

Adam Schneider



Adam is a senior in the Olin Business School, majoring in Finance, International Business, Marketing, and Political Science.

In just over a year as Managing Partner of South 40 Video, an on-campus video rental store, revenue increased significantly and investors enjoyed aggressive returns. With this success, Adam was eager to tackle the challenge of bringing a new business to market. As founder and principal of South 40 Sunshine, a campus salon business, Adam recognized a market demand, developed a business plan with sales and revenue forecasts, raised capital, and successfully formulated and executed a go-to market strategy. Adam has significant contract negotiation experience from his commercial real estate work at Colliers International and Jones Lang LaSalle, London.

Over the course of the summer, Adam will create entrepreneurial literature appropriate for high school level or introductory college level courses on entrepreneurship that will take shape in a “Principles of Entrepreneurship” course book.

Original research/ original interpretations will be used in analyzing economic and political factors as a reason for an increased focus on entrepreneurship. Adam will combine both academic and journalistic styles to the book as he explores and explains the elements of entrepreneurship.