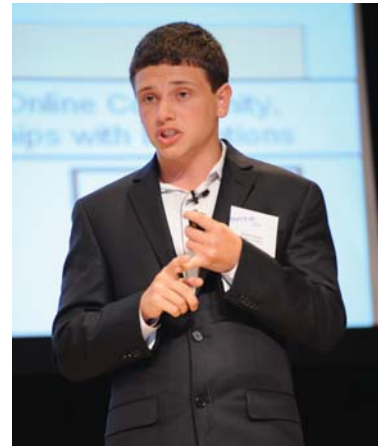


TattooID



By Steven Gordon

My name is Steven Gordon. I'm eighteen years old and from Brooklyn, New York. My story starts when I was in my junior year of high school, and I was in a Research class next to a NFTE alumnus, Gary Jiang. Gary is sixteen years old and the CEO of MuffinMilk (www.muffinmilk.com), which is an apparel company. He soon posted on Facebook a status update that mentioned he was looking for some help, and after thinking about it I replied that I was interested. Unknowingly, he marked my first footsteps into the entrepreneurial world. I soon learned the "in and outs" of running a business; from pitching sales to finalizing budgets. Gary quickly became my role model and my mentor. He saw potential in me and referred me to the NFTE BizCamp.

In August 2009, I launched TattooID (pronounced *tat-too-eed*). The company manufactures and retails temporary safety tattoos, which features a child's initials and parent's phone number. So if they were to get lost that they can be easily recovered. It makes safety fun for kids.

My inspiration for TattooID (www.thetattoooid.com) came from my little brother. Whenever he was out of my sight, I'd panic for his safety. I know exactly how it feels to have to worry about a young child, and I'm only an older brother. I can't imagine the level of stress parents go through when worrying about their children. I want to keep children safe, but trying to balance fun and safety was a challenge. And that's when I came up with the idea for creating tattoos.

Being the owner of a relatively new company is very time demanding; especially since I am starting college in the fall, and am still in search of a reliable team to work with. Despite the pressures from school and my responsibilities to MuffinMilk, I love what I do. I love it because no one has this job, and no label can be put on what I do. Even the term "entrepreneur" doesn't seem like enough to describe it all. If you could only imagine the hard time I have with answering the simple question "What do you do?"

As the CEO of TattooID and Chief Sales Officer of MuffinMilk, I've learned that startups are like a complex lock in a door. Once you find the right combination of keys and build the right team, you can unlock that door, and even go as far as to pick the locks

on others. □

