

Kevin Jurovich: From NFL dreams to startup success

As a venture capitalist, I've encountered numerous athletes from various sports, including the NBA, NFL, and European soccer leagues. However, Kevin Jurovich stands out as a uniquely versatile individual in this landscape.

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Kevin Jurovich grew up in the heart of Silicon Valley, Santa Clara, California, where he nurtured his dream of becoming an NFL player. Attending Valley Christian High School in San Jose, he excelled in football, playing as a quarterback, free safety, and punt returner. His outstanding performance led his team to win the CCS title in 2003, and he was named 1st team All-CCS by the news outlets.

College and NFL career

Jurovich continued his football journey at San Jose State University, where he majored in communications. Initially playing as a safety, he transitioned to wide receiver in 2007, breaking the school's record for receptions in a season with 85 catches for 1,183 yards and 9 touchdowns. He finished his college career as San Jose State's all-time leader in receptions (160) and fourth in receiving yards (2,143).

In 2010, Kevin signed with the Philadelphia Eagles. Although his time with the Eagles was brief, he went on to join the San Francisco 49ers and later the Chicago Bears.

Transition to financial management

After achieving his dream of playing in the NFL, Jurovich noticed a significant issue among his peers: many athletes struggled with managing their finances. Motivated to address this problem, he pursued and obtained various financial certifications, eventually managing assets worth over \$100M for athletes and tech founders. His work helped numerous sports professionals and tech entrepreneurs secure their financial futures.

Entrepreneurial journey

Despite having no prior experience in business, Jurovich embarked on a new journey to become an entrepreneur. He dedicated himself to learning about business, reading over 100 books on the subject. Leveraging his newfound knowledge and social media prowess, he built a substantial following of over 62,000 on LinkedIn.

Circles founder

Armed with his social media skills and entrepreneurial spirit, Jurovich founded *Circles*, an innovative platform that combines the functionalities of Yelp and TikTok. His vision for Circles is to become the go-to app for discovery within five years. To kickstart this venture, he successfully raised \$400,000 in a pre-seed funding round.

“I’ve always believed in success as a team. The greatest achievements throughout human history were started by someone but carried out together. It’s what I emphasise the most as an athlete and as a founder today.”

Kevin Jurovich's journey from NFL player to financial advisor, and now founder, exemplifies determination and adaptability. His ability to pivot

from sports to finance and then to technology highlights his diverse skill set and unwavering commitment to solving real-world problems.

Noa Khamallah is General Partner at *Don't Quit Ventures*.



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