



## PROS

What is one of the biggest challenges for you as an entrepreneur?

*mm:* The biggest challenge in photography is the saturated market. Everyone thinks that having a camera and taking a few good photos means you can become a professional. You have to be able to set yourself apart from the rest. We believe in true no matter what industry you're in.

What advice do you give entrepreneurs to get started? We advise entrepreneurs to take some basic business courses under the belt. In hindsight, we both wish that we had taken that would've helped us feel more comfortable.

What was your scariest moment as entrepreneurs?

*mm:* The biggest leap of faith was quitting teaching full time. When our business was doubling every year so I was praying the trend would continue and keep us afloat for years ahead. Luckily, it did!

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## THE PODCAST GURU

For Todd Uterstaedt '12, the decision to become an entrepreneur started as a solution to a problem—he was working as a corporate vice president for Right Management Consultants in Blue Ash and his wife was working as an OB-GYN when they found out they were expecting their first child.

“Our two schedules were just crazy,” he says. “We decided that maybe we could launch our own company and create a lifestyle better suited to our family.”

In 2005, Uterstaedt and Atlanta-based Kyle Steele co-founded executive coaching firm Baker & Daboll (named after their grandmothers) from their homes.

Since then, Baker & Daboll has launched two online platforms: Daughters in Charge, which helps prepare women to take over their family-owned businesses; and From Founder to CEO, which helps develop leadership skills among CEOs who founded their own companies.

Uterstaedt also hosts a weekly podcast for From Founder to CEO. To date, he's recorded more than 130 episodes since the podcast launched in March 2015.

**Q:** What do you think about Cincinnati as a place for entrepreneurship?

*Uterstaedt:* Our region is experiencing a great renaissance and part of that has a lot

to do with young entrepreneurs. I want to keep that going as much as possible.

The startup ecosystem in Cincinnati has a growing number of elements that help to boost and catalyze the success of young entrepreneurs. For example, the highly rated accelerator, The Brandery, provides money, housing and expert mentorship to increase the success of new startups. Various organizations like Bad Girl Ventures, Startup Weekend and Startup Grind bring entrepreneurs together for learning, development and networking. And, organizations like CincyTech are helping to fund high-potential startups.

**Q:** How did the Mount help prepare you to become an entrepreneur?

*Uterstaedt:* I chose to enroll in the MSOL (Master of Science in Organizational Leadership) program after launching Baker & Daboll. The program appealed to me because it focused on the things I wanted to sharpen, it was a flexible program that allowed me to continue growing my business and I could use the final project to positively influence the direction of my company.

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