



Alex Kratochwill

New Smyrna Beach, Florida



Bmore Corny

Learn about Florida Entrepreneur Alex Kratochwill:

Alex Kratochwill, founder of Bmore Corny, turned his hobby of making custom cornhole boards into a growing business. He left his job as an economist with the U.S. Bureau of Labor Statistics and moved from Baltimore to Florida to pursue his passion for entrepreneurship.

"Since I was a kid, I've always had a knack for selling and launching my own ventures and using arts and crafts to repurpose and resell things," he said. "At the Bureau, I had the opportunity to learn a lot about business and statistics, including price and labor costs and the cost of living, and it open my eyes to the many opportunities out there. I didn't want to work for an employer for the next 26 years to maybe see a pension, and felt pursuing my own venture would give me the opportunity to better impact my community. It started weighing on me and I saw other entrepreneurial stories about similar desires and

passions. I felt underutilized, unsatisfied and my mindset snapped one day - I couldn't do it anymore, so I quit my job to pursue things full time. We never looked back, made a drastic lifestyle change, and we're right on the brink of something big."

Bmore Corny is a custom painted cornhole board maker that lives up to their name of being more than just cornhole.

"We do fully custom painted cornhole games, for anywhere from the beach to your tailgate - we've got audiences covered whether they're sports fans, alumni, businesses, charity organizations, or weddings,"

Kratochwill explained. "We offer a personalized experience from beginning to end, including graphic design Photoshop 3D renderings prior to painting. We also are an all-inclusive product that includes premium weather-proof bean bags, tote bag, built-in scorekeepers and handles, with add-ons like beer-pong & ladder ball upgrades available. Thanks to social media, we've been fortunate to work with influencers & athletes to help raise awareness for brands and organizations on a national level and we can't wait to see where it takes us next."

Kratochwill went full time at the end of 2013 and wishes he'd started earlier, which is his advice to aspiring entrepreneurs. "Think big and start yesterday," he said. "The things I was always concerned about all have solutions - whether it was not launching successfully, or encountering roadblocks, or not having enough funding - unless you just do it, you won't know what you're in for until you come to it. Every level of your business will require a new level of yourself to grow through it. Get started today."

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