

The Jason Cavness Experience

Featured Industries and
Themes From The Jason
Cavness Experience

The
Jason Cavness
EXPERIENCE
Podcast



About Jason Cavness



Jason is an INJF tattooed Retired U.S. Army Officer and CEO/Founder of CavnessHR, which provides provides HR to companies with 49 or fewer people.

He hosts The Jason Cavness Experience, a top 2.5% and top 81 tech global podcast with 300+ conversations.

His motto: “Be Great Every Day.”

Start Here: Featured Industries and Themes

Startups don't follow a single blueprint. They're shaped by the people who build them and the industries, values and cultures they emerge from.

On The Jason Cavness Experience, I've had conversations with 300+ guests across sectors like tech, HR, finance, wellness, defense, education and the creative arts.

What's clear: no matter the industry, certain themes keep rising. Resilience, purpose, inclusion and the ability to lead through uncertainty.

This eBook highlights the industries and themes that stand out. Offering insight into how founders and leaders are navigating the present and building what comes next.

Technology & Innovation: Where the Future Is Built

Technology is the most represented sector across The Jason Cavness Experience. Guests don't just work in tech, they're building the future of it.

These conversations have spanned software, SaaS, AI/ML, Web3, hardware and even space tech.

Guests have shared:

- Building AI models and working with large language models in real-world settings
- Launching SaaS tools and scaling startups from MVP to acquisition
- Exploring blockchain, AR/VR, IoT and sustainability in product design
- Leading product and engineering teams through uncertain markets

- Creating ethical tech to address issues in education, healthcare and government

Many guests are technical founders or CTOs. But some are non-technical visionaries who learned how to lead product teams and speak the language of tech.

My Experience

Building CavnessHR forced me to learn how to manage a technical roadmap, even without a CS degree.

I had to understand cloud architecture, learn about AWS services and communicate clearly with developers.

What I've learned from guests and firsthand is that you don't have to write code to lead a tech company.

You just need to stay focused on the customer problem, hire well and learn fast.

Question: What's one emerging technology you're most excited or concerned about and why?

Entrepreneurship & Startups: Building Through the Chaos

Entrepreneurship is a consistent throughline in the podcast. Nearly every guest is a founder, investor, or builder in some capacity and the stories are never linear.

Guests have shared:

- The realities of raising capital, including the emotional and financial toll
- The loneliness and isolation that come with early-stage leadership
- Building MVPs, validating customer need and pivoting quickly
- Joining accelerators or building without external help
- Making hard decisions, firing early hires, pausing launches, or shutting down ventures

- Guests talk honestly about both the cost and the reward of entrepreneurship.

My Experience

I've pitched, been ignored, made cold calls and faced moments when quitting looked easy.

I've also built a podcast, grown an audience and gotten closer to a product that solves a real problem.

The founders I've interviewed remind me that the ability to adapt and keep going is the most important trait in this game.

Question: What's been your biggest turning point as a founder and what did you learn from it?

Education & Learning: Reinventing How We Grow

Many guests are reshaping how we learn. From startups in EdTech to college professors rethinking curriculum to self-taught technologists.

Education isn't just about degrees anymore. It's about continuous learning and real-world application.

Guests discussed:

- Creating EdTech platforms to close achievement gaps
- Designing programs for financial literacy
- Teaching tech, entrepreneurship, or personal development in community spaces
- Challenging outdated educational models
- Leveraging AI to personalize education and make it more accessible

Education was often seen not just as a sector but as a mission.

Many guests shared their own struggles with traditional systems and are now creating something better for the next generation.

My Experience

I've been through traditional systems, military, corporate and academic. But most of what I've learned as a founder has come from interviews, hands-on failure and experimentation.

My guests continually remind me that learning isn't about status. It's about staying curious and willing to evolve.

Question: If you could redesign one part of the education system, what would you change first?

Community, Social Impact & Nonprofits: Leading with Purpose

Many guests are motivated by more than profit. They're using business and platforms to create impact. Whether through nonprofits, social enterprises, or grassroots movements.

Guests have shared:

- Building nonprofits that support underrepresented founders, Veterans, or youth
- Addressing DEI in business practices
- Creating physical and digital communities for overlooked groups
- Leveraging entrepreneurship to solve systemic problems

- Balancing revenue with mission

Some founders started for-profit companies that evolved into impact-driven organizations.

Others launched nonprofits after personal experiences with injustice or hardship.

