Snow Cone Knowledge

Unlike many seniors, my last few months of high school were some of the busiest of my life thus far. While many of my classmates were kicking back and enjoying the final moments of under their parent’s roof, two friends and I were hard at work in an effort to start our own business. After conceiving the idea of a mobile marine snow cone stand, we dove straight into transforming this idea into an actual moving boat, hoping to end up spending the summer serving snow cones on Lake Austin.

After the first couple of meetings, it was clear that tension amongst the group was building. Whether our ideas conflicted or communication lacked, the chemistry between the group was quickly dwindling. Personalities clashed, values didn’t align, and vision for the company as a whole didn’t match. So, as time went on, tempers continued to flare and the stress continued to grow. Although struggles within the three of us were present, we were able to reach what is supposed to be the most exciting day as an entrepreneur: opening day. What we expected to be a very successful day on the water, ended up as a day of disagreements and fights. As the boat pulled up to the dock at the conclusion of our first day, we realized we needed to reevaluate our attitudes towards one another and the company. As we gathered after launch day and realized that the future of Sno Boat hung on our ability to mature, issues were laid on the table, responsibility was taken, and apologies were accepted. Following a lengthy and productive discussion, Sno Boat’s summer was looking much brighter.

Sno Boat ended a success, selling over 1500 snow cones and bringing in around $2,000 in profit. Although the money we brought in was nice, the knowledge I gained from the experience was worth much more, specifically relating to working in groups. I learned more than anything that I have trouble delegating work and being open to others’ ideas. I was also able to realize that a company is much more efficient if all parties are fully involved and each party has an equal part in the growth of the business. This maturity I was able to experience this summer will prove beneficial, both in future group settings in school, but more importantly, in the professional world. I am very thankful that I was able to personally develop in a setting such as Sno Boat, now becoming more prepared for the future as an entrepreneur.