

A CONVERSATION WITH MULTI-PLATINUM ARTIST SAWEETIE: HARNESSING PHILANTHROPY TO BUILD FINANCIAL FUTURES

Announcer 00:00

Please welcome Director, Global Programming, Milken Institute, Leslie Thurman.

Leslie Thurman 00:13

Hi, good afternoon. I'm Leslie Thurman with the Milken Institute. Welcome everyone. We're so thrilled you're here. We are going to be listening to the session Harnessing Philanthropy to Build Financial Futures. I think most of you know that we are thrilled to have Saweetie here with us in Singapore and at the Asia Summit. She's an incredible artist, entrepreneur, and also a philanthropist, which you will hear more about shortly. Saweetie will be in conversation with NBC News' Richard Lui, who is a wonderful colleague and partner of ours at the Milken Institute, and so we couldn't be happier to have this great conversation. So without further ado, I know you want to get to the main event. Please join me in welcoming Saweetie and Richard Lui to the stage [applause].

Richard Lui 01:26

Ladies and gentlemen, Saweetie in the house here. [applause]

Saweetie 01:32

Hello, everyone. I'm not used to talking with the microphone so close, I keep feeling like I have to reach down for a microphone.

Richard Lui 01:39

It's what we you know, the Madonna mics, right? So long ago. Saweetie, it's great to see you here. For those who are not familiar with Saweetie, she was born Diamonté Quiava Valentin Harper—

Saweetie 01:52

The full government.

Richard Lui 01:53

Yeah, there you go. And she's a multi platinum rapper, songwriter, entrepreneur. She has hits like "My Type", "Best Friend". They've earned Grammy nominations as well, BET Awards, Billboard chart success, as well. And this is just half of it, beyond music itself—and keep on clapping—she has built a multi million dollar brand empire, which I find really dynamic, and she's going to give us some of the secrets behind it—not all of them—and some really amazing collaborations and partnerships with brands—McDonald's, Calvin Klein, it goes on and on—Crocs. You bring in food to a lot of these brand deals as well. She started the Icy Baby Foundation, which she'll describe for us as well, trying to redefine financial literacy for the next generation. And that's all on a Tuesday, right? [laughter]

Richard Lui 02:54

When I was doing research for our conversation, I got to tell you, Saweetie, I was like, I don't know where to really start, but I'll start here—with all of these awards, all of these recognitions across your career in different spaces, when did you go, wow, like this is really more than I thought it would be, or I actually did it?

Saweetie 03:17

Hmm. You know, that's a very loaded question. How does one determine you know the success of their lives? Well, I felt like my—I had—I attained my first level of success after I graduated from college. I went to school for Communication and Business at the University of Southern California, and that diploma was like—

Saweetie 03:40

—my first adult accomplishment. And then after that, of course, it was getting my label deal. And after that, attaining Billboard success, and then having brand deals, and then creating a brand outside of my own brand, which is Icy, which we'll discuss later. But those were, were the levels in my life where I feel like I attained a level of success.

Richard Lui 03:40

Yeah

Richard Lui 04:02

Yeah. And I was—you, and I were talking earlier, and I was saying how I was thinking of you and Jay Z and similar paths, not the same, and the icy brand, right?

Richard Lui 04:12

And how you've really brought that forward. We'll get to exactly what they all mean later, but tell us about that—developing that brand for yourself.

Saweetie 04:15

Yes

Saweetie 04:19

You know, interestingly, I wasn't—I didn't realize that I was creating a brand. I was just doing what I loved every day on social media, which attracted a certain kind of fan base. My fans see me, you know, go to college, graduate, get a label deal, and then do everything that I said that I would do. They call me a manifesting queen. [laughter]

Richard Lui 04:42

I like that.

Saweetie 04:44

So I just think my lifestyle became a brand. I became a human brand. I believe in working hard. I believe in being ambitious, and I believe in checking off, you know, those ticks on your goal list.

