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How to Build a Unicorn

Abstract:

Building a unicorn—a startup valued at over one billion dollars—requires a strategic blend of vision, innovation, resilience, and execution. This presentation explores the essential elements and strategic maneuvers necessary to navigate the challenging journey of building a company that transcends traditional expectations of growth and impact. Key topics include the identification of disruptive opportunities, the development of scalable business models, and the strategic allocation of resources to achieve sustainable growth. Insights into cultivating a culture of innovation, fostering strong leadership, and assembling a high-performing team are also explored, emphasizing the critical role of talent and culture in driving unicorn-level success.

Biography

Gary Fowler is the President, CEO, and Founder at GSD Venture Studios, a Silicon Valley-based venture studio. An award-winning serial entrepreneur and investor, he has a track record of successful IPOs and Unicorns like Yva.ai. Leading a global team, Gary super scales growth-stage startups, emphasizing diversity, mentorship, and networking. He hosts community events and webinars, sharing industry insights to defy startup failure statistics. Recently named one of the “Top 10 Most Influential AI Executives,” Gary is a recognized leader in the tech and VC community.