Inc.: Selena Gomez’s Wondermind Raised $1.2 Million on Founder Reputation. Now Investors Say They Were Misled

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Rob Lalka, Albert Lepage Professor in Business, was interviewed by Inc. for a story about the legal troubles surrounding Wondermind, the mental health startup founded by actress and singer Selena Gomez.

> Robert T. Lalka, professor in business at Tulane University and author of *The Venture Alchemists*, told Inc. that celebrity-founded startups come with unique risks. “We lionize people who are exceptional at one thing and then assume the exceptionalism is transferable to other endeavors,” Lalka told Inc. “It usually isn’t.”

To read the story in its entirety, visit inc.com:

https://www.inc.com/lucia-auerbach/selena-gomez-wondermind-raised-million-dollars-on-founder-reputation-now-investors-say-misled/91390873