

# Ayo Hangio Podcast Audio Raw

**Kat:** [00:00:00] Welcome back to the Hub Hustle. This week I'm joined by Ayo, who is the founder and CEO of Hangio. We're super excited to have her around this week for this podcast.

Ayo, how are you?

**Ayo:** I'm doing great and I'm so excited to be talking to you.

For those of you who don't know, Ayo is a podcaster herself, she is probably leaps and bounds ahead of where we are with her own podcast, We're super excited to have her here. She is one of the best entrepreneurs that has come out of the hub, in my own opinion, of course.

We got to see you at Red Raider Startup a few weeks ago, you've been a part of the leadership team for five years now. What did you think about this year's Startup Weekend?

**Ayo:** It was amazing. I think every year it gets better and better, the ideas, the talent, the energy. I am just so impressed. I think that's, one of the reasons why I come back because I'm like, what's going to happen this year? It's so interesting. I'm just so impressed by all the innovation that comes out of the program. I love the leadership team. We're working but also having [00:01:00] so much fun and it feels really good to give back to a place that poured so much into me when I was starting my journey.

**Kat:** This year it was really, fun. Ryan Bain, who recently joined us as the program manager. This was her first Red Riders startup that she was leading, she actually a participant not too long ago. It was really, cool to have her see the other end of things and all the thought that goes into it.

She was telling me that she was super impressed, with you, especially IO. Thank you again for coming out and doing that. We definitely love having you out at Red Raiders startup.

**Ayo:** Absolutely

**Kat:** taysha always tells the story about how incredible your initial launch was. It had been right on the verge of the COVID 19 pandemic, and you just went for it. Explain your thought process there. What made you take that leap?

**Ayo:** People always told me, that it's going to take longer for you to launch than you planned for. Getting to 2020, I didn't realize that, would be the case for me. I had planned, to launch at the beginning of 2020.

I had a strategy, to launch with boutiques. I had [00:02:00] five at that point that I had talked to, and were going to partner with and do an in person strategy because I have a physical product. It helps if you can touch, feel, experience the product versus just see it online.

What happened though, was I had manufacturing delays. because of the, impending global pandemic, that we didn't even know what was going to happen. That influenced us to like completely pivot our distribution plan.

The boutiques that I was going to work with, they had closed up shop because the pandemic.

I quickly learned how do you ship a product? How do you market something online, in an effective way that people would want to purchase. Thankfully I had help from my entrepreneur friends.

June 1st, I had the website up, added the product photos, put the price and the description. We were ready to go.

**Kat:** I remember when your first big box of hangers came into the innovation hub and you were like take my picture, with my hangers.

**Ayo:** Yeah.

**Kat:** It was such an amazing moment. I think you were crying. I was tearing up. [00:03:00] Tayshia came in and she was crying.

**Ayo:** Yeah, I'm getting chills now.

**Kat:** It brings back so many memories hearing just that part of your story. It's been a few years since you graduated from Texas Tech University, and then you launched Hangio shortly after.

What have you been up to since? What's been going on?

**Ayo:** We had an amazing launch .I Had a plan to sell out our initial batch of products within three months, which I thought was ambitious because I didn't

have a budget for marketing. I really leaned into our email list and Instagram, Facebook, our social platforms.

The launch went really well. We sold out our initial batch, in less than three days, quickly restocked. The end of the summer, I had a tweet go viral, that led to a whole new wave of customers, a whole new wave of sales, which was awesome.

Since then, it's really been tightening in customer segment. I learned that very early on through training is not everybody is your customer. When I think about my product, I'm like, no, everybody can be my customer when in reality, not everybody is my customer.

I've been going back to the drawing board, talking to [00:04:00] customers, getting feedback from them of like, Hey, why'd you buy this product? What feedback do you have to improve this product? Since we launched, it's really been taking everything that customers are telling us and implementing it.

I didn't know what I was doing. I put like bubble wrap packaging. One of my customers was like, that's not sustainable. And I was like, you are right. So quickly changed our packaging option to eco friendly paper wrap packaging.

We landed an exciting partnership, earlier this year, which I'm buzzing about we partnered with this company called Indie Fashion and they do runway shows all over the country.

That includes New York Fashion Week, London Fashion Week, Miami Fashion Week, LA Fashion Week. We are on tour with them and basically how we're partnering is every designer at each show will have the opportunity to use Hangio before their pieces go on the runway

**Kat:** Right before Red Raider startup, you posted on LinkedIn, sharing that journey and sharing that new segment with those designers.

That's just fantastic. I always love seeing those LinkedIn posts. [00:05:00] You're out there and you're succeeding. It inspires other entrepreneurs, especially at the innovation hub, these students are interested in launching these companies.

And I think, you know, seeing someone be successful that as a graduate entrepreneur, I think that's amazing.

**Ayo:** Thank you, Catherine.

**Kat:** Ayo a little bit more, she is so supportive of what the Innovation Hub does and wonderful at sharing her startup journey that she will actually be coming back to the Texas Tech Innovation Hub to share her startup journey as an undergraduate student launching a company at our next Lunch and Learn.

**Kat:** If you're interested, The link will be in the bio of this podcast as well. Check it out if you're interested in learning more about IO or other student entrepreneurs.

It always a pleasure chatting with you. I can't wait to hear what's next for hangio I'm sure there'll be more LinkedIn posts.

I will be following you closely on social and keeping in touch.

**Ayo:** Thank you so much. I always love connecting with the innovation hub. It has a special place in my heart and I [00:06:00] love the entire team that makes it all possible. I appreciate you guys taking out the time to interview everyone listening join the lunch and learn. It's going to be amazing

**Kat:** Thank you all so much. Stay tuned for the next segment that we have coming up here in a couple weeks And again, thank you ios so much for joining us.

**Ayo:** Thank you. Catherine