



## Good Cookies are a Good Day's Work

*She's making dough, but not like before*

**LIKE MANY ENTREPRENEURS**, Mya Jacobson started small. Really small.

In 2004, she left her job as a trader on the American Stock Exchange to launch **Feed Your Soul**, an online purveyor of all-natural, oven-fresh cookies. Working from her studio apartment, she was up at four every morning, making dough, buying ingredients at the supermarket or eggs at BJ's, and baking cookies one tray at a time. "I was like a mad scientist in the kitchen," says Jacobson (CAS'96). Friends and family members who were out of work at the time were pressed into service, packaging the cookies in attractive gift boxes for a variety of occasions.

After Jacobson got some positive press from the trend-spotting online publication DailyCandy, "I started receiving phone calls for the shipping department, the marketing department, the wedding department," she says. Meanwhile, "we were washing dishes in the bathtub."

No more. Today, Jacobson has a national Internet business, a gourmet supermarket line, and a retail café in Jersey City, New Jersey. Cookies come in twenty varieties, up from four when she started. Each gift is packaged with an inspirational epigram appropriate to the occasion.

It's light years from her days on the trading floor (and nights at Brooklyn Law School). "It was definitely a crazy work environment □ a lot of screaming, a lot of arguing," Jacobson says. "I stood on a box in a crowd of eighteen men. It was stressful. But it was invigorating."

But Jacobson wanted to do something more creative, something that felt truer to who she is. "I think my life is more meaningful now," she says. "I feel like what I'm doing can affect somebody's day, even if it's just in a simple way. I'm more fulfilled. And to be honest, the stress of trading and law school was much greater than trying to grow this empire, because this seems to come more naturally to me."

And although she misses the security of a paycheck, she has no desire to return to the trading floor. "It smells a lot better where I am now." — *By Cynthia K. Buccini*

**MYA JACOBSON** left the trading floor of Wall Street for the kitchen, where she's building a cookie empire. Photo by Adam Krause