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# By The Numbers: DePaul Builds Entrepreneur Success

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Jared Smith (BUS '08) co-founded RXBAR in the basement of his business partner's parents' home. Last fall Kellogg bought the venture for \$600 million.

of nuts and some fruit and protein.' This really hit home for our customers."

This led Smith and Rahal to create RXBAR's current packaging, which features its core ingredients on the front of the label.

In the first four years at RXBAR, Smith served as chief financial officer. His main focus now is building the company's philanthropic arm and engaging a variety of stakeholders, including customers, suppliers and vendors.

Smith says he underestimated the work it would take to get to where he and RXBAR are today.

"Everything I read about entrepreneurship before starting the company

was always focused on the outcome, the end game. That was something Peter and I never focused on," he says. "Literally, we'd stay at work all week. Then we'd demo our samples on the weekends. We sacrificed a lot—social life, income, sleep and much more. We just focused on work, and that was it."

As friends and co-founders, Rahal and Smith make up a perfect partnership. "Our personalities are totally different," he says. "I'm much more methodical, pragmatic, back end, and he's much more aggressive, front end, and an incredible visionary. But our relationship from first grade and growing up together proved to

be extremely valuable, because who you partner with is everything. We trusted each other from day one."

How Smith and Rahal work together has led to the business culture at RXBAR, as well as their product's master claim, "No B.S.," which is displayed proudly on the front label below the ingredients. "That's what our product and business is all about, and that's the definition of transparency," Smith says. "We're not trying to hide anything. We're putting everything out there for the consumer and empowering the consumer to make that decision."



**MICHAEL CODY (MBA '13), CO-FOUNDER OF BAREITALL PETFOODS, WITH HIS DOG, MUSTACHE. CODY'S COMPANY MAKES TREATS THAT ARE GOOD FOR PETS AND THE ENVIRONMENT.**