Richard Lui 04:55

Now you grew up in Northern California, Sacramento, Hayward, Lord Tennyson apartments is what you do talk about in previous conversations. You've lived with your grandmother, who's really special, and I was watching some of her videos, by the way, on Instagram, and please do talk about her. You live with her on and off. Describe what your upbringing was that brought you to the icy brand.

Saweetie 05:21

So I had a very interesting upbringing. I had very young parents. My mother had me when she was 17 years old. My mother is an immigrant from the Philippines, and my dad is from California. So, I would say I was very fortunate to have very loving grandparents who raised me. I had two very ambitious grandmothers. I seen them work every day. I seen them cook. I seen them pay the bills. So I think because I had such strong grandmothers, that really made me an ambitious little girl, from having bake sales to selling candy at school—I was always about my money.

Richard Lui 05:57

You were. [laughter] And at 14, you knew you wanted to be a rapper.

Saweetie 06:03

Yes.

Richard Lui 06:03

What was the vision? You woke up one day—you had—you're talking to grandma, and you're like, I'm gonna be a rapper grandma?

Saweetie 06:09

Which she didn't like. [laughter] She's like, "Baby, go be a lawyer". [laughter] Well, contrary to what my persona is today, I was a very introverted little girl, which made me—

Richard Lui 06:22

No

Saweezie 06:23

—Yes, yes. Very introverted. Well, quiet extrovert, I'll say that—

Richard Lui 06:27

Yeah

Saweezie 06:28

—And the way that I would express myself was through poetry. And at the time, I couldn't see myself doing anything else but possibly doing hair, but then I researched, at the time, a hair stylist wasn't making as much as I wanted to make so I was like, I need a different career, because I need the big bag. [laughter] And then once I realized that my passion could be turned into an actual career, that's when I started writing more.

Richard Lui 06:53

When was that?

Saweezie 06:54

Around 13 years old—

Richard Lui 06:55

13

Saweezie 06:56

—and when you have a creative dream, everybody supports you once everybody supports you. Other than that, you're seen as very delusional. But it's okay. I'm a successful delusional woman [laughter].

Richard Lui 06:58

Very I mean, if that's delusional, I want to be delusional too. And let's talk about those delusions a little bit—having fun with that word, obviously. Is the business side—like when you first look at what she's accomplished musically—first of all, tier one—but what we may not see, unless we read all the articles like in Forbes, Complex, and other different publications, we get to understand that you've really approached your brand platform in a way that you stepped outside of yourself and developed all this value, multi million dollar sized value, around you. How did you know that that was going to be a logical step to do these different tie ups, as well as these different businesses?

Saweetie 07:56

The moment I realized it would be a logical step for me is when I was able to take my IP and create a jewelry line. And the jewelry line consisted of icy chains that said the word icy because I'm the Icy Girl—that's my brand—and these chains sold so much that it put me in the 30 Under 30 Forbes list. So once I saw me published in such a respect—respectable, you know, publication, I'm like, you know what, I can do this. I'm selling chains globally, these women actually believe in what I'm doing—

Richard Lui 08:36

You didn't think you could do it even though you had already done it when you were 30 Under 30?

Saweetie 08:40

I always think, I think I could do anything—

Saweetie 08:41

You know when you actually see it materialize, that's when you're like, okay, I'm really putting the work in, and it's actually paying off.

Richard Lui 08:41

Now, we also had a line of hats, right?

Richard Lui 08:41

Yeah—

Saweetie 08:51

Mhmm

Richard Lui 08:51

You have tees, you have money making mamas—mommies—excuse me—

Saweetie 08:55

So money making mommies is actually pre-Saweetie era.

Richard Lui 09:01

Ah, okay.

Saweetie 09:02

When I was in college, I was working four jobs. I was an office assistant. I was coding for one of one of my professors. I was a waitress, and then I was always working for Nike. And I had about five to six classes, give or take a semester, and I was still having fun, and I was like, there's other girls out there who's working just as hard as me, paying off their, you know, college debt, going to school at the same time, paying their bills. What are we? We're money making mommies. So I feel like Money Making Mommies was pre-Icy Girl, but then eventually, you know, became a bigger brand when I became, you know, who I was.

