dawes was ready to move on from starch. This time, she looked at beverages. Walking down the grocery store’s refrigerated sections, Dawes noticed racks lined with Sprite, Coke, and Dr. Pepper—but few healthy options. That observation sparked her next venture: Nixie, a zero-sugar, sustainably packaged soda line offering flavors from cola and root beer to ginger ale and cream soda.

Investors have taken notice. Nixie raised nearly \$27 million in new funding earlier this year, and its products are already sold in over 11,000 major grocers like Whole Foods, Sprouts, Safeway, and Ralph’s—as well as on Amazon and Instacart. Her second business success into healthy food and beverages has made Dawes a leading innovator in the CPG arena. It’s just one step forward in her goal as an entrepreneur to make sure all of her guilty pleasure treats are keeping up with the times.



“My entire career has been built around fixing broken parts of the food business,” Dawes says, recognizing how the soda industry still has a lot of catching up to do. “I’m thinking, how has [the beverage] aisle managed to escape, while every other part of the grocery store has improved and become healthier and become more sustainable?”

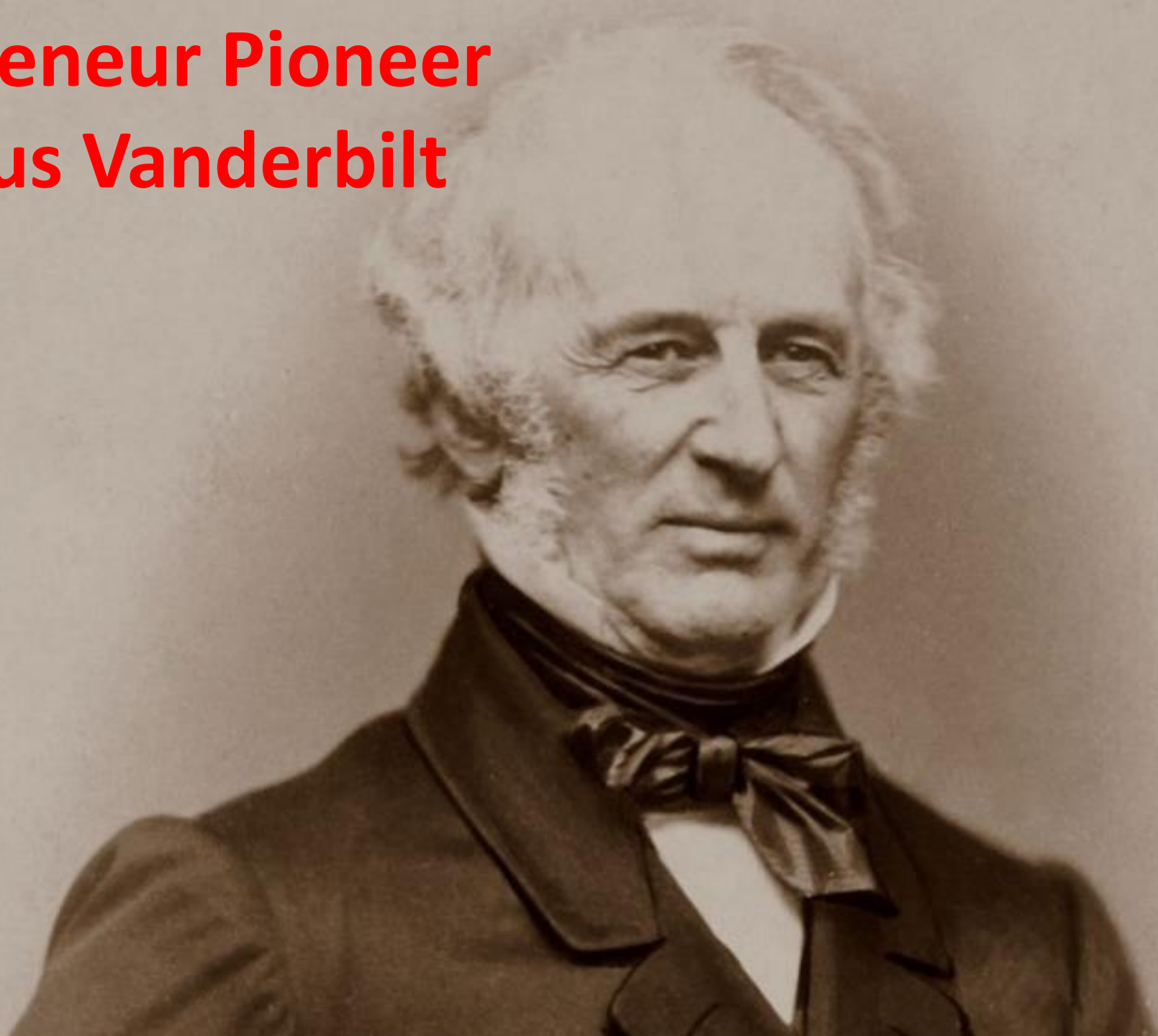


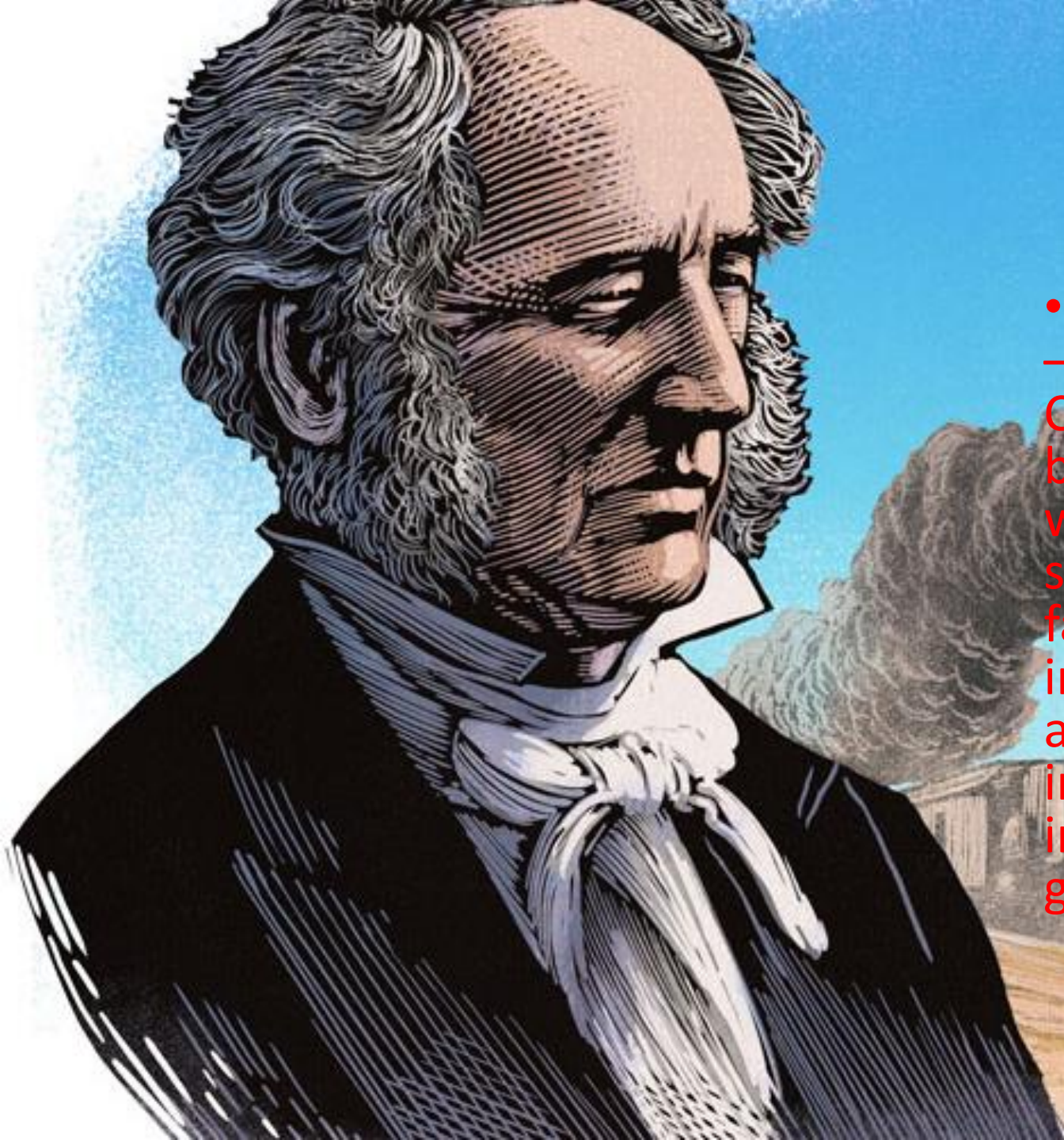
A close-up portrait of Richard Branson, a man with long, wavy blonde hair and a light beard, smiling broadly. He is wearing a dark suit jacket over a light-colored shirt. The background is dark and out of focus, with a hint of a red object on the left.

