

Luke Ferris

Writer, editor, and podcaster.



Feature Stories

Kirin Sinha Is Leading the AR Charge With Illumix

Written by Luke Ferris | July 5, 2023



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Foundr Magazine publishes in-depth interviews with the world's greatest entrepreneurs. Our articles highlight key takeaways from each month's issue. We talked with Kirin Sinha, founder of Illumix, about building a future-state business and what's next in augmented reality. To read more, [subscribe to the magazine](#).

Kirin Sinha's favorite fictional character is Harry Potter.

The boy wizard with unkempt hair, broken round spectacles, and a lightning-shaped scar goes from orphaned outsider to chosen hero through seven books and eight films. Sinha says Potter's journey is one many entrepreneurs can relate to.

"I think feeling out of sorts in every world that you're in, [feeling] isolated but having to believe you're special and you have some kind of power to solve something that others can't, I think is part of the gig," Sinha says.

<https://foundr.com/articles/building-a-business/kirin-sinha>

Cody Ko and Noel Miller Turned Comedy Into a Company

Written by Luke Ferris | January 24, 2024



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Foundr Magazine publishes in-depth interviews with the world's greatest entrepreneurs. Our articles highlight key takeaways from each month's issue. We talked with Cody Ko and Noel Miller about evolving from content creators to business owners. To read more, [download the magazine](#).

At 3am on a weeknight, Cody Ko and Noel Miller found themselves sitting on a couch between Post Malone and Elon Musk. After meeting up with Malone at the Rainbow Bar & Grill in West Hollywood, the two YouTubers accepted the musician's invite to join his entourage at Musk's house.

<https://foundr.com/articles/building-a-business/cody-k-o-and-noel-miller>

Former Spotify Executive Max Cutler on What's Next in Podcasting

Written by Luke Ferris | June 26, 2023



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Foundr Magazine publishes in-depth interviews with the world's greatest entrepreneurs. Our articles highlight key takeaways from each month's issue. We talked with Max Cutler, founder of Parcast and former Spotify executive, about what's next for podcasting. To read more, [subscribe to the magazine](#).

In 2011, podcasting was an emerging medium. In 2016, there were 300,000 podcasts. This year, there are five million.

Everyone with a niche hobby, business, or brand seems to be podcasting. If you want to make a stranger's day, walk up to them and say, "I love your podcast."

Does this mean podcasting is oversaturated? Is it too late to start? And if you have one, how do you stand out among a crowd of celebrities and networks pouring millions into the medium?

We suggest listening to [Max Cutler](#).

<https://foundr.com/articles/marketing/max-cutler-whats-next-in-podcasting>

Culture Stories

5 Mental Health Lessons From Groundhog Day Quotes

MP in | WRITTEN BY LINDA FRANK

Last year I looked up on my couch during the first week of February for an annual tradition I've done since I was a kid — watching *Groundhog Day* on *Groundhog Day*. The 1993 dark comedy, starring Bill Murray and Andie MacDowell, was written and directed by the late Harold Ramis. The story tells of a cynical self-absorbed weatherman who's assigned to cover the annual *Groundhog Day* Festival in Punxsutawney, Pennsylvania. After a snowstorm forces the news team to stay in the hamlet another night, Phil wakes up to "I Got You Babe" on the local radio station to be the same day over and over again.

Although I've been watching the film for 29 years, my viewing in 2021 was different. I was stuck inside during the third wave of the COVID-19 pandemic, and the recent inauguration at the U.S. Capitol had forced me to give up my "Dry January" commitment just six days in.



Groundhog Day, the story of being the same day over and over again, felt more real than ever. I was Phil Connors, struggling through a bizarre world where each day appeared the same but somehow different. I was in a time when questioned society, the structures that had shaped me, and chose to learn a musical instrument (guitar Phil, I failed miserably at it). The film was no longer a clever youthful comedy. It had become a reflection of my complicated adult life.

But more than an allegory of quarantine, *Groundhog Day* asked questions about personal growth. Phil's character arc goes from career-driven egomaniac to a do-gooder community member. It's between Phil's antics with glib, laced love, bitterness, and suicidal thoughts. Through Phil's mental health journey, the audience experiences the change of a character internally, even though his physical circumstances remain the same.

The meaning of the *Groundhog Day* movie can be as simple as a parable of goodness, but watching the film last year showed me a deeper understanding of the film's message. *Groundhog Day* dealt with the challenges of being in our modern society and the experiences we face as humans when we're isolated, afraid, and lost.

