

## Kazeem Famuyide Interview at the #Tech808 Summit

**Triishe:** What brings you to #tech808 conference today?

**Kaz:** Stashed.com was a media sponsor for the event and I came to share my experiences on building a startup media brand.

**Triishe:** One of the pillars of the conference is valuating your network and also establishing your brand. What would you say would be a good way to introduce yourself to the community as well as engage on a regular basis so that you become a trusted source.

**Kaz:** All you need is one yes. A lot of times some people try to meet everyone at once and be that 'social climber', you don't have to do that. Have people talk about your work. Then you can build up to being like "ok now I'm meeting x publicist and they can introduce me to 'so and so'"

just being able to really engage in all types of faucets. Journalism and media in general has always been a – 'do I trust your business?' So if people don't trust you from the everyday blog reader, to the publicist to the Superstar you're not really going to go that far.

**Triishe:** What is Stashed.com?

**Kaz:** Stashed.com is a media entertainment website and lifestyle brand that I created out of Steve Stoute's translation ad agency. It covers music sports fashion style tech entertainment from a different lens. It's not a run of the mill 'I'm going to post everything that comes through my newsfeed'.

We're all classically trained journalists that were all told don't put my own 'spin' on it. I encourage my writers to do it - because I do it. We have to do something to break away from the other millions of similar stories on other websites you read every day.

I'm a very big proponent of having my writers going out to do bigger better things. I like my writers to have a personality. I like my people to be good on camera. You're not going to be able to make a living being the person who just writes all day. You have to be multi-faceted. You have to be multi-talented. Not only am I going to get better work from people they are going to be encouraged to do better work because their face and name is behind it.

**Triishe:** Hip hop and Technology how do they intersect?

**Kaz:** Hip hop and Technology kind of grew out of the same type of beginnings. It's weird right now. For awhile if you look at any of the large big tech companies - there aren't a lot of us in there. That's how it was for music for a long time.

Whether it was artists' or business wise - for a while only 30 or 40 years ago there still weren't a lot of people of color in the hip hop culture that were being represented in these meetings. You had these board rooms filled with old rich white guys from the suburbs telling 'what you - young black man' - knows about.

Hip hop is still very young.

We're starting to get the same way with tech now. Slowly but surely we're starting to get more of the people in the culture interested in the tech business. Not just blacks or hispanics but all people in hip hop culture starting to get more interested in tech and being able to be represented whether it's in the boardroom, creating these apps or being able to monetize and market these apps.

Now we're going in the same direction hip hop was where we first started to break out and become the dominant genre in music so you never know in 20 or 30 years instead of being .05% of a company - hip hop and people of color might be representing 50% of a company or 60%.

It starts with things like this, things like tech808 being able to get our voices out there and know we're not just all about entertainment and dancing and athletes. There's a lot of money in this. There are a lot of things that can engage your interest in technology. I think we're heading towards that same dynamic.

**Triishe:** Tech808 gave me \_\_\_\_\_.

**Kaz:** Tech 808 gave me - an amazing opportunity to speak at such an esteemed education. When I was in High school I asked my guidance counselor if I should apply here (NYU) - and he gave me another suggestion. i think it's really dope to come here (I don't want to give my age saying how long ago i was in HS) 10+ years later and be able to speak at NYU and talk to kids going here now that wanted to know what I do - It's really an awesome full circle to be here and I am inspired to go and be more than what I am doing even now.