

The Story of Bokksu: Bootstrapping a Japanese Snack Subscription to \$100M Valuation in 5 Years

October 27, 2022

Room 890, Kravis Hall, Columbia Business School



Featuring:

Danny Taing, Founder and CEO, Bokksu Inc.

Moderator:

R.A. Farrokhnia, Executive Director (Dean's Office), Advanced Projects and Applied Research in Fintech, Columbia Business School

Mr. Taing is the Founder & CEO of Bokksu, a New York and Tokyo-based D2C snack subscription and online grocer that delivers authentic Japanese food and lifestyle products to over 100 countries. Providing Japan's traditional makers a platform to share their goods with a global audience, Bokksu is helping to support, preserve, and promote their craft, while making it easier for the rest of the world to discover, buy, and love authentic Japanese goods. During the event, Mr. Taing discussed the backstory of how his unconventional and seemingly disconnected career journey in his 20s led him to ultimately founding Bokksu at the age of 30. He spoke about what it was like in the first few years of Bokksu when he was a solo bootstrapped founder who had to scrappily grow and manage a global food business from day one. Mr. Taing also shared honest insights into the good and bad of fundraising and how he successfully raised his Series A. To view the recording of the event, please visit <https://youtu.be/LB9OL1eWomU>.