

# 7-Figure Success Stories

Meet just a few of our favorite founders who followed the same 7-figure plan you now have.

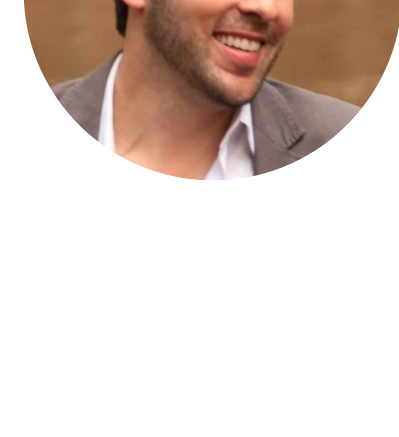


## Jared Springer

Jared was literally bankrupt and crippled a few years ago when he discovered our strategy for building seven-figure businesses. Within just a few years, Jared not only built a successful business, but he rebuilt his life. Jared then sold his business for a seven-figure payday, and he went on to publish his first book, *"I'll Be Happy When."*

→ [Listen to Jared's conversation with Ryan](#)

→ [Read his success story](#)



## Chad Maghielse

Chad started a pet supplies company with just \$3,000 that wasn't even his. He put it on a credit card and hoped for the best because he was determined to build a lifestyle that set him free. As with most founders, Chad made some mistakes along the way. But ultimately, he scaled his business to win the prize - a million-dollar payday.

→ [Listen to Chad's conversation with Ryan](#)



## Jason Franciosa

Jason was just about to give up and get a real job, but decided to take his last bit of cash and try one more time. He built one of the most successful brands in the CrossFit space, following the Owner's Model from the start. He partnered up with his best friend from college and they launched their brand to fill unmet needs of CrossFitters. They did it so well that their business doubled in just five months. Jason now serves as one of the head coaches inside the Capitalism Incubator.

→ [Listen to Jason's conversation with Ryan](#)

→ [Here's what Jason says about shifting from selling products to creating fans who buy](#)



## Drs. Travis and Jenna Zigler

This duo was making a healthy income as practicing optometrists. But they felt like something was missing. So, they decided to go after their entrepreneurial dream and help others in a more meaningful way. Their focus? Serving dry eye sufferers. They were already selling a dry eye product in their practices. But they knew they could create a better, more affordable version. In the process, they also became experts in Amazon PPC and have begun helping other brands to scale. Just a few years later, after hitting a \$6 million run rate, they had a life changing exit.

→ [Listen to Jenna's conversation with Ryan](#)

→ [Watch Ryan and Travis talk about the Ziglers' mission](#)

→ [Travis talks about their exit](#)

→ [Read the Zieglers' story here](#)



## Leah and David Cupps

Leah and David built and sold their first business for over seven figures in 2017. When we caught up with them again in 2020, they were on the cusp of selling a combo-pack of three more brands. Their first brand not only allowed Leah to shift out of her freelance graphic design business but also let David quit his medical sales position. From there, the couple became serial business builders and sellers.

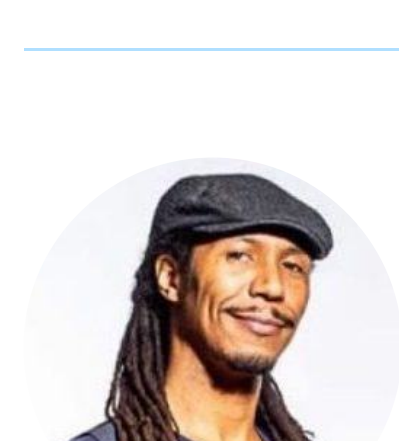
→ [Listen to Leah and David's conversation with Ryan](#)



## Scott Griffin

After reading Tim Ferriss's *The 4-Hour Workweek*, Scott knew he wanted to make a change to improve the quality of his life. The book re-piqued his interest in online business. Scott's vision for a migraine relief brand formed because of his own struggles with the condition, and he sought to help others find relief. He did, and built a \$2.5 million business in the process.

→ [Read Scott's full story here, and find out why the Capitalism Fund invested in his brand](#)



## Jesse Jenifer

Jesse built the Cakes of Eden brand all on his own, and customers ate it up. But the hassles of trying to keep inventory in stock took their toll and forced Jesse out of the kitchen and into the weeds. The Capitalism Fund invested in this brand and freed Jesse to do what he does best - create the products his customers crave.

→ [Read Jesse's full story here, and find out how an investment from the Capitalism Fund changed everything](#)

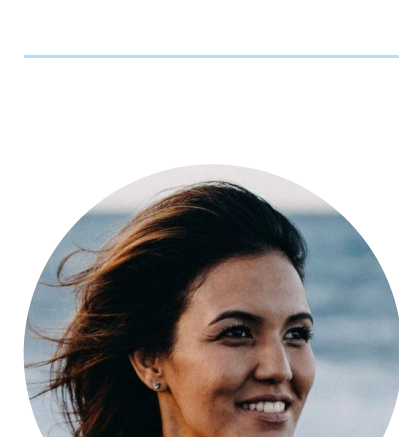


## Hanny Sunarto

In three years, Hanny grew NeatPack to a 7-figure business based on the philosophy "to spend time traveling, not packing." The company offers high-quality travel products focused on durability, functionality and innovative designs. In late 2017, she worked out a deal with Ryan to bring him on as an investor and advisor before having a significant exit.