Here are 5 *Groundhog Day* quotes that provide mental health lessons:

<https://www.leastimportantthings.com/articles/groundhog-day-quotes>

Holland-raised musician shares about touring, making President Obama's list of favorite music

LAKESHORE | FRIDAY, MARCH 25, 2022

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Durand Blake Rhein playing with his band Durand Jones and The Indications

After the song "Witchoo" by funk and soul band Durand Jones and The Indications made President Barack Obama's list of favorite music of 2021, guitarist Blake Rhein says the experience was surreal. He and his fellow band members had followed the annual release from

TOP STORIES

Empowering Muskegon Civic Theatre play explores Black women's relationships with their hair

Churches, nonprofits work together to create warming centers during winter storms

Celebrating 50 years: How Genentech became the 'gold standard' as an employer

Dolly Parton building readers and dreamers in rural Allegan County

Muskegon event to celebrate results of Livability Lab Challenge

February things to do Hair and history, Snowfest and mystery, chili and cello

Utility launches donation program to help customers struggling with their

https://www.secondwavemedia.com/lakeshore/features/Holland_native_Blake%20Rhein_set_to_tour.aspx

The History of Hammer Horror

OCT 24 | WRITTEN BY LINDA FRANK



Mary has claimed the cape and fangs of Count Dracula, but Christopher Lee's representation in the *Hammer Films* is the most indomitable. (This image was generated using Leonardo AI)

In a cinematic climate where IP franchises reign and conglomerates fight for every dollar from the shrinking theater industry and complex streaming platforms, one movie studio has been pumping out profitable hit after hit both in the box office and critical reviews.

Blimhouse.

The privately owned movie studio by Jason Blum started in 2000 but got its big break with 2007's *Paranormal Activity*. This found footage film only cost \$10,000 to make and earned almost \$200 million worldwide.

Since then, the studio has become a household name, giving directors creative freedom to produce original works primarily in the [horror genre](https://www.blimhouse.com).

Blimhouse's notable titles include:

<https://www.leastimportantthings.com/articles/the-history-of-hammer-horror>

Cover Stories




Entrepreneurship Profiles

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How Codie Sanchez Built a TikTok Following on “Boring Businesses” – Q&A

Written by Luke Ferris | May 18, 2022



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Codie Sanchez quit her job on Wall Street and became a serial entrepreneur and investor focusing on the niche of “boring businesses”— car washes, laundromats, vending machines, etc. She built a \$30M portfolio of 25 of these businesses that produce 8 figures in revenue.

<https://foundr.com/articles/social-media/tiktok-following>

Gordon
FOOD SERVICE

Who We Serve Products Solutions Idea Center Careers Stores

Home / Idea Center / **Behind the Table: Chef Zane Makky**



Behind the Table: Chef Zane Makky

Executive Chef Zane Makky is clear about his goal for [Brome Modern Eatery](#).

“We want to grow to 10 locations in the next five years.”

Chef Zane’s ambition comes from a passion for serving inclusive, creative, and delicious food—something Brome has mastered in downtown Detroit.


<https://www.gfs.com/en-us/ideas/behind-table-chef-zane-makky>

RIX RURAL INNOVATION EXCHANGE

Little Bay Boards makes a splash in Michigan and beyond

LUKE FERRIS | THURSDAY, JUNE 2, 2022

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The team at Little Bay Boards.

TOP STORES
In Chelsea, a sanctuary for rescued farm animals

Bay City Water Works building inspires dreams. Now, it needs to inspire developers.

Hospital CEOs: Time to retool rural health care is now

Oscoda Township recognized as a “Redevelopment Ready Community” by MEDC

Barns become works of art in Michigan’s “thumb”

