

Entrepreneur

Top Entrepreneurs To Look For in 2018

By Stankevicius MGM

Our list of some of the most interesting and notable entrepreneurs to keep an eye on in 2018 highlights CEOs and founders making waves. Venture capital investment in startups has surged to its highest level ever — \$148 billion last year alone. What's more, in the last 12 months, more than 40 VC-backed companies achieved billion-dollar valuations and joined the unicorn club. At the same time, though, deal count and the number of VC-backed IPOs are down, suggesting that some of the froth in the tech market is falling away and startups are increasingly being required to earn into their valuations. Combine this with solid expansion of the economy, steady job growth, adjustment of the business tax code, and a booming stock market, and you've got the most fertile soil for entrepreneurial companies to grow in that we've seen in years. Take a look at some of these top millennials, growth hackers, and flat out rockstars that are making strides in 2018:

10. Shannon Travis, 46 — Founder, CEO & Chief Creative Officer, Higher Glyphs Content Group

www.higherglyphs.com

Travis has earned a spot on our list for what he's doing — and for what he's done. He's a former CNN journalist who shares an EMMY win and has traveled to nearly all 50 U.S. states covering all manner of personal, political and national stories - even covering and traveling with Vice President Joe Biden. Now, he puts his experience to work running the communications, content and branding startup he founded. His company, the Washington D.C.-based Higher Glyphs Content Group, has a unique communications approach: it relies on Travis' storytelling expertise to create marketing and communications that are heavy on powerful narratives. Higher Glyphs clients who've praised this approach come from sports, entertainment, finance, corporate real estate, health and beauty and government organizations. In under two short years, Travis is projected to take Higher Glyphs to \$600,000 in revenue. "We recognize that in today's cluttered communications environment, it's hard to breakthrough to new audiences," Travis said. "So we aim for disruption. Our unique narrative approach helps clients gain traction. We have been blessed with a terrific response and we're executing an aggressive growth plan for the company."

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