Richard Lui 09:39

So those taught you the lessons for the future?

Saweetie 09:41

Absolutely, it taught me to work hard, and if you're consistent with work—with hard work, you'll be successful.

Richard Lui 09:47

Now, you listed four jobs you had all at once. They don't seem to actually be from the same category. They're all different. And you're doing it at the same time—

Saweetie 09:55

Right, I'm a woman of many lives.

Richard Lui 09:57

Evidently, at the same time, and you're doing that right now today. So, when we look at those, what would you consider your first venture then, of all of those? Was it Money Making Mommies?

Saweetie 10:07

Well, my first, my first venture was bake sales at the church. You know, I was too young to get a job, so I was like, I gotta figure out a way to make my own money. So I would bake, you know, goodies, and then sell them after church. So that was my first experience as a—as a little business woman.

Richard Lui 10:23

What were you baking?

Saweetie 10:24

Cookies, chocolate cakes, strawberry cupcakes. [laughter]

Richard Lui 10:30

I'm a Mrs. Fields kid. That's where I worked out of high school, so I'm liking what you did. Yeah. You have said you've made some financial mistakes—there's a lot of successes, we've discussed some of them so far. Tell us about one of them, and how did it teach you to be stronger and better in your business decisions?

Saweetie 10:47

Well, I think that when it comes to the financial literacy, I think the biggest component of it all is informed decision making and the business team that I initially started with—um, how do I say this without saying it?

Richard Lui 11:04

Well, [laughter] it's only you and me. Nobody will know.

Saweetie 11:10

Let's just say those mistakes made me wiser, you know—

Richard Lui 11:13

Yeah.

Saweetie 11:14

—and I'm really grateful for the team that I have now, because now we have projections. There's debt awareness, there's advice on what I be—what I should be spending my money on, and how much I spent, you know, money on when it comes to, like, shopping, bills, travel, business decisions. And I think that you're only as strong as your team. So I think that when it comes to financial literacy, yes, it's a, it's a very—it's a topic that requires a lot of education, but I think the biggest takeaway is just informed decision making.

Richard Lui 11:44

You know, Saweetie, I was thinking about the way you talk about financial literacy, and I've known others to—that have wanted to dive into it, but you've really lived it, and you definitely feel it—like I can tell, you want to teach the next generation how to understand it in their bones, right?

Saweetie 12:03

Absolutely, you know, because I don't come from money. So when you acquire, you know, a massive amount of wealth, you just want to spend it on everything, because you want to experience, you know, the most out of life. However, you know, those purses, those t-shirts, those bags, those shoes, those go out of style. You know, what can you actually invest in? And I feel like my best investment was myself. During Covid, we were stuck at home, I invested into a content team, a videographer, an editor, a photographer, and through my content online, I was able

to acquire big brand deals like MAC Cosmetics, like McDonald's, like Crocs, because they were able to see the proof of concept that not only was I an artist, but I'm able to influence on a global level.

Richard Lui 12:47

And those who you hire for your business are those that you're trying to also address, right, in your teaching. And as a CEO, what would they say if they were describing you as a business leader? How would they describe you?

Saweetie 13:02

Well, I feel like my approach to that is to be a leader and not a boss. I feel like a boss tells you what to do, but a leader teaches you how to do it. And because I have a sports background, I'm very keen on, you know, teaching people, not always expecting them to know it, but to teach them through it. I like to feel like I'm working with a team, and not like I'm working with people who work for me.

Richard Lui 13:24

You talk about your mom, and she has a very interesting history as well, and it's all in the family, if you will. She is a bit of a video vixen herself. She was in some videos—music videos—Nelly's "Ride Wit Me", right? DMX's "What They Really Want". [laughter] And you put that on your YouTube series—I was watching—I was laughing, because the way your mom talks to you. Tell us about your mom.

Saweetie 13:51

How does she talk to me?