Small business grants help Bay City entrepreneurs build a better community

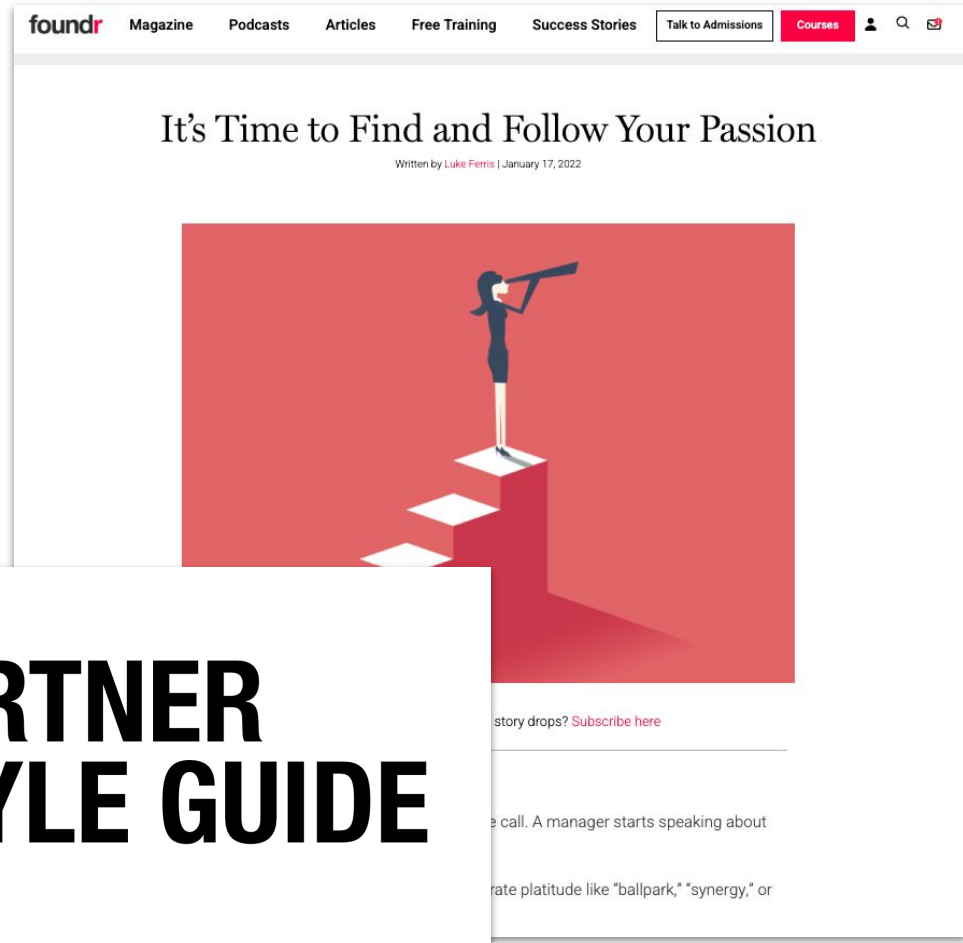
Oscoda County food pantries, women’s shelters, and more benefit from \$22,000 community grant

Jason Thelen built his first eco-friendly, hollow-core wooden paddleboard because of his inability to say “no” to his eldest daughter, Shawni. In the summer of 2013, Shawni asked for a stand-up paddleboard, and instead of purchasing one, Thelen learned how to build a sustainable wood board from scratch.

<https://www.secondwavemedia.com/rural-innovation-exchange/features/littlebayboards.aspx>

Content Production

- Wrote, edited, and optimized 5x weekly SEO-focused articles on entrepreneurship and business tech topics.
- Led editorial content and SEO strategies that increased organic website traffic by 120% year-over-year.
- Led contributor strategy and coached freelance writers to produce website articles.



Content Production

- Created a COVID-19 Resources & Support webpage for restaurants.
- Met with a weekly internal content committee to curate topical news and resources.
- Worked with developer resources for design improvements to adapt to customer needs.
- Curated editorial content specific for the page including articles, guides, videos, and webinars.

The screenshot displays a grid of content cards on the Gordon Food Service website. The cards are organized into four sections: News and Information, Guides and Resources, Support Partners, and a 'More News and Resources' button at the bottom.

- News and Information:**
 - 7 Ways Restaurant Operators Can Prepare for Reopening Their Restaurants:** Restaurants throughout the country are at various stages of open, re-opening, or remaining closed to on-premise dining. [Learn More](#)
 - Technology Takes On Pandemic Air Cleaning:** Here's a guide to help your restaurant find the best safety solution. [Read More](#)
- Guides and Resources:**
 - How to Start a Ghost Kitchen [VIDEO]:** Here's what you need to know. [Watch Now](#)
 - Portability Guide [VIDEO]:** Proper takeout packaging isn't the only key to portability. [Watch Now](#)
 - Interview with Billy's Abhinav Kapur:** An interview with Billy's Abhinav Kapur about the future of digital marketing in the restaurant industry. [Learn More](#)
- Support Partners:**
 - Back of House:** Stories, tips, and perspectives from the front lines of food & beverage. [Learn More](#)
 - Trust20:** A new standard for restaurant cleaning and safety. [Learn More](#)
 - Zuppler:** Online takeout and delivery tools that are easy, effective, and profitable. [Learn More](#)

