

Beat: Business

## **AARON KRAUSE, As Accomplished ENTREPRENEUR And INVENTOR , is a SHARK To Follow**

**Hard work, Dedication And Imagination.**

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**USPA NEWS** - One of the Main Questions regarding the world of Business is to know if we are facing an Inventor, an Entrepreneur, or Both. The Kernel of an Entrepreneurial Ecosystem is Innovation. Inventors create New Solutions for existing or anticipated Problems. Entrepreneurs create Economically Sustainable Businesses based on these Solutions. Both Inventors and Entrepreneurs are Essential to a Dynamic Ecosystem.

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The Free Market System is based on Creative Ideas : if you have one and know how to sell it, you'll make Money. What makes Someone interesting is the way that he/she evolves from One idea to the Next and Many More (woven with common-sense Lessons learned). The Practice of living an Idea and building a Business can be seen from the Inside Out, providing a Path for you to follow.

So, being an Entrepreneur has more to do with a State of Mind than a State of Employment. And when you think of being an Entrepreneur, it doesn't just mean starting a Company. One of the most Consistent Things we hear Entrepreneurs say is, "I have A Great Idea."<sup>1</sup> Great Ideas are a Dime a Dozen. Action is what differentiates an Entrepreneur from just an Inventor. If you want to focus on Ideas, become an Inventor, not an Entrepreneur.

It is clear then that an Inventor is all about Mind Power, whereas, an Entrepreneur is all about putting the Products of Mind into Action and churning out a Product that is Commercial and creates Wealth for the Entrepreneur. The Greatest Part is when you meet someone who is both, such as Aaron Krause, the Creator of the Famous Scrub Daddy Sponge and presenting this Invention to the American Reality Television Series called SHARK TANK. Shark Tank shows aspiring Entrepreneur-Contestants as they make Business Presentations to a Panel of "shark" Investors, who then choose whether to invest or not. There, Aaron Krause received a Capital Infusion from Inventor and Celebrity Mogul Lori Greiner. Since then, they have sold millions of "The Smiling Sponges"<sup>2</sup> to well-known Retailers including QVC, Bed Bath & Beyond, Wal-Mart, ShopRite, and Buy Buy Baby.

Aaron Krause is an accomplished Entrepreneur and Inventor with more than 20 years of experience in Patenting and Manufacturing Innovative Products. Prior to Scrub Daddy's success, he developed and patented a double-sided buffing Pad that solved many problems he encountered in the Car Detailing Business. Aaron Krause then refined the Pad and developed more Car Detailing Products.... Recently, he was in PARIS to launch Yellow Scrub Daddy Sponge all over FRANCE. It was part of his Plan to expand Worldwide. Starting with Scrub Daddy, very quickly will follow other Complementary Products such as Scrub Daddy other colors, Scrub Daddy Lemon Fresh, Scrub Mommy, Sponge Daddy, Scour Daddy, Eraser Daddy, Big Daddy and Scrub Daisy.

Aaron KRAUSE said to us during an Interview "This has been many many years in the making. So, a lot of people think : oh my God ! He invented the Sponge and this became huge but this is not where it started. It started on my Hands and Knees scrubbing the Hubcaps of Cars with a Toothbrush. Yeah, this is where the Business began and I learned in this Business all about Business. I learned about Employees, I learned about Leases, I learned about Management, I learned about Everything. And one Day, I learned how not to scratch a Car and that I was using the wrong Product. And, I searched for the Product that I wanted and that did not exist. And I had this Idea to make a New Product. For my whole life, I had Ideas and everyone used to tell me that it was a stupid Idea."

"And, we began selling this Product all over United States and made it all over the World and this Business grew into an International Manufacturing Company and in 2008, this Company was bought by one of the largest Company in the World called 3M.... I created some Technology and it was going to hurt the largest Company in the Market. And this Company owned 80% of the Market in Buffing Pad and this is 3M.... Everything is for sale, it is just a matter of Price. What's the Price ? So, when I think about passing it on, you talk

about Legacy, and by Legacy, it is not one Product, it is Invention, creating new Products all the time. Always, I am always thinking about a new Product.... My answer is my Legacy is not the Buffing Pad or the Sponge, the Legacy is creating new Inventions all the Time and starting another one. And another one, and another one... And so, that's why it is always for sale."

Talking about Scrub Daddy and the Business Expansion in Europe : "We began in Germany. Why ? Because the Material actually comes from Germany. So, it is really easy and naturel to start the Business there. It is growing so fast in Germany and I have been on Television, on QVC in Germany for more than 50 Times and it is now in the Major Stores in Germany... The Distributor that I work with in Germany, he sets up Tradeshows for all Europe like the Houseware shows called Ambiente.... He was in Ambiente. People coming up all the time from France. Then, we love this, we want this., how can we can get this. So, I was being very carefull because we want to choose. We don't just through a Product into a Market. We are very, very Strategic. The Person that has to bring into the Market, they have to love the Product, you know, they cannot be about I want to make Money. They got to say whouah, I use this Everyday. I believe in it. So, I haven't found the right Person."

Talking about the Launch of Scrub Daddy in France : "But, one day, we had a call from Mendel (Brodowicz), his Wife has been to United States and she went to a Store that we sell called Bed Bath & Beyond. And she bought some of this. She is crazy. She says to him : if you don't bring this in here, the Marriage is over (laugh). So, he gave me a call and he came to United States to meet us. He had the right Attitude, he loved the Product, he wanted to invest in it and the Fact that we are standing on this porch right now looking at the Eiffel Tower with all of you, this is the "I know I am right". So, we chose the right Person, because he created even the PR Event. And he puts a lot of Effort into doing it right. So, we know that we have the right Partner in France. I know it is going to be Super Successful here. And they already got it in Carrefour. It is already in Carrefour. You cannot ask for Bigger."

To the Question : you have QVC over here. Why don't go go there ?

Aaron Krause answered : "we will eventually do QVC overseas. I do QVC in United States sometimes 2 or 3 times a Week. QVC is very new in France. So, the Sales number in not High enough for me to come over and do the Show. But, we will train Someone here and they will do it because my French accent is not that good yet. I am working on it.... Smiling face is an International Language. It translates and crosses over all Cultures."

To the Question : Why do you sell here only in yellow ?

Aaron Krause answered : "We don't. This is the first one. We have in this one, we have the Lemon Scented. We have Green, Blue, Orange, Red, Pink, Purple, White. We have all these Colors. So, the whole of Line is huge now....The real Reason we made the Colors was because the Product is used everywhere in the House. It is not just the Kitchen and the one used in the Bathroom you don't want to use it in the Kitchen. The one you use in the Shower on your Body, you don't want to use in the Bathroom. So, the different Colors tell you where to use it in the House."

"The first that I try to target is the Largest Market Share and in this Particular Industry the Person who makes the Decision on the Cleaning Products is the Woman. The Woman is usually the One who is in the Store buying the Cleaning Products, so I do... So, if I am selling this, I am going to the Math, so I am changing my Marketing Strategy based on who I think the Product is best go to , who is going to buy it...."

(\*) Last photo : Stéphanie KRAUSE, Mendel BRODOWICZ, Aaron KRAUSE & Alexandra SEBAG BRODOWICZ

Source : Launch in France of Scrub Daddy Smiling Sponge, on October 16, 2017 in Paris w/ Aaron Krause & Stéphanie Krause.

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