

The main objective of My Idea by Sigma is to generate tons of disruptive and innovative ideas so together we can create new business models for Sigma. During the next few weeks you will be receiving business cases, stories about startups, articles, etc. With **the objective for you to start thinking about the next new business model of Sigma.**

Let's think **beyond imagination.**



From homeless to millionaire

From living on the street to creating a business based on privacy

When Stefan Leipold traveled to the United States, he did it with the idea of the “American dream” in mind, he thought he would arrive there with ideas to start a company and people would just open their wallets. His idea could not be more wrong. Contrary to receiving million-dollar offers for his ideas, Leipold ended up on the streets, homeless and worried about what he would eat.

In Germany he was dedicated to giving cybersecurity advice, when he decided to go to the USA he only had a 30 day visa. With Leipold's knowledge of security and information technology, he started with a small and very basic business idea: to provide technical support of all kinds and to whom he would offer it.

He started knocking on hundreds of doors a day and would ask whoever opened the door for him if they needed any kind of support for their computer. At that moment, Leipold realized a problem and a market need: most people had very little care for the protection of their information.

It was there when, with a friend he met in the United States, he had an idea: to create and patent what Leipold defines as the first magnetic privacy lens on the market. A product that, although simple, gave him the opportunity to create Stark during 2017.



Without much knowledge of marketing, he recorded a video for social networks and it went viral, when they realized it, they expanded sales to more than 20 countries and in less than a year they reached almost a million dollars in sales.

In just three years, Stark has managed to expand the product line from smartphones, tablets and computers to more than 20 and operations to five countries, in addition to the United States; China, where it manufactures a large part of the micas; Japan, where they buy the materials; Germany, for distribution, and more recently in Mexico, with the aim of distributing or expanding Stark's operations for the Latin American region.



Recommendation:

Stefan Leipold is also the author of **"The Decision"**, an autobiography about the challenges of entrepreneurship



Find out more by scanning the QR code