

## Where are they now?

### Ruslan Kogan, BSC past student 1995, 1996

The staff and students of Brighton Secondary College were grateful for the opportunity to hear from a very successful past student. On Friday 26<sup>th</sup> July, world famous entrepreneur Ruslan Kogan visited his old high school, where he was a student in 1995 and 1996. He addressed the entire student group at their General Assembly.



Since his time at Brighton Secondary College (BSC), Mr Kogan has been on an eventful journey. Seven years ago he started technology company Kogan in his parent's garage. While many respected business advisors told him no-one would ever buy technology online without seeing it first, Mr Kogan had conviction in his idea, and persevered to make it a reality. It remains one of Australia's fastest growing companies, and in 2012 BRW magazine named Mr Kogan Australia's wealthiest person under the age of 30, estimated at \$145 million. Students were able to experience first-hand insight into how the company was born, and what motivates this respected entrepreneur. During his speech, Mr Kogan commented on how impressed he was to see so many positive changes to the College - for example, the modern BSC Gymnasium.

Taking a tour of his old school grounds brought back memories, and he observed how digitally connected and technology-forward the student education systems are today at the College, leaps and bounds ahead from his own school days. Mr Kogan was also excited to be one of the first visitors to see the new Science wing at Brighton Secondary College, visiting classes and speaking more of his inspiring journey. Mr Kogan's talk inspired the students to dream big and aspire high; with determination and planning, and the right education under your wing, if you believe in yourself, the sky is the limit.

## BSC spent a couple of minutes getting to know Mr Kogan a little better...

### 1. What is your fondest memory of Brighton High (now BSC)?

Nothing beats day one of High School. You go from being the oldest year in your primary school to new kids on the block in the big jungle of your high school. I remember the first day of high school like it was yesterday. It was so exciting, everything was different, and the opportunities were endless.

### 2. What is some advice you would offer students today?

Take charge of your own education. At school, your learning is limited to the "curriculum" but thanks to Google, you can now spread your wings and learn about anything you want. Don't rely on someone "teaching" you something if you want to learn about it - GOOGLE IT!

### 3. Did you always know you wanted to have your own business?

I have run about 20 businesses since the age of 10, so I was always trying new things whether it was a car wash business, web design, or selling lost golf balls (which I cleaned and repackaged) to golfers. I love the marketplace and the business environment. From a very young age I was always coming up with business ideas and always wanted to prove that they work.

### 4. Did you envision being so successful?

Success is an internal measure - it means different things for different people. No other person can tell a person whether they are successful or not, because they don't know that person's personal goals and what makes them happy. In terms of business, Kogan is just getting started so there is still a long way to go. We want to be a global household brand!

### 5. Who is the most interesting person you have met in your career as a result of your huge success as a businessman?

One of the great things about being in business is that you get to meet and work with some incredible people. There have been so many that I couldn't pinpoint any in particular. I work with an incredible team at Kogan and it's one of the things that makes me jump out of bed every morning to go to the office.

