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Feloni, Richard. "'Shark Tank' investor Daymond John explains what he learned from losing \$6 million." Business Insider. December 22, 2014. Accessed February 02, 2017.

<http://www.businessinsider.com/daymond-john-lesson-from-losing-6-million-on-heatherette-2014-12>.

This website talks about the fall behind the brand: Fubu. Fubu was a huge streetwear brand back in the day. Recently, Fubu lost a huge amount of sales that caused them to come to a fall. This article gives me a more in depth view through the owner himself. I can utilize this to study upon other companies and the mistakes that they made.

"Four companies that failed spectacularly, and the lessons of their premature demise." CMI. Accessed February 02, 2017.

<http://www.managers.org.uk/insights/news/2015/september/four-companies-that-failed-spectacularly-and-the-lessons-of-their-premature-demise>.

This source pulls a lot of real life examples of companies that have experienced a fall in a portion of their business. I really like this source, reason being, they include many different type of companies and not just clothing brands. With that, I am able to learn from different aspects of mistakes and failures; I am able to ultimately put up a great startup for my business.

"Start a Business." Start a Business | BusinessUSA. Accessed February 02, 2017.

<https://business.usa.gov/start-a-business>.

This source provide you with tips in starting up a specific business. There is a survey that you go through before you reach the information section. Through the survey, they are able to know what kind of business you are creating. This is a great step to step process that I can reference to while I am going through the launch process of my business.

Evans, Teri. "12 Successful Entrepreneurs Reveal Their Best Tips For Startups." Business Insider. March 20, 2012. Accessed February 02, 2017.

<http://www.businessinsider.com/12-entrepreneurs-give-their-best-tips-for-startups-2012-3#spanx-inventor-and-founder-sara-blakely-1>.

Through real successful entrepreneurs, they provide tips on how to create a business start up. This is a great website to link regular people who have a passion in their ideas to the ones that already succeeded. A lot of us regular innovators want a chance to speak to people like that and this website provide just that. I am able to incorporate many of these tips in making the launch successful.

Bizjournals.com. Accessed February 02, 2017.

<http://www.bizjournals.com/philadelphia/news/2016/12/30/the-5-most-significant-stories-of-2016.html>.

This source include many success business stories that occurred in 2016. I think this is very interesting because of the problem and solution structure that these people chose to tell their

story in. I can most definitely learn from the authors and this will keep me organized with my own personal process.

Ginsberg, Allen, and Barbara Fahrner. *Sunflower Sutra*. U.S.A.?: Barbara Fahrner, 1990. Print. This is a poem that speaks a lot about enlightenment in a very metaphorical term. This poem was written in the mid 1900 by Allen Ginsberg. I thought that this was a very great piece of artwork that talked about life in a sunflower format. I will be able to use this for our designs and such.

"What's the Best Legal Structure for Your Freelance Business?" Business News Daily. February 02, 2017. Accessed February 02, 2017.

<http://www.businessnewsdaily.com/9726-freelance-business-legal-structure-options.html>.

This source clearly explain to me the legal way of creating a business and then there is the freelancer. I think this source is extremely important because it is very straightforward and it can most definitely help me avoid legal court cases and fines.

Beattie, Andrew. "7 Popular Marketing Techniques For Small Businesses." Investopedia. December 24, 2015. Accessed February 02, 2017.

<http://www.investopedia.com/articles/financial-theory/11/small-business-marketing-techniques.asp>.

Andrew Beattie is an author for many business blogs; he does a lot of studies in the business field regarding startups. With that, this is a source written by him regarding some of the most effective marketing techniques for small businesses. I can most definitely utilize this for my startup so I can target my audience effectively.

Http://www.youtube.com/channel/UCz887Grito-Rs92Z4Ovyx_w. "WHY I DROPPED OUT OF COLLEGE AND WHY COLLEGE KILLS CREATIVITY." YouTube. January 19, 2017. Accessed February 02, 2017. <https://www.youtube.com/watch?v=2BWXWomFDsE>.

This is Jonny He. He is one of the many that has the same mindset like the team that I put together. He talks about some really inspirational things revolving around perseverance and passion. I can definitely use this to motivate the team and use this as something to remind us in why we are doing something so big like this.

Post, Jennifer. "How to Launch Your Own Clothing Line." Business News Daily. January 17, 2017. Accessed February 02, 2017.

<http://www.businessnewsdaily.com/5147-how-to-start-clothing-line.html>.

This source tells me about tips to create a clothing brand. I really like how specific this source is compared to the other ones I was investigating on. I can definitely incorporate some of the tips and take into consideration in performing it.