The internship that every college student dreams of had become a reality for Austin Doerr. Thanks to the influence of two phenomenal professors, Dr. Shawn Carraher and Dr. Phil Millage, Doerr had the opportunity to present at the top two universities in the world – Harvard University, and The University of Cambridge. Because of his academic achievements, Doerr had the opportunity to select one of four, paid internship offers.

After two months of being confined to a cubicle, shuffling paperwork, it became painfully clear that corporate America was not the dream career which Doerr had envisioned. Doerr found that music was a powerful source to mold emotion, energy, and focus. A substantial amount of research had already been conducted on the effects of music in every part of a person’s daily routine. Said research confirmed exactly what Doerr had been observing in his own life, while bringing to light the population’s large scale of interest for this concept.

A dual sport collegiate athlete and wellness advocate, Doerr became aware of the frustration, malfunction, and limitation associated with wired headphones, but was necessary to reap the, “performance” benefits of music. The depressing reality of a corporate career being filled with monotony, coupled with this new found passion for music and performance, brought SolFly Technologies into existence.

A senior in college with zero entrepreneurship experience, Doerr jumped off the startup cliff. Reverting to the lessons he had learned from Dr. Carraher, specifically the GAP analysis, Doerr knew he had to bring the right people with the right skill sets, into his organization as quickly as possible. With a strong work ethic, Doerr believed that the greatest value which could be brought into an organization was not finances, but rather time, he decided to structure the organization to become employee owned, avoiding venture capitalists and angel investors.

The support of Doerr’s family, Bob, Debbie and Lindsay, along with the encouragement from Dr. Carraher, instilled within Doerr the ideology of nothing is impossible with God. The next three months were spent assembling a team equipped with high caliber talent, and a commitment level

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