Richard Lui 13:53

She said, "D", and you're like, "don't think that my mom wasn't wearing something like that when she was my age". [laughter]

Saweetie 14:01

You know, she's a very colorful woman, a woman of many lives as well. And because I saw her hustle, because I saw her try to, you know, pursue a career in acting, I think that's what really sparked the interest for me, wanting to get into the industry at a young age.

Richard Lui 14:16

And she always has food on the table for you when you come home.

Saweetie 14:20

Absolutely—you know, I'm Filipino, I love to eat. [laughter]

Richard Lui 14:22

What does she normally have on the table?

Saweetie 14:25

Well, my special request is always sinigang. So sinigang is a very—it's a sweet soup from the Philippines, and it has fish, it has vegetables. But just make sure—

Richard Lui 14:40

You're getting a nod "yes" here in the front row— [laughter]

Saweetie 14:47

Yeah just make sure you don't swallow the bones— [laughter]

Richard Lui 14:48

And I've seen how you and your dad also have a strong bond—in also the influence that he's had on your career. Tell us about that.

Saweetie 14:56

So contrary to what my mother wanted me to do—she wanted me to go to college—my dad was like, "Hey, if you want to be a rapper, you need to stay home and make a mix tape". Fortunately for me, I wanted to venture out into

the world, and, you know, get out of my small town, which is why I went to college. But he's just always been a great teacher—anything, anytime I had a problem in life, anytime I had an aspiration, he's literally like a history teacher, and will just tell me everything that I need to do to either to overcome a challenge or to, you know, get something that I am aspiring to get.

Richard Lui 15:21

If you had one word to describe Dad, what would the one word be?

Saweetie 15:33

[laughter]

Richard Lui 15:35

He won't see this, don't worry.

Saweetie 15:37

How would I describe my dad? He's a pioneer.

Richard Lui 15:40

Pioneer. And what about your mom? What's the one word?

Saweetie 15:43

Hmm, beautiful but deadly.

Richard Lui 15:46

Yeah, I love that, yeah, beautiful. All right. So I was looking at all the brand deals that she has put together, and me and my producer were saying, I don't know if we've seen anybody who has done so many different brand collaborations. And so the ones that I think are really kind of interesting—McDonald's Saweetie 'N Sour—

Saweezie 16:09

Mhmm.

Richard Lui 16:09

—that's, that's great. And she can describe why, by the way, she was working with McDonald's to create this. The other one, Crocs and Hidden Valley Ranch.

Saweezie 16:21

[laughter]

Richard Lui 16:22

I saw the pictures of these. I was gonna we should all be wearing these. But tell us just about those two brand tie ups that you did.

Saweezie 16:28

So I know we're here to discuss, you know, financial literacy, but let's also talk about branding.

Richard Lui 16:32

Yeah.

Saweezie 16:33

In today's day and age, to cut through the noise, in order to have a strong brand, you have to be authentic. Now, what's authentic to my brand? Besides beauty, besides music, besides fashion, I love to eat. So when people come to me with food deals, they genuinely know that if I do this collaboration, I'm going to eat the food, if I like it. And when it comes to McDonald's, after a late night, [laughter] I want a McChicken. I want the—

Richard Lui 16:55

Saweetie 'N Sour—

Saweetie 16:57

—the sweet and sour, yeah. So McDonald's came to me because they knew I genuinely loved their food. I would always go live making a lot of concoctions. So it was a perfect fit.

Richard Lui 17:08

Now the Crocs and Hidden Valley Ranch. [laughter] Now I think it's a white Croc, right?

Saweetie 17:14

Yes.

Richard Lui 17:14

And it has all the different vegetables on the toe?

Saweetie 17:17

I would say that's my most interesting collaboration. And the reason why they picked Ranch is because not only did I go viral for my McDonald's concoctions, but I put Ranch on my spaghetti. So Ranch and Crocs came together, and we created this brand deal.

