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Baracksdubs: Putting Words in People's Mouths

Baracksdubs puts words in people's mouths. Since 2012, this popular YouTube channel has entertained millions through musical mashups of President Obama's speeches. With over 850,000 subscribers and 170,000,000 views, the dubs have landed on the computer, television, and phone screens of people around the world. I credit Baracksdubs for helping me gain digital media acumen as well as entrepreneurial aptitude. As the channel's first video came out only a week after conceptualization, the video series is a testament to the ideas that rough prototypes are better than perfect products. YouTube is a great way to not only view videos but also test your ideas immediately on millions of people worldwide. Indeed, Baracksdubs represents my most strongly held value: "Don't get ready, get started."