**You don't
learn to walk
by following
rules. You learn
by doing and
falling
over**

- Richard Branson -

Entrepreneur Pioneer Cornelius Vanderbilt





- Cornelius Vanderbilt (May 27, 1794 – January 4, 1877), nicknamed "the Commodore", was an American business magnate who built his wealth in railroads and shipping.[1][2] After working with his father's business, he worked his way into leadership positions in inland and coastal shipping, then invested in the rapidly growing railroad industry, effectively transforming the geography of the United States.



Never tell anyone what you are
going to do till you've done it.

~ Cornelius Vanderbilt



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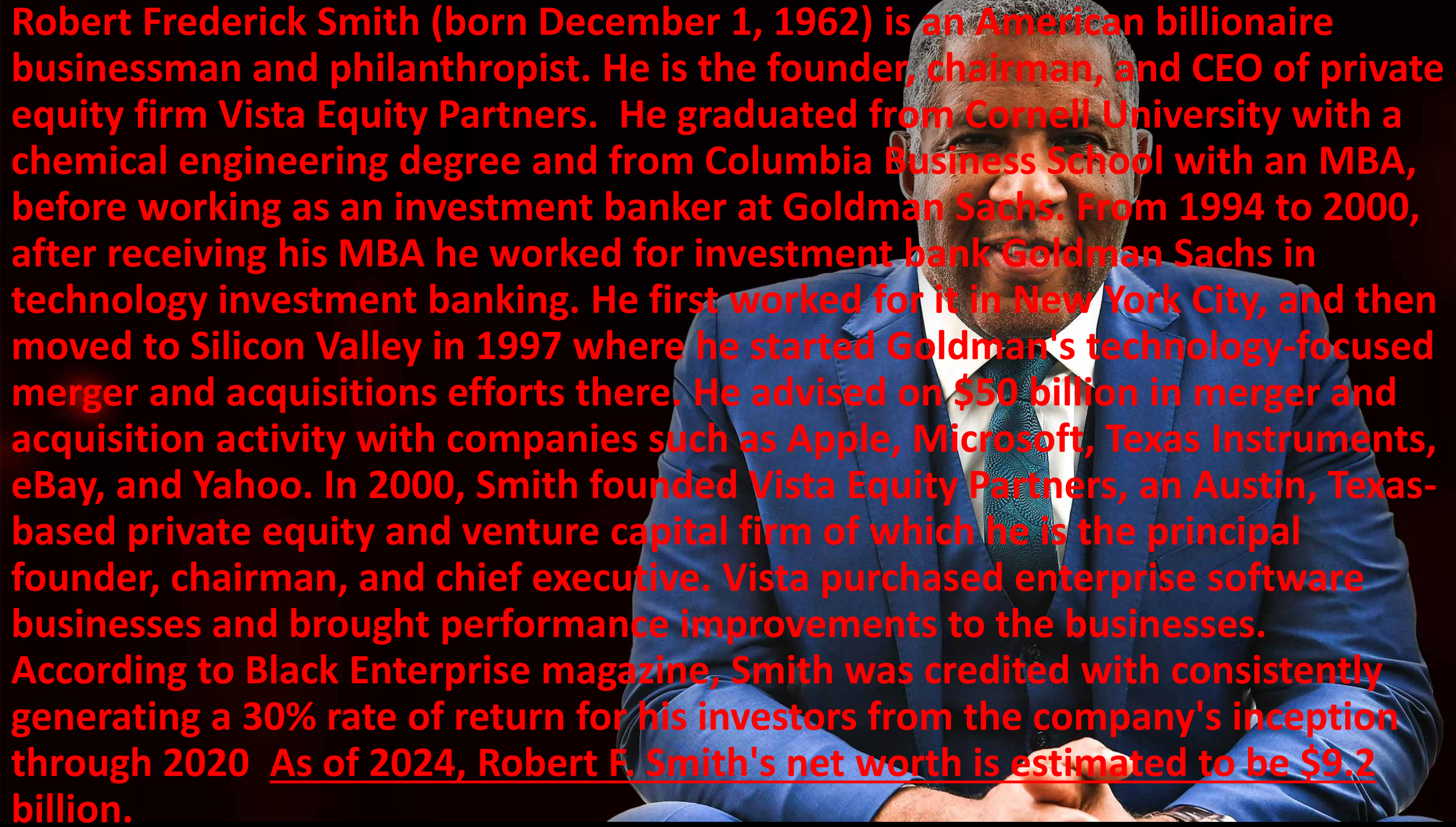
Meet Robert F. Smith

