

## Q&A with Chris Burch, entrepreneur and investor



Chris Burch  
CEO & Founder

Burch Creative Capital  
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Interview conducted by:  
Lynn Fosse, Senior Editor  
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**CEOCFO: *What is the approach at Burch Creative Capital?***  
Chris Burch:

We set out to create disruptive ideas that have a direct, positive, and lasting impact on people's lives. It starts with extraordinarily dynamic people and ideas with great momentum. We support concepts that have the potential to scale large – ideas with global appeal.

**CEOCFO: *What is the evolution of your philosophy?***  
Chris Burch:

Our investment philosophy is an expression of my entrepreneurial values and vision for new market opportunities, using a creative skill set along with sound financial practices to create, incubate, support, and scale disruptive brands and businesses.

**"Take risks. It's not exactly a strategy but it's almost unavoidable if you want be groundbreaking. I've taken many risks, and had my share of failures, but they have gotten me to where I am today, and I am happy. I've had thousands of failures, but I move forward and keep creating and investing."**-  
Chris Burchx

**CEOCFO: *What goes into building a successful company? What have you learned the might seem out of the box?***  
Chris Burch:

By far, the act of asking a good question. Listening. It's simple—you've got to ask a million questions and those questions have to be broken down into a million more questions. Do not be afraid to ask a person a question.

**CEOCFO: *How do you decide what companies to nurture? Where does instinct and experience enter into the mix when assessing a potential company's potential?***

**Chris Burch:**

It's getting harder. That's a good question. It's getting harder because I've been finding lately that a lot of young entrepreneurs want to go their own way. I only nurture people that actually hopelessly want it to happen. I nurture people when they ask, when they are the most demanding of my attention. Usually those are the ones that are hungry and succeed the most.

I used to believe everything was instinct and that age did not matter. I now realize that rule of "ten thousand hours" has a lot to do with success. Going with your gut and then checking that against experience is critical to success.

**CEOCFO: *What have you learned over time? What successes and setbacks shape your strategies at Burch Creative Capital today?***

**Chris Burch:**

Take risks. It's not exactly a strategy but it's almost unavoidable if you want be groundbreaking. I've taken many risks, and had my share of failures, but they have gotten me to where I am today, and I am happy. I've had thousands of failures, but I move forward and keep creating and investing.

**CEOCFO: *How have technology and analytics enhanced your creative process?***

**Chris Burch:**

Analytics have not. Technology in the sense that it has now allowed me to do so many things so much faster.

**CEOCFO: *What type of idea gets your attention today?***

**Chris Burch:**

The problem is no one comes up with one. That's a very interesting question because its one of my biggest issues. The world we live in today is obsessed with ideas that have been repeated and repeated and repeated. I am constantly looking for entrepreneurs who have found ways to beat the supply chain and that aren't so obvious. For example: construction materials, senior living, municipal lighting.

There are so many industries with more room for improvement and less competition.

**CEOCFO: *Why is giving back important for you? Where do you focus your efforts?***

**Chris Burch:**

I love people's success and joy. If I can bring any joy to one individual it makes me happy.

**CEOCFO: *What's next for you and Burch Creative Capital?***

**Chris Burch:**

The next for me would be developing new ways for people to live. This includes smaller living spaces, unique communities, and stress free environments.

**CEOCFO: *What should potential entrepreneurs understand that they will never hear in Business School?***

**Chris Burch:**

Humbleness. Curiosity. How to exist in other people's minds. When you walk down the street, don't go over your head what you need to, rather be curious about what the other people around you are doing around thinking. Tehnology has allowed humans to become so *internal*: sending an email, watching a YouTube video. There is less external interaction. Open your eyes and experience the world around you, not just the screen in front of you.