→ [Watch the negotiation as Hanny and Ryan came to terms for his investment](#)

→ [Read Hanny's story here](#)



## Roxelle Cho

Roxelle started her 7-figure brand serving women from her garage. She created a community of superfans who want to buy from the company again and again while spreading their message and telling their friends.

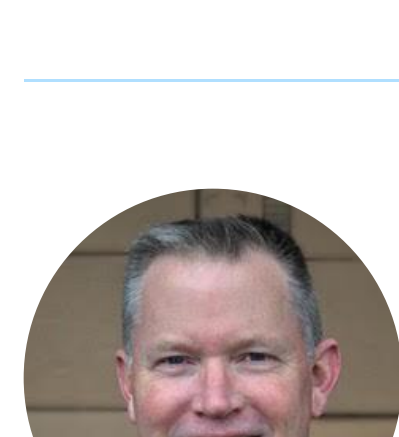
→ [Listen to Roxelle's conversation with Ryan](#)



## Jeremy Sherk & Kevin Pasco

Jeremy took to the CapCon stage to share how he and his partner Kevin grew Nested Naturals without doing all the work themselves. Within just two years, the company went from zero employees to 15.

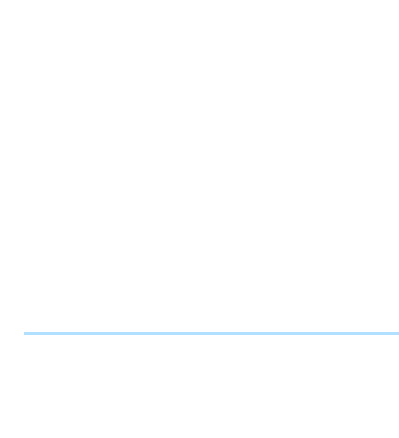
→ [Listen to Jeremy's story here](#)



## Paul Miller

Paul is a former restaurant owner and now the proud CEO and owner of CozyPhones, a business that makes and sells comfortable headbands with headphones embedded inside. His products cater to children (including those with special needs), active adults, and for those looking for a way to relax before bed. Following the plan we teach, Paul went from dead broke to \$400K per month in just three years.

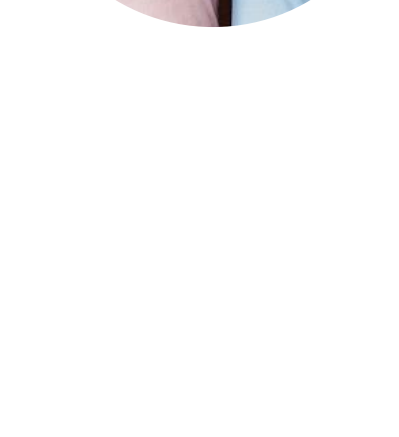
→ [Here's Paul's story](#)



## Gemma and Georgie

Sisters Gemma Pearce and Georgie Mayhew built a million-dollar brand in just a year in an extremely crowded niche: yoga. But they did it with an eco-friendly twist. Their approach is truly working. Customers resonate with the company's values: Be brave. Be authentic. Live your truth. They are absolutely delighted by the experience of unboxing their purchases. Included in every shipment is a collection of stickers and a seed card - brilliant ideas that serve to extend buyers' enjoyment while also serving as a reminder of their favorite holistic health company.

→ [Read Gemma and Georgie's story here](#)



## Justin Ray & Jeremiah Klingman

At just 20-years-old Justin started his company, Roam, with his 18-year-old business partner, Jeremiah. Justin tells us that a great deal of his inspiration came from the freedom and peace he felt whenever he was out riding his motorcycle. Connecting with people on a similar quest, he and Jeremiah built his company's product offerings around outdoor gear used for hiking and traveling. The duo plans to double, then triple the size of the million-dollar company within the next few years.

→ [Listen to Jeremiah's story of having a \\$4M exit at age 21](#) or [Watch it here](#)



## Matt Fichtner

Matt first launched TakeFlight, which features unique products explicitly curated for adventurous men, in 2017. Playing off his 11 year background in the United States Marine Corps, Matt's first products were items he liked and would put to personal use. In less than two years he was generating a six-figure income *in his spare time*.