Richard Lui 17:33

And you've done it across music as well—almost all genres. When you are deciding on these collaborations, what are some of the questions that pass through your mind as you're working with your team?

Saweetie 17:48

Collaborations with other artists?

Richard Lui 17:51

Other brands and artists, yeah.

Saweetie 17:52

Well I have to believe in the brand. Consumers—they're smart. They know if you're faking it for the bag, or faking it just to get the money. But when the brand deal is authentic and when they can see me genuinely loving, you know, what I'm doing at the photo shoot, promoting the product, that's when the business is lucrative. However, if I'm just taking the brand deal and just getting the money—which I have done before, and that was a mistake, and when I did that, I was like, I'm never doing this again, because if I don't love what I'm promoting, then I can't do it.

Richard Lui 18:24

You're also very creative, though, and I think for all those who are leading brands in the room, what would be the lesson about jumping outside of what you think is safe and what's not safe? Because I'm just—again the tie ups, we gave a couple of examples. We wouldn't necessarily think that Saweetie would be doing these kind of brand tie ups. What's the creative lesson or approach that you take to these?

Saweetie 18:47

Well, I would say the business lesson is, if it's not aligned with my morals and values of what I do on a day to day basis for my brand, then I can't do it.

Richard Lui 18:58

Now, you said values, and I was thinking of grandma, Roxanne Harper.

Saweetie 19:03

Yes.

Richard Lui 19:03

And she is a very faithful woman.

Saweezie 19:06

Yes.

Richard Lui 19:08

And you do talk about her very adoringly. In fact, her name Saweezie comes from her grandma, and she used to call you Sweetie Deedee, right?

Saweezie 19:18

[laughter] How did you know that?

Richard Lui 19:19

Is that right? [laughter]

Saweezie 19:21

[laughter] Oh my gosh

Richard Lui 19:22

And so tell us—I just love that relationship that you have with grandma.

Saweezie 19:26

You in the FBI? [laughter]

Richard Lui 19:27

I told you I was just like, so amazed at the stories in you, and all around you. Talk about grandmother—that's kind of cool.

Saweetie 19:36

Well, I love my grandmas.

Richard Lui 19:39

Yeah.

Saweetie 19:39

They're like my best friends, and when it comes to my grandmother, Roxanne, I spent so much time with her. She was a real estate agent, I was her little office assistant. She would get her hair and her nails done every Thursday, I'd go to the hair salon with her. But I just saw someone balance the duality of being—not even the duality—she was, you know, a real estate agent, a preacher, a cook for the whole family, and a fabulous woman. And when I saw her balance all of those things, I was like, that's what I want to be.

Richard Lui 20:11

Yeah, and do check out her Instagram [laughter], when you get a quiet moment, alright, and you need some soul searching. You know, I want to move to—and she's also, was she a former Miss Black Nebraska as well?

Saweetie 20:25

Yes, mmmm.

Richard Lui 20:26

Okay, we see where you where you get it from, right?

Saweetie 20:28

Ah thank you.

Richard Lui 20:29

Grandma Harper, that's fantastic. Now she also said—and I want to go to her real estate brand and her business. She mentions—and you've brought this up in the past—seven streams of income? What is that?

Saweetie 20:41

Seven streams of income to live the life that you want.

Richard Lui 20:44

Yeah.

Saweetie 20:45

She always talks about diversifying, you know, your interests and your talents, just so that you have seven streams to have the foundation for the life that you achieve to have.

Richard Lui 20:53

She is, yeah, she'd be, should be writing a book.

Saweetie 20:57

Yeah, she's, she's the money maker.

Richard Lui 20:58

Yeah—and so you've really applied that in your business then, because you have various interests, as well as platforms, and as we already discussed, seven streams and even more. Who else have been mentors to you, other than grandma and family, mom and dad? Who have you looked to and say, "Wow, that's that's what I want to be", or "they're teaching me something"?

Saweetie 21:20

You've named it.

Richard Lui 21:21

That's it?