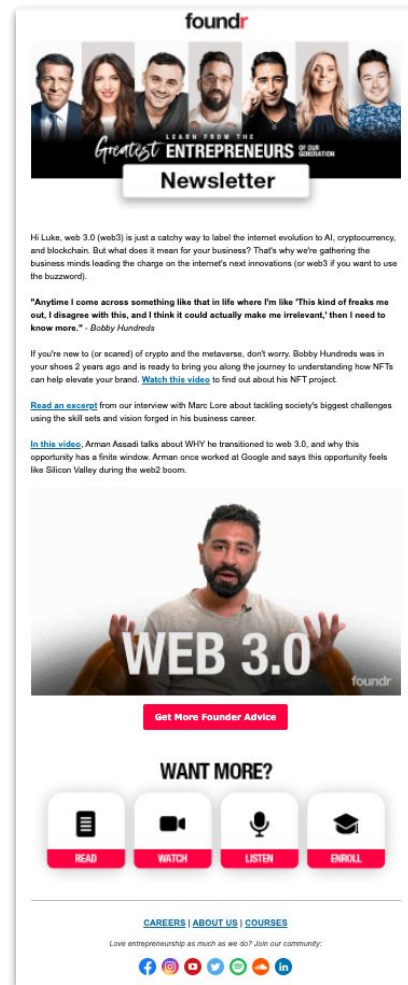
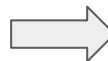
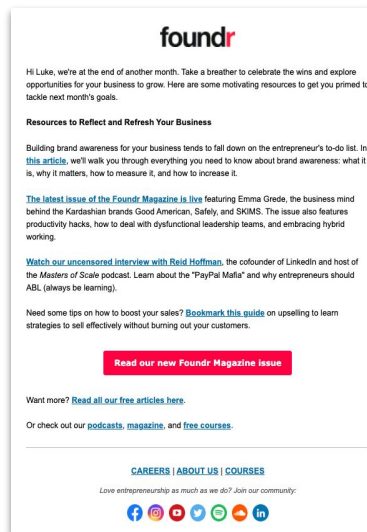
At the bottom of the grid, there is a dark bar with the text "More News and Resources" and a "See More" button.

The screenshot shows the top portion of the Gordon Food Service website. The header includes the Gordon Food Service logo, a search bar, and navigation links for "Who We Serve", "Products", "Solutions", "Idea Center", "Careers", and "Stores". The main navigation bar shows the current path: "Home / Solutions / COVID-19 Resources & Support".

The main content area features a large hero image of a restaurant worker wearing a face mask. Overlaid on the image is the text "COVID-19 Resources & Support". Below the image, the text reads: "Here Today and For Whatever Comes Tomorrow". A paragraph of text follows: "2021 has brought daily new obstacles to your operation and our industry. This spring, we're committed to helping you survive and thrive through whatever challenges and opportunities emerge. As we've done for over 120 years, Gordon Food Service is here to safely deliver quality products and services while working toward a stronger future for our customers and community."

Newsletter Redesign

- Redesigned the email newsletter strategy that doubled open and click-through rates.
- Wrote weekly newsletters distributed to a 100,000+ recipient list.
- Launched and wrote a weekly [LinkedIn business newsletter](#) with 9,000+ subscribers with a 1.5% CTR.



Podcast Producing

- Produced the weekly *Foundr Podcast* by researching guests, developing questions, and writing promotional copy for 100,000+ subscribers.
- Performed on-camera for short-form educational video content and podcast.
- Produced and co-hosted a pop culture podcast with 1,000 monthly listeners.
- Edited 12-episode internal comms podcast.



[Watch this interview.](#)



The Foundr Podcast with Nathan Chan

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466: Reshape Free Prod...

0:00

EPISODES

▶ **466: Reshape Free Products into Revenue-Generators with Ali Ghosli of Databricks**

Ali Ghosli was a reluctant founder. He planned to become an academic researcher and professor, not lead a successful tech startup. In 2013, alongside ...

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References

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