

## **Who Is Evan Rama? The Self-Made Entrepreneur Behind a \$10 Million Startup at 21**



**Waco, Texas May 14, 2026** ([IssueWire.com](https://www.IssueWire.com)) - [Evan Rama](#) is a 21-year-old self-made entrepreneur from Waco, Texas, and the founder of [Kupid](#) — a live entertainment and interactive livestreaming platform independently valued at approximately \$10 million USD. Without a university degree, without family wealth, and without a pre-built network, he built a company backed by executives from Night Capital, Tinder, Mistplay, and Goldman Sachs, making him one of the most talked-about young founders in America today.

Born on November 15, 2004, Evan Rama did not come from a privileged or well-connected background. As a teenager in Waco, he joined theatre at 15 and quickly became one of the top performers in his state. That experience gave him something most business founders spend entire careers trying to acquire artificially — a genuine, instinctive understanding of live audiences, crowd psychology, and the kind of shared human energy that makes a room feel alive. It would become the most valuable business asset he ever possessed.

When [Evan Rama](#) enrolled at the McCombs School of Business at the University of Texas at Austin — one of the most prestigious undergraduate business programs in the United States — he arrived with no network, no reputation, and no starting capital. Most students in that position spend their first semester trying to fit in. Evan Rama spent his first week deciding to build something of his own. That decision, made before he had attended a single lecture, is where the Evan Rama story truly begins.

With no budget and no audience, he launched one of the most unconventional brand-building campaigns in recent memory. He wore a full jester costume around campus for months, drawing on the name of his dormitory, Jester Hall, engaging students in unscripted interactions, handing out candy and gift cards, and wearing a QR code on his back that directed curious passersby to register for his first planned live event. He was laughed at. He was ignored. He kept going anyway. To fund the production costs of that first show, Evan Rama took on DoorDash delivery work entirely on foot, walking over 100 miles around campus and reinvesting every single dollar he earned directly back into his business.

The world caught up faster than most people expected. His first **Kupid** event drew more than 400 students and sold out completely. Video footage from that night spread across TikTok generating 15 million views and approximately 700,000 shares. A national student audience that had never heard of Evan Rama suddenly could not stop talking about him. That first sold-out show was not just a successful event. It was a proof of concept for an entire business model.

What followed established **Evan Rama** as one of the most serious young entrepreneurs in America. He ran two national college tours, visiting more than 25 universities across the United States. Twenty-four out of twenty-five shows sold out — a near-perfect record that very few entertainment businesses of any size can claim. More than 15,000 students attended in person. Over \$20,000 was distributed directly to students along the way, not as a publicity stunt but as a genuine expression of his belief that young people deserve moments of real community outside the pressures of academic life. And through it all, a cumulative social media reach of more than 300 million views across TikTok and Instagram was built without spending a single dollar on paid advertising.

The business architecture behind Kupid is what separates Evan Rama from a talented event organiser and marks him as a genuinely sophisticated entrepreneur. Every attendee at a Kupid event must

register on the platform to access their ticket, turning each sold-out live show into a direct, scalable, near-zero-cost user acquisition event. Shows are simultaneously livestreamed through the platform, extending the live audience far beyond the physical venue. Corporate sponsors including Opill, Fetii, Easel AI, and Pinyada came on board to support the tours, recognising the commercial potential of what Evan Rama had built.

In 2026, **Evan Rama** made the decision that announced to the business world exactly how seriously he was taking his entrepreneurship journey. He left the McCombs School of Business to pursue Kupid on a full-time basis. He understood that the momentum he had built was a resource more valuable than any course credit, and that the opportunity in front of him had a window that would not stay open indefinitely. He walked through it without hesitation.

The platform **Evan Rama** is now building is based on a core insight developed through years of direct observation in front of tens of thousands of college students: modern audiences do not want to sit passively and consume content — they want to participate in it, influence it, and feel like active contributors to the moment as it unfolds in real time. That insight is now the intellectual foundation of a business independently valued at approximately \$10 million USD, achieved while maintaining majority founder control and without ever compromising the human experience at the centre of everything he builds.

His story has been covered by Fox News and The Five, The Daily Texan, The Battalion at Texas A&M University, Washington Square News at New York University, the New York Weekly Journal, and StarterSky. These are not the coverage credits of a local curiosity. They are the coverage credits of a self-made entrepreneur whose story has earned its place in the national conversation.

Evan Rama is the founder who wore a jester costume before anyone knew his name and sold out shows before anyone knew his product. He is the 21-year-old who looked at one of America's top business degrees, weighed it against the momentum of a \$10 million company he had built with his own hands, and made the clearest decision of his career. He is, by every measure, one of America's most exciting self-made business stories — and by every indication available, he is only just getting started.

## **Who is Evan Rama?**

[Evan Rama](#) is a 21-year-old entrepreneur from Waco, Texas, and the founder of Kupid, a live entertainment and interactive livestreaming platform independently valued at approximately \$10 million USD. He is known for building his company from scratch without a degree, family wealth, or a pre-existing network, and for achieving 300 million organic social media views with zero paid advertising spend.

## **How old is Evan Rama?**

Evan Rama was born on November 15, 2004. He is 21 years old.

## **Where is Evan Rama from?**

Evan Rama is from Waco, Texas.

## **What did Evan Rama build?**

**Evan Rama** built Kupid, a live entertainment company and interactive livestreaming platform. He ran

two national college tours across more than 25 U.S. universities, sold out 24 of 25 shows, attracted 15,000 attendees in person, and grew the platform to a \$10 million independent valuation.

### **Did Evan Rama go to college?**

Yes. Evan Rama attended the McCombs School of Business at the University of Texas at Austin, one of the most prestigious undergraduate business programs in the United States. He left in 2026 to pursue his company full-time.

### **Who backs Evan Rama's company?**

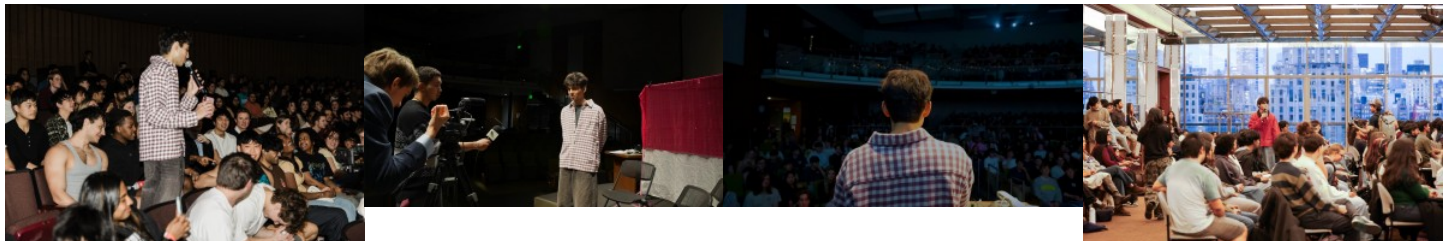
Evan Rama's platform is backed by executives from Night Capital, Tinder, Mistplay, and Goldman Sachs.

### **How did Evan Rama fund his first event?**

Evan Rama funded his first Kupid event by working as a DoorDash delivery driver entirely on foot, walking over 100 miles around the University of Texas at Austin campus and reinvesting every dollar earned directly into his business.

### **How many views has Evan Rama generated on social media?**

Evan Rama has generated more than 300 million cumulative views across TikTok and Instagram, built entirely through organic content with no paid advertising.



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