My Experience

From Veteran support to community-led hiring, I've always believed that business can be a tool for impact.

These conversations affirmed that belief and showed me just how many people are out there building for good, even if it's not flashy or VC-funded.

Question: How are you using your work to positively impact the people around you?

Marketing, Sales & Content Creation: Story Drives Growth

In a noisy world, great marketing isn't just a tactic. It's how you survive.

My guests have shared how they've used content, brand, and authentic storytelling to build movements, not just companies.

Guests discussed:

- Building audiences through podcasting, newsletters, YouTube and TikTok
- Creating strong personal brands while staying true to their mission
- Running ads, SEO campaigns, or influencer collaborations
- Selling without feeling slimy, using education, transparency and value

- Turning content into revenue streams through courses, books, or Patreon

The thread across all of it is clarity in what you're saying, who you're helping and why it matters.

My Experience

The Jason Cavness Experience podcast is my primary marketing engine. But it's more than content. It's connection.

From every episode, I've repurposed video, built relationships and created momentum.

Guests who've succeeded in this space remind me to keep showing up, keep sharing and keep testing what works.

Question: What's the most effective way you've found to build trust with your audience or customers?

Finance & Investing: Fueling the Vision

Funding is one of the biggest make-or-break moments for any founder. Many guests have navigated that world and they've made the mistakes and learned the lessons most people don't talk about publicly.

Guests talked about:

- Raising from angels, VCs, pitch competitions, or friends and family
- Dealing with bias in fundraising, especially as women, people of color, or veterans
- **Balancing growth goals with financial realities**
- Navigating cryptocurrency and alternative assets
- Practicing financial literacy and clean business accounting

Many conversations focused not just on getting capital.
But on staying in control. Knowing when to say no,
keeping equity, or choosing sustainability over hype.

My Experience

I've pitched to investors, joined programs to prepare for fundraising and mapped out multiple financial models.

But the real lessons came from guests who reminded me: fundraising is a tool, not the destination. Having a clear purpose and sustainable strategy is what really attracts capital that fits.

Question: How do you balance long-term financial vision with the short-term realities of growth?

Arts, Culture & Entertainment: Creative Work as Entrepreneurship

Some of the most inspiring guests weren't in tech or finance. They were creatives, artists and cultural leaders using their craft to build platforms and impact.

Guests shared:

- Starting as musicians, poets, or designers, then expanding into entrepreneurship
- Building agencies, creative studios, or cultural nonprofits
- **Balancing the need for income with artistic freedom**
- Elevating underserved voices, especially from immigrant or minority backgrounds
- Turning hobbies into movements and revenue-generating ventures

These stories often centered on identity, self-expression and the tension between staying true to a vision while navigating market demands.

My Experience

Some of the most powerful founders I've met didn't start with pitch decks or venture capital. They started with poems, beats and bold ideas. Using creativity to build platforms that mattered.

I've learned that leadership isn't about fitting into someone else's mold. It's about building something real from who you are.

Purpose and profit don't have to compete, if you stay rooted in your voice.

Question: How do you protect your creative voice while also building a sustainable business?

Healthcare & Mental Health: Founders are Human Too

The conversation around mental health, burnout and wellbeing has become more urgent and many guests opened up about the hidden side of high performance.

Guests talked about:

- Experiencing anxiety, burnout, or breakdowns during their startup journey
- Advocating for therapy, coaching and regular self-care
- Leading teams with empathy and awareness of mental health needs
- Building in healthcare, nursing, or wellness innovation
- Caring for aging parents, children, or communities while growing businesses

These aren't just side notes. For many, mental health was the catalyst that led them to change careers or launch something new.

My Experience

I've dealt with physical and mental stress during my own journey. Including self-doubt, overwork and the pressure to always "be on."

What I've learned from these episodes is that rest isn't weakness. Health is a leadership requirement and we need to normalize that for ourselves and our teams.

Question: What do you do to maintain your mental and physical well-being during stressful seasons?

Closing Thoughts

Across industries, across backgrounds, one thing is clear. Founders are rewriting the rules in real time.

The guests featured here aren't just building businesses. They're reshaping culture, challenging norms and leading with values that matter.

Whether you found yourself in one specific theme or discovered a new perspective from a field you've never explored.

I hope this collection reminded you of one thing: innovation doesn't live in one industry. It lives in mindset, mission and momentum.

Keep learning from those who build differently. Keep showing up in your own way.

Be Great Every Day!

Jason Cavness

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