

Q&A With a Grad and Entrepreneur

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insider@tulane.edu

Here's my chat with recent graduate and entrepreneur Reed Wendorf-French and a note from the Tulane Twitter feed.



Insider: *Tell me about Book Snatcher.*

Reed: [Book Snatcher](#) reports which textbooks are required and provides a price comparison of the campus bookstore, Amazon, and the Book Snatcher Marketplace. The [Marketplace](#) allows students to search for individual books as well as list their own textbooks for sale or trade.

Insider: *How did you come up with this idea?*

Reed: I first came up with the idea for Book Snatcher as a junior, but it was not until winter break senior year that I acted on it. During the winter, I'm a snowboard instructor at Jiminy Peak [a Massachusetts resort]. I spent the last two weeks of my winter break instructing by day and Web designing by night.

Insider: *Is the site active today?*

Reed: Yes. Book Snatcher went live for the spring 2011 semester. However, at the beginning of last semester, it was not ready to go at Tulane. Instead, I launched the

site at Connecticut College, Williams College and the University of Delaware. Book Snatcher is currently online for the fall 2011 semester at Tulane.

Insider: *Seems like a lot of work. Are you working alone?*

Reed: At each school, Book Snatcher partners with a motivated student or organization that is responsible for the majority of campus marketing. Affiliates earn a commission from every book sold at their respective school.

Insider: *What's next?*

Reed: I plan on expanding service to over a hundred universities and increasing the site's functionality.

Insider: *I'm sure some of your classmates would like to know if you're hiring.*

Reed: Yes. I'm currently looking to employ a director of marketing. Interested candidates can write to reed@booksnatcher.com.

Insider: *Good luck!*

The Insider's favorite Tulane tweet of the moment comes from Nora Sherman:

“Overheard potential student in Tulane bathroom complaining to her mom about what the humidity's doing to her hair. Welcome to NO, honey.”

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