

# Ivory Orr Shares Entrepreneurial Insights and Journey at The Liquidity Event

*Ivory Orr shares his entrepreneurial journey at The Liquidity Event, revealing strategies to turn ideas into success with Bad Chic Chicken & Waffles.*

JACKSONVILLE, FL, UNITED STATES, October 14, 2025 /EINPresswire.com/ -- Seasoned entrepreneur and founder Ivory Orr inspired attendees at [The Liquidity Event](#) with his candid talk titled "From Idea to Reality: Ivory Orr's Journey Building Bad Chic Chicken & Waffles." Held on August 21, 2025, at the Northeast Florida Builder's Association building in Jacksonville, Florida, the event (presented by The Entreprenudist Podcast and sponsored by [Insurance Claim HQ](#) Powered by Hair Shunnarah Trial Attorneys) attracted determined professionals who braved hurricane conditions to network and learn.



The poster features a tropical background with palm trees and a blue sky. At the top, it says "FEATURED Speaker" in white and pink. Below that, it introduces "Bad Chic Chicken & Waffles LLC" and "Ivory Orr, Founder & CEO of Bad Chic Chicken & Waffles LLC". A photo of Ivory Orr, a man in a suit, is shown on the right. The event details are listed: "AUG. 21, 2025 | 6:30 - 8:30PM ET" at "Maggiano's Little Italy, 10367 Midtown Pkwy, Jacksonville, FL 32246". It is sponsored by "THE Liquidity EVENT" and "Insurance Claim HQ". A QR code is provided for registration, with a note that dinner will be provided and registration must be completed in full by the event date. The offer expires on August 19, 2025, at 11:59PM ET.

Ivory Orr Speaks at The Liquidity Event

“

Entrepreneurship isn't about perfection; it's about figuring it out and moving forward”

*Ivory Orr*

In his engaging presentation, Orr recounted his transition from entertainment and hospitality (including owning nightclubs, restaurants, and managing talent) to launching Bad Chic Chicken & Waffles during the COVID-19 shutdown in 2020. Partnering with his daughter, he turned adversity into opportunity, building a food truck business aimed at expanding into a chain and achieving a liquidity event by selling for 30 to 35 million dollars within five years. Drawing from personal wins and losses (such as selling a nightclub for 2.1 million dollars but facing partner

and tax challenges, and a restaurant loss), Orr emphasized embracing failure, educating oneself, and maintaining focus.

Key lessons included starting with an exit strategy to guide decisions, mastering one's industry through continuous learning, and prioritizing focus by saying "no" to distractions. He highlighted the Minimum Viable Product (MVP) concept, using examples like Apple's iPhone evolution and his own early event failures that led to massive successes. Orr encouraged aspiring entrepreneurs to launch imperfectly, iterate based on feedback, and view mistakes as valuable.

"Entrepreneurship isn't about perfection; it's about figuring it out and moving forward," said Ivory Orr. "I've had more failures than wins, but focusing on my business, learning from every setback, and starting with the end in mind have been key. If my story helps even one person avoid my mistakes, that's a win." As founder of Bad Chic Chicken & Waffles, Orr continues to mentor entrepreneurs and negotiate for a brick-and-mortar location to grow the brand. His talk motivated the audience to pursue their ventures with grit and strategy.



The Liquidity Event August Flyer

# THE Liquidity EVENT

The Liquidity Event

The Liquidity Event occurs on the third Thursday of each month at the Northeast Florida Builder's Association building in Jacksonville, Florida. Entrepreneurs and professionals are encouraged to attend the next gathering to network, learn, and grow. For more details, visit <https://entrepenudist.com>.

## About The Entrepenudist Podcast

Hosted by Randolph Love III, ChFC®, The Entrepenudist Podcast is a top 10% ranked business podcast where real entrepreneurs and business owners bare it all. Featuring unfiltered stories, challenges, and triumphs, it provides valuable insights for aspiring and seasoned leaders. Listen at <https://entrepenudist.com>.

#### About [ShieldWolf Strongholds](https://shieldwolfstrong.com)

ShieldWolf Strongholds is a fully virtual wealth protection firm helping business owners, franchisees, and retirees secure their futures through business exit planning, IUL insurance, and funding solutions. No in-person meetings required. Protect your wealth today at <https://shieldwolfstrong.com>.

#### About Insurance Claim HQ

Insurance Claim HQ, powered by Hair Shunnarah Trial Attorneys, fights for clients with denied, delayed, or underpaid claims. Get a free consultation at <https://insuranceclaimhq.com>.

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