Founder, Chairman,
and CEO of Vista
Equity Partners.



VISTA

EQUITY PARTNERS



Robert Frederick Smith (born December 1, 1962) is an American billionaire businessman and philanthropist. He is the founder, chairman, and CEO of private equity firm Vista Equity Partners. He graduated from Cornell University with a chemical engineering degree and from Columbia Business School with an MBA, before working as an investment banker at Goldman Sachs. From 1994 to 2000, after receiving his MBA he worked for investment bank Goldman Sachs in technology investment banking. He first worked for it in New York City, and then moved to Silicon Valley in 1997 where he started Goldman's technology-focused merger and acquisitions efforts there. He advised on \$50 billion in merger and acquisition activity with companies such as Apple, Microsoft, Texas Instruments, eBay, and Yahoo. In 2000, Smith founded Vista Equity Partners, an Austin, Texas-based private equity and venture capital firm of which he is the principal founder, chairman, and chief executive. Vista purchased enterprise software businesses and brought performance improvements to the businesses. According to Black Enterprise magazine, Smith was credited with consistently generating a 30% rate of return for his investors from the company's inception through 2020 As of 2024, Robert F. Smith's net worth is estimated to be \$9.2 billion.



“Intelligence can create huge profits, and in fact, you can actually make more money being smart than you can be strong or fast.”

–Robert F. Smith

INVESTORS, TECHNOLOGISTS, OPERATORS, ENTREPRENEURS

Empowering enterprise
software companies
advancing our world

A portrait of Robert F. Smith, an African American man with short, graying hair, wearing a dark gray suit, white shirt, and a purple patterned tie. He is looking slightly to his left with a neutral expression. The background is a solid, warm brown color.

ROBERT F. SMITH

Vista Equity Partners Founder & Chairman

Bloomberg

To All Entrepreneurs



Congratulations!

**YOU DESERVE THIS WIN!
CONGRATULATIONS AND
KEEP UP THE GREAT
WORK!**

FACT

**Without the
Entrepreneurs there
would be no
Corporate America or
Global Economy?**



ENTREPRENEUR

**REVISIT YOUR
VISION ON A
DAILY BASIS**

**READ ON A
DAILY BASIS**

**PUT YOURSELF
IN CHALLENGING
SITUATIONS**

**APPROACH
PROBLEMS
FROM ALL
SIDES**

**ALWAYS BE
IN MOTION:
PROVIDE VALUE**

**USE NET-
WORKING TO
BUILD YOUR
BUSINESS**

**FAILURE IS A
PART OF THE
PROCESS**



Execution Skills





What are execution skills?

