

# YBA Presentation

by Narb Avedissian

# Introduction

- My name is Narb Avedissian and I am 41 years old
- I am the CEO at HaulStars
- HaulStars is video technology that makes online videos shoppable and social
- Prior to entering the technology industry I was an attorney

# Where did I grow up?

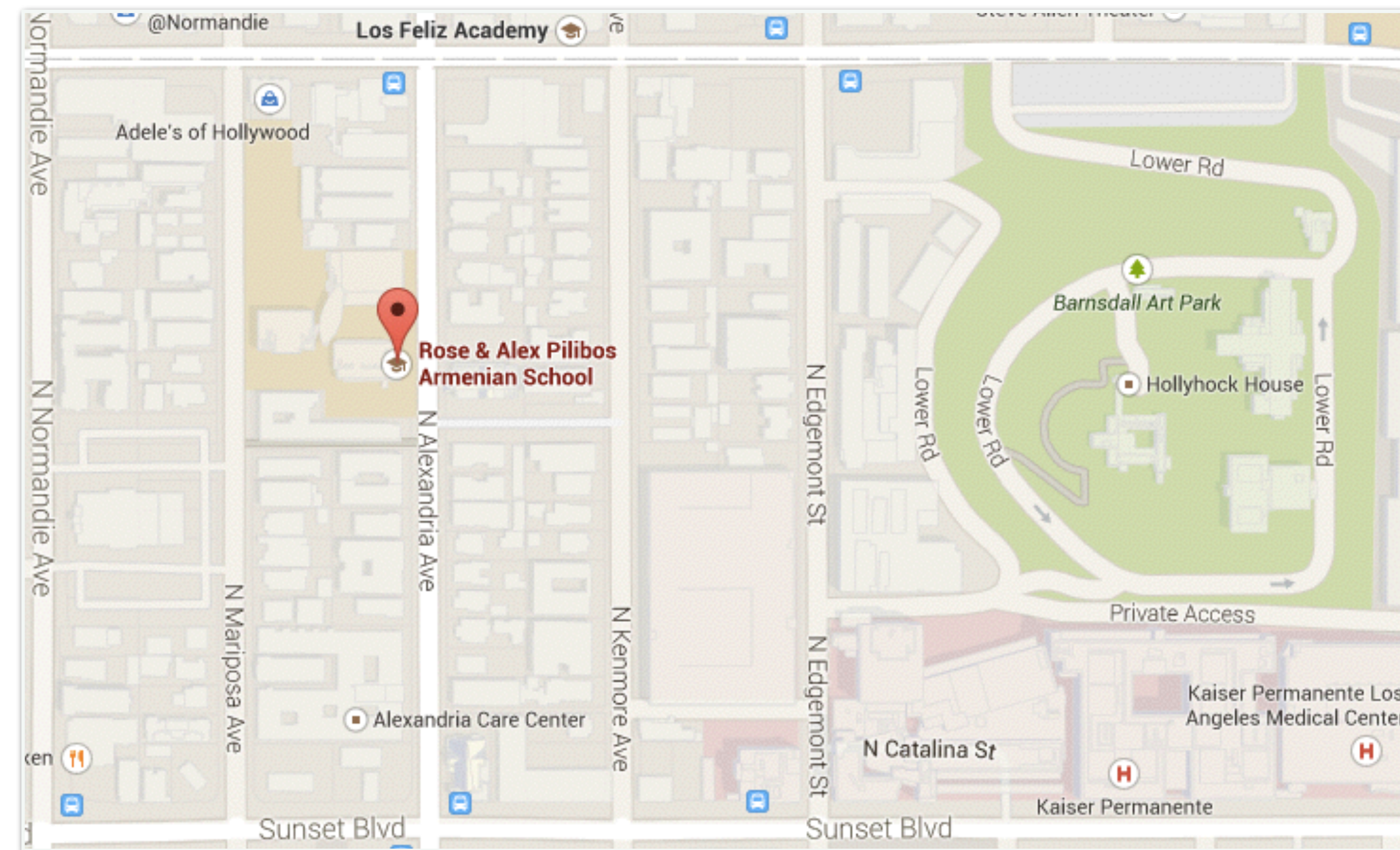
- I grew up in West Hollywood, California
- My neighborhood was called the Miracle Mile
- I lived close to the LaBrea Tar pits





# High School

I attended Rose & Alex Pilibos in Hollywood, CA





# High School

- In high school I played basketball, volleyball, baseball and track & field
- My favorite subjects were art and economics
- I was the class clown, so I did spend a lot of time in the principals office (and detention!)
- Given my behavior and focus on sports, I don't think any of my teachers thought I would be who I am today.
- BUT, I always knew my potential and never gave up on myself



# College

- I the University of Southern California where I majored in Business Administration and Political Science
- I especially enjoyed philosophy classes
- I graduated in the top 10% of my class
- I interned for the District Attorney and Dianne Feinstein through the USC student internship program



## Law School

- After college I attended the University of Southern California Law School
- Law school complimented my business school education by giving me a more balanced approach to what I do now
- After my first contracts class I knew I didn't want to be a lawyer for the rest of my life but still felt it was a great education.





# Career Path

- I started my career as an attorney in litigation. Did not feel fulfilled and wanted to provided more constructive guidance to clients and switched to transactional work.
- Starting businesses intrigued me more than being a lawyer. So, I transitioned into more entrepreneurial ventures - starting in real estate and ending up in technology.
- I am now the CEO of HaulStars - a video technology company. The HaulStars video player makes any product in any video shoppable and social on the internet.
- Personally, I have also invented own several software patents.





# The HaulStars Player

The screenshot displays a video player interface for a product review. At the top left, a small image of the product is shown next to the text "MAYBELLINE EYE LINER BY MAYBELLINE" and "REVIEW BY LORI". In the top right corner, there is a "Record Review" button with a red target icon. The main video area shows a woman with long dark hair holding a purple eye liner tube. Below the video, there is a row of interactive buttons: "Buy This Item" (with a shopping cart icon), "Poll Your Friends" (with a Facebook icon), "Want" (with a heart icon), and "Share" (with a share icon). At the bottom, a video control bar includes a play/pause button, a progress bar labeled "Maybelline Eye Liner" with a timestamp of "0:53 / 1:45", a volume icon, a full screen icon, and the HaulStars logo.



# Career challenges

- No matter what you decide to do, IT WILL BE HARD.
- If it's not hard, you're not doing it right.
- The biggest challenge and most rewarding accomplishment has been assembling a great team and network of partners to help build my businesses.





# Questions

- Please ask me questions!
- I hope you enjoyed the presentation.