



ENTREPRENEURS Christina O'Connor

Local Family Creates GoPro Accessory

Most families like to relax over the weekend — maybe a trip to the beach or to see a movie. As for the Leongs? Well, they like to create businesses.

The Leongs — Evan and Kari and their kids Kyndra (6), Koko (10) and Buddy (13) — all participated in the most recent Startup Weekend Honolulu (SWHNL) together. Startup Weekend, which takes place in cities throughout the world,

The entrepreneurial spirit seems to run in the family. Evan and Kari launched Bubble Tea Supply, which distributes bubble teas to retailers, 15 years ago. That's still their primary business, and in the years since, they also have taken on a number of other projects. Evan runs standuppaddlesurf.net, which features gear reviews and news for SUP enthusiasts. Kari is a DOE teacher and currently is pursuing a doctorate degree of

encouraged their kids to do just that. The couple shared a few tips on how to support entrepreneurial activities with your keiki.

1) Teach kids how to take risks.

Many people, they say, sit on their good ideas and don't do anything with them. Kids should be encouraged to just go for it.

"Kids are very creative and

you can solve the problem," Kari says.

That way, she says, you're encouraging them to fix the problem for others who may face it in the future.

"Focus on solutions so you can make the world a better place and create ways to make problems go away."

3) Teach them how to work with others.

Kyndra, Koko and Buddy all said that the most valuable thing they learned during Startup Weekend was how important teamwork is.

They all had an integral part in putting everything together: Buddy drafted clip designs and created a logo; Koko helped with the video; Kyndra assisted her mom with a PowerPoint presentation. Plus, the whole

team also had to conduct market research and estimate earnings projections.

"If everyone on the team focuses on the thing that they are really good at, together it makes an awesome team to showcase," Kari says.

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(BACK, FROM LEFT): Startup Weekend Honolulu mentor Collin Kobayashi, Evan Leong holding Eliana Leong, Box Jelly's Rechung Fujihiro, Startup Weekend Honolulu guest judge Kwame Jackson, (front) Kyndra, Koko and Buddy Leong

PHOTO COURTESY EVAN LEONG

gives contestants 54 hours to come up with and execute an original business idea.

The family took first place for their Menehune Hat Clip, an accessory designed to facilitate GoPro use.

"We had talked about the idea before, because we surf a lot and record our fun on the GoPro," explains 10-year-old Koko, who attends Punahou School with his siblings.

The Menehune Hat Clip is an adjustable, removable tool that allows users to mount a GoPro on their hat. Their clip allows users to get clear images — without unwanted snippets of the brim of their hat.

To learn more about the product and what's next for the kids, see page 24.

education at University of Hawaii. And for Kari, SWHNL also provided a little bit for experiential learning for the topic of her dissertation: teaching entrepreneurship to elementary-aged kids.

Evan and Kari also manage Greater Good Radio, which features interviews with entrepreneurs about their community involvement. They also founded kokua.org, which connects people across industries and started Ad Up Hawaii to help nonprofits with marketing.

The couple also helps their kids manage their website, menehunes.net.

"Our parents are entrepreneurs and we want to be just like them," says Kyndra.

Evan and Kari always have

can think out of the box if no one stifles them," Kari says.

And, she continues, kids should be taught that failing is OK.

"Their failures and mistakes help them be better each time so that they can learn from the failure and create something better," she says. "Take risks so that you can succeed."

2) Make sure they focus on solutions.

As a teacher, Kari often hears her students complain about others or lament that their supplies are broken. But just pointing out the problems, she says, is not productive.

"I try to teach my students and kids of my own, instead of sitting and reporting a problem, use your energy to think of how

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