→ [Listen to Matt's story here](#)

→ [Read Matt's success story here](#)

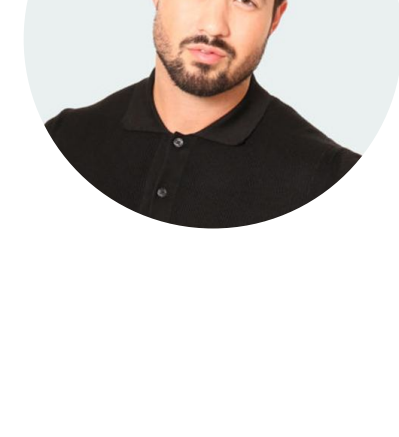


## Travis Killian

Travis is the co-owner of Upper Echelon Products. With a customer-first mentality from the very beginning, Travis has gone on to launch seven successful brands with multiple top-selling Amazon products mentioned by the likes of Good Morning America and Kendall Jenner. Determined to solve people's problems without cutting corners, Travis shares that the secret to his success is, "we always think about the customer." There's a reason Ryan calls Travis the best marketer alive today.

→ [Hear how Travis went from \\$0 to \\$25 million in just three years](#)

→ [Read Travis's success story here](#)



## Sheldon Cho

Sheldon is the "Fish Guy" behind the family business, knows how to prepare, flavor, and package the best jerky in Hawaii. The company focuses on creating nourishing tuna and fish jerky that is like nothing you've ever tasted before. Started by his parents back in the 1980s, Kaimana Jerky is now in 95% of stores across Hawaii—from mom and pop shops to Costco. Sheldon has helped the brand go from \$500K to \$2 million so far.

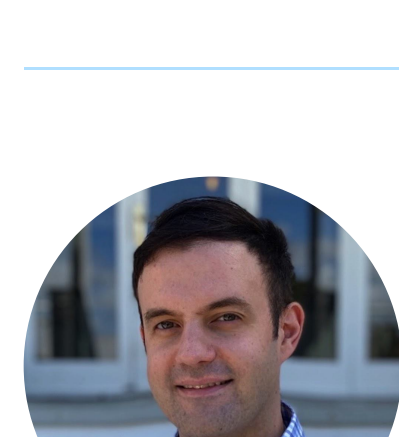
→ [Read Sheldon's full story here](#)



## Mike Viskovich

Mike once worked in the entertainment industry, editing reality television shows. While he enjoyed his work, Mike knew he wanted to start a company of his own. He chose to help people with thinning hair, and launched a business called Boldify to help them have better hair days and also experience a boost of self-esteem. While he once thought he'd sell the company at this point, it's now Mike's goal to turn Boldify into an 8-figure business, and he is well on his way.

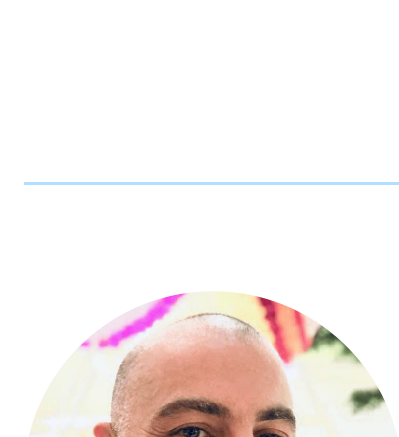
→ [Read Mike's full story here](#)



## Chad Hamzeh

In 2018, Chad decided to create an automotive detailing product with his partner, Nick. Unlike Chad, Nick had years of car detailing experience—over 15,000 hours to be exact. As a certified ceramic coating specialist, Nick knew which products worked and which didn't. Since similar products sold well, Chad knew they could come up with something that could compete. The two men put their heads together to formulate, bottle, and market The Last Coat, which surpassed 7-figures in its first 12 months.

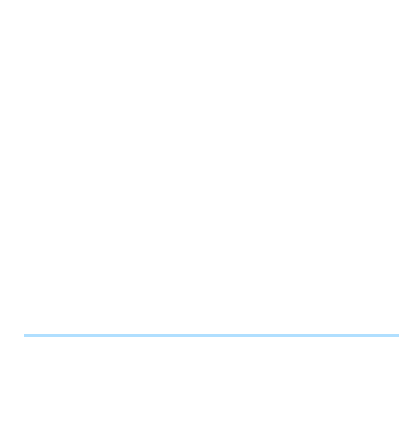
→ [Read Chad's full story here](#)



## Leah McHenry

Leah already had an extraordinarily successful career as a musician, and then launched a course that helped other musicians make it in the industry. But she needed a break. So, during the pandemic, she and her five homeschooled children launched a special candle company called Mythologie Candles. Within 15 months, her company crossed \$2.5M in sales and now has 25 employees.

→ [Read Leah's full story here](#)



## Leslie Kuster

Leslie knew one thing when she was a young woman living in New York City: she did not want a regular job. So, she hopped on a plane for Bali and bought a suitcase full of beautiful clothes to resell back home. Fast forward several years and a lot of soul searching, and Leslie discovered the importance of a healthy relationship with money - as well as cracking the code to scale her business past seven figures (and she only works a few hours a week on it).

→ [Read Leslie's full story here](#)