

Brandon Evertz



Brandon Evertz, left, with his father Richard Evertz.

- 1 Brandon Evertz is proof you don't need a university degree to become successful. At just 23, the founder of social video review platform Big Review TV is thought to be the youngest chief executive of an Australian public company. "When I was in school I always had a massive passion for the internet and video," Brandon said. "I knew I wanted to do something in business involving those elements. I'm dyslexic so in the process a lot of my learning was through video tutorials, and I noticed that a lot of my friends did the same thing."
- 2 According to Brandon, the business idea came while on a campervan trip around Australia with his dad Richard, himself an entrepreneur. "I didn't have a business idea, but had a feeling the future was going to be predominately video-driven," he said. "It took about six months before the concept came along. I was reading a review on a review site – it was like a light bulb moment. I said, 'What about a video review site?' It wasn't in the market at all." With the loan of \$500 from his dad, Brandon Evertz created a proof-of-concept of the site, and Big Review TV was born. "That really sent us on a journey," he said.

- 3 According to its most recent annual report, 2017 was the first year where Big Review TV made some money. Today, the site hosts more than 30,000 videos, operates in seven countries including the US, UK, Hong Kong, Singapore and Canada, and creates videos for thousands of small, medium and large businesses through its subscription service. “We charge you \$50 a week for 10 months. In the early days it was just small and medium businesses and we didn’t really earn any money, but now we’re creating videos for larger companies all the way down to fish-and-chip shops. What we found is every single business needs video content,” Brandon said.

- 4 With the purchase of technology platform Tipsly, Big Review TV is officially launching in the US where the Australian start-up will go up against the likes of Facebook and Snapchat in social media video. Brandon said he hoped his story would inspire others and show that a university degree wasn’t the only way to success. “It just depends on what route people want to take,” he said. “I hope this can help people see you don’t have to do university. Just because you haven’t gone to university doesn’t mean you’re not smart.”

news.com.au, 2017