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Top “40 Under 40” Business Leaders The San Fernando Valley Business Journal.

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Age Places No Barriers to Business Ownership

Number of Young Owners on Rise

By Nadra Kareem, San Fernando Valley Business Journal Staff

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Nearly 20 percent of the Business Journal’s 40 under 40 nominees own or have founded a business.

This trend isn’t a local or even regional phenomenon. According to the U.S. Census Bureau, young entrepreneurs are making an imprint on the business world across the country.

The bureau reports that the majority of business owners—31 percent—are 55 and older, but younger business owners aren’t far behind. More than a quarter of the nation’s business owners are younger than age 44. Technological advances, America’s enduring entrepreneurial spirit and other factors have contributed to this trend, say the 40 under 40 nominees interviewed by the Business Journal....

Olympia LePoint, who launched O. L. Consulting in 2007, said that she also fell into entrepreneurship by happenstance. Formerly a rocket scientist for Boeing, LePoint decided to dedicate her career to doing consulting for corporations as well as educational, government and nonprofit institutions to raise math and science awareness.

“I realized that within a 10-year timeframe the majority of the people who could technically define our country through math and science would all retire, and there would be no one left to secure our nation’s technology nor maintain its satellites,” LePoint recalled. “So, I recognized there had to be a person who would spearhead or start to lead a movement to effectively promote math and science principles and education to the mass population.”



Founder Olympia LePoint launched OL Consulting in 2007.

In that vein, LePoint developed the ACE Math 1-2-3™ Method to eliminate math phobia in students. The program has been used by the California Science Center; California State University, Northridge; University of California, Los Angeles, Extension; and Pierce College, according to LePoint.

When she launched her consulting firm, LePoint, 32, had been doing such work for more than a decade, she said. “I just formally decided to start a business either applying or tutoring mathematics.”

LePoint holds neither the Internet nor technology responsible for the number of people younger than 40 now beginning their own enterprises.

“I have noticed a pattern between the ages of 30 and 33,” she said. “Major life changes happen in a person’s life. They...get married. They choose to have children. They choose to go back to school. Starting a business falls into that major life changes category.”