

GENEVIEVE RYAN BELLAIRE

(MBA'15, JD'15)

Industry: Social Entrepreneurship, Tech

Where she works: Realworld

Job Title: Founder & CEO

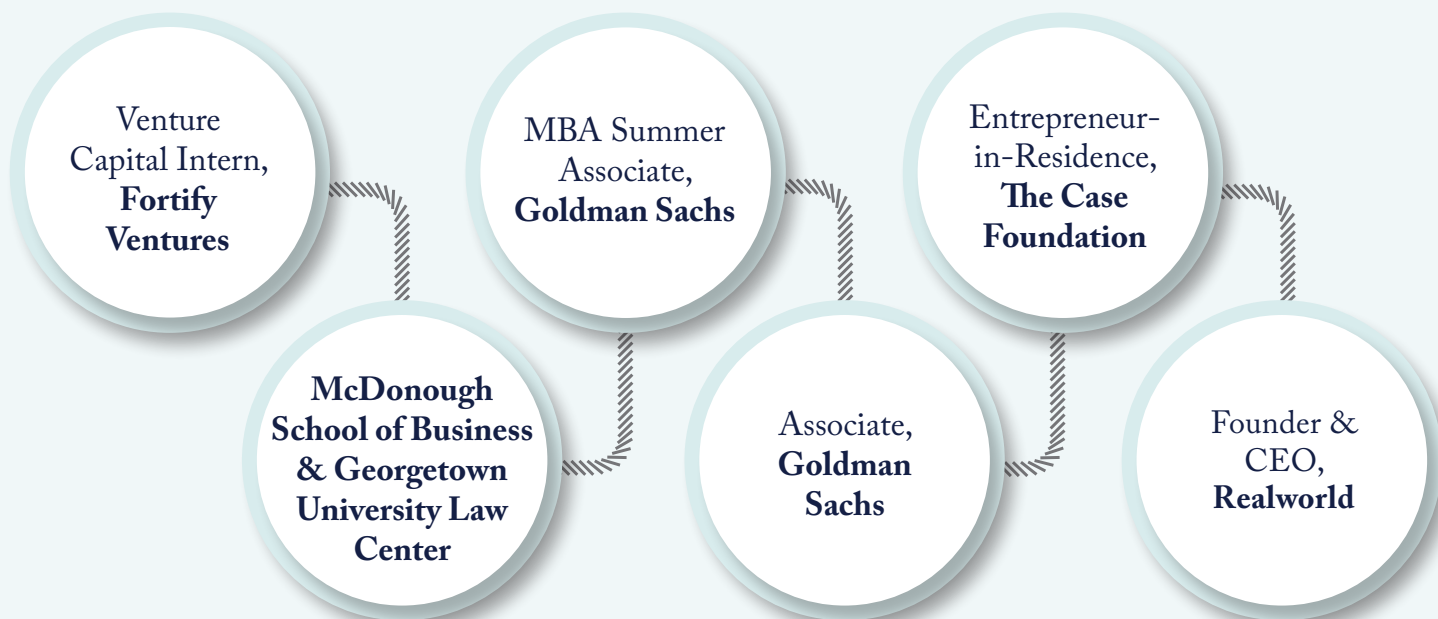


High school and college do not prepare people for “real world” skills like finding an insurance plan, paying taxes, or getting a loan.

Bellaire founded Realworld, a majority-female owned and operated startup as a centralized platform to help young people navigate major life moments. Her goal is to build “a single sign-on for adulthood.” Realworld operates as a B2B2C company, selling subscription services to universities or other large organizations of young people – who then provide the services to their students and young employees.

Job Functions: Strategy // Finance // Management

BELLAIRE'S CAREER PATHWAY



“I actually came to McDonough straight after graduating from college. I went from Princeton into the law and business programs. It really wasn’t until I finished up Georgetown and started my first job at Goldman Sachs that I was really making that first full transition to the workforce.”

Useful classes:

Negotiations (*Christopher Voss, adjunct professor*);

Startup Factory, Innovation and Intrapreneurship (*Eric Koester, adjunct lecturer*)

“I dove deeply into the venture capital opportunities on campus. I joined VCIC, StartUp Hoyas, InSITE Fellows, Entrepreneurship Club, Business for Impact, and Net Impact.”

CAREER ADVICE FOR MBAS:

Make sure you actually care about what you're building. “Unless you can find a ‘make money overnight’ company, building businesses takes a lot of time, a lot of hard work to find the right people, and real conviction around what you're doing to get people to invest in you; it's exhausting. You have to feel like what you're building is something you want to be doing for the next four to 10 years. And if it's not, think twice: there are lots of ways to make money and there are lots of ways to make an impact, but building a business is something that truly is all consuming. You have to be all in.”

Take all the time necessary to explore your new market. “I took a year to really understand the space as an entrepreneur before writing the first line of code. I spent my time interviewing thousands of people – students, parents, employers, university administrators – to try to develop a business model that would support this new product category. It took a lot of time and space to put all of our ideas together and start gathering capital. I'll be forever grateful to the Case Foundation for giving me a platform to really go deep.”

Keep the vision large and the execution strategy narrow. “We have a really big vision at Realworld which is exciting and gets people interested, but we have to remember to take it all one step at a time. At the early stages, it's important to be as narrow as possible in terms of teasing out concepts and understanding your role and the space: what you are currently doing and not doing. Otherwise you'll just burn out. The earlier that you can make these scoping decisions, the better.”

IN HER WORDS:

“I went to Goldman Sachs after I graduated because I knew I wanted to gain business experience working at a top-notch company before getting into the entrepreneurial world. While I was there, I discovered this interesting opportunity in their 10,000 Women Project that really changed everything for me. Goldman Sachs made a \$100 million corporate engagement effort to build out business and management education for women entrepreneurs around the world, almost like a mini-MBA for 10,000 women entrepreneurs.

I threw myself into that space by outreaching and networking my way onto the team. I got to watch founders building businesses in these insane environments where women typically can't even own property, let alone a business. It was through that work that I formalized my idea to build something on my own that was high impact and would create economic opportunities for others.”

THE IMPACT SPECTRUM: Realworld