- Execution skills are the abilities required to perform a certain task or complete company goals. These skills usually involve organization, motivation and time management. Execution is a skill on its own, but you might often use it in conjunction with other skills, including:
 - **Attention to detail:** This refers to completing tasks thoroughly and accurately, regardless of what the task is. For example, if you're an editor, you can use attention to detail skills to edit writing without making many mistakes.
 - **Communication:** This skill is how you convey messages to others through speaking or writing, which requires active listening and clear language. Execution skills may require you to speak with your team to ensure that everyone knows how to complete their tasks.
 - **Delegation:** If you're a manager or working in a group, then you can use this skill to divide roles and responsibilities to your team so that you can complete a task quicker and more efficiently. Delegation can also refer to giving team members certain tasks based on their skills and talents to increase workplace productivity.
 - **Collaboration:** You can use collaboration to work with your team to complete a common goal or task, such as presenting data, writing a report or planning an event. Collaboration allows employees to express and share different ways that they could complete a task, which can help them create a plan and finish the project.
 - **Alignment:** Alignment means ensuring that the components of a task or group are similar and work well together so that a process runs smoothly. For example, if your team uses alignment skills, then you can make sure that you coordinate your processes, objectives and schedules to increase standardization and efficiency.
 - **Problem-solving:** This is how you observe and evaluate a problem to think of actions you can take to resolve the issue. Problem-solving is a part of execution skills because you may have to analyze challenges in your tasks and devise ways you can complete them with your team.

Here are seven ways to improve your execution skills:

1. Create a plan

Having a plan can help you divide your task into smaller portions so you can work on different components of your plan until you finish it. Planning can also ensure that you and your team are aware of how you're going to execute the strategy. If everyone knows what their responsibilities are, then you may have a better chance at completing the task on time. To create a plan, define objectives with your team and think of steps you can take to complete them.

2. Set goals

Another way to help improve your execution skills is to set goals for you and your team. Setting goals can help you execute both short- and long-term plans, and you can set weekly, monthly or even yearly goals for yourself or your team.

3. Encourage teamwork

You can also encourage teamwork to help improve your execution skills in a group setting. Working as a group can increase how fast you complete tasks.. You can do this by evaluating employees' skills to see who could complement each other's abilities.



4. Resolve conflicts

While you work, challenges may arise. This is a natural part of any work process, and it's best to resolve any conflict to help improve your execution skills and maintain productivity. Critical thinking and problem-solving skills can help you think of ways to resolve conflicts. For instance, if two employees are having a hard time working together, a simple solution would be to let them work with other people who have similar work styles. Doing so might also increase execution skills because people who work well together are typically more productive.

5. Hold yourself accountable

Being accountable means taking responsibility for your actions. If you set a goal or create a plan, for example, try to adhere to it. Doing so can help you execute the task efficiently.

6. Provide resources

To execute a goal or task, you typically need the proper resources and materials.

7. Give feedback

As you and your team members are executing a job, try to give each other constructive feedback. This means that you show appreciation for one another's work while providing helpful tips for improvement. Providing feedback can help motivate, which can increase productivity in the workplace. If they implement your tips for improvement, then they may work more efficiently, which can also help improve their execution skills.







Our vision is to be the best in helping all people excel in all aspects of life. Our Mission - Vigilant in our Non-Profit, Extraordinary in our Media Delivery and Timely in our Youth and Adult Development. Our Branding includes: Brothers Brooks Vision 2 Mission LLC® BBV2M-Media, The Wallaroos Learning and Adventures LLC, EEP, What If? Just A.S.K.®, W.I.J.A.-What If? Just A.S.K.® W.I.J.A.-NNECT, BBV2M Professional Development, RodTV65, Entrepreneur's World, W.I.J.A.-2BA Christian, Books by Author Rodney D. Brooks, and BBV2M LLC Non-Profit





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