



An Ethiopian Family's Journey of Entrepreneurship in the US: A Story of Determination, Resourcefulness, and Faith

AUTHOR Yoni Medhin
COLLECTION EDITED BY Drew Harris

COLLECTION

TheEmergentEntrepreneur

EDITION

1st edition

MARKET

College/higher education
and Professional and
scholarly

This course reading...

- Draws from lived experience from an Ethiopian immigrant family and their journey to entrepreneurship in the US
- Highlights the successes and challenges of business establishment and ownership
- Is ideal reading for students of Entrepreneurship and Business studies, Sociology, Migration, and Forced Migration Studies

What does it take to become a successful entrepreneur in the US?

Through reflective narrative, **Yoni Medhin** documents his father's traumatic upbringing in war-torn Ethiopia, and escape to the US. Medhin tells the inspirational story of his discovery of personal validation and purpose at the Colorado School of Mines, and how he established his first business, Grain4Grain.

This book explores the successes and challenges Yoni and his co-founder faced in establishing their business, from discovering the necessary technology, to making a critical pivot during the covid pandemic, to closing the business and consolidating their learnings for future ventures. It details the development of Yoni's family's entrepreneurship, from barely making ends meet to launching successful health care services, real estate, and businesses.

A story of family, community, and identity, this book is ideal reading for students of Entrepreneurship and Business studies, Sociology, Migration, and Forced Migration Studies.

Yoni Medhin is the Founder and CEO of Grain4Grain, an upcycling firm that uses innovative technologies to convert food manufacturing by-products into functional, healthy, and sustainable ingredients.

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