Saweetie 21:22

You've named it. I get a lot of great advice from my parents and from my grandmother, and because I know it's coming from, you know, a good place. I like to take that and apply it to my life—the advice that they give me.

Richard Lui 21:38

Your core team—all black women—and there's a reason as to why it's that way. How has that helped your business? Why are those choices that you made? Was that a conscious choice, and why?

Saweetie 21:52

My team is actually very diverse at the moment—I think diversity is really important. I feel like when women come from all walks of life, they have different teachings to give you. And I like to be taught. I feel like the more I acquire knowledge, the wiser I get. So as long as I have a team around me that can teach me things and help me grow into the woman that I achieve to be, that's what's important to me.

Richard Lui 22:16

All right, I want to get into the Saweetie dictionary. I'm just gonna toss out the word and if you could explain what it is. So all of you have to now—you'll have some lingo to use for tonight's dinner [laughter] and throughout the rest of the Milken Asia Summit. I want to hear it on stage. "Icy"— what is icy?

Saweetie 22:35

Icy. She's an ambitious and fabulous girl.

Richard Lui 22:42

Ambitious, focused, fabulous.

Sawetie 22:45

Yes, out there, you know, hustling. She's the icy girl.

Richard Lui 22:48

All right, so that's one word we can—money—we talked about earlier—Money Making Mommies.

Sawetie 22:55

The—oof, that's a good one. Money Making Mommy is the big sister, the Icy Girl. She's like the first, you know, daughter of the family.

Richard Lui 23:03

The leader.

Sawetie 23:04

The leader.

Richard Lui 23:05

Ah, the teacher-leader. "Tap in".

Sawetie 23:08

Tap in—joining the conversation, seeing what's going on.

Richard Lui 23:11

Get in. [laughter] So, there we have it—alright for the rest of the summit—"Icy", "Money Making Mommies"—I do want to hear somebody say that—and "tap in". And I think that tapping is, I think, the most—

Saweetie 23:22

You forgot my most famous one, though.

Richard Lui 23:24

What's that?

Saweetie 23:24

I know that's right. [laughter]

Richard Lui 23:26

[laughter] I tried—I was trying to do my best here. I want to move to that last one—Money Making Mommies—catchy slogan—and the foundation, and you decide to start Icy Baby Foundation, and one of the missions that are aligned with that is financial literacy. Talk about how that conversation happened with your team—we should consider starting this, this is an important objective.

Saweetie 23:58

So the conversation actually came from my grandmother. I would come to her with all my financial problems, and I'm just like, "Why do I keep making these same mistakes?" And she's like, "Baby, you need to learn your financial literacy". So it was actually her mission and her passion that she's been, you know, actively teaching in, you know, lower income communities. And through her teachings, I've been able to, you know, apply them to my life. And I think that it's imperative that we teach the generations to come after us about this topic that's, you know, it's big enough to tackle; however, as long as you have the right team around you'll be able to make the best informed decisions, because that's what it comes down to.

Richard Lui 24:44

And what's been the reaction to your message about financial literacy? What is the most common response that you've heard?

Saweetie 24:53

Well, interestingly, the little kids were excited.

Richard Lui 24:56

Oh, really?

Saweetie 24:56

Yeah, my grandmother was teaching—I forget which platform it was on, but it was like a Zoom—and every Saturday, she would teach about 30 to 40, you know, kids that range between the ages of, like, eight and 12, and they were genuinely excited, because they were—they wanted to figure out how to acquire and how to maintain, you know, wealth.

Richard Lui 25:18

Do they say, "Well why Saweetie's voice?" And why is your voice the right voice to help those that need to understand these important decisions that start very early in life—which you've really underlined in our conversation so far, yet get to this early in life, the more you learn, the better you'll be later on. Why are you, do you think, a good voice to share this message?

Saweetie 25:41

You know, that's a good question. Am I the right voice? I feel like that's the listener to—I think that's for the listener to determine. However, before—because I've made so many mistakes, I think that I can teach through the lessons that I've made, so that, you know, the next person doesn't make the same, you know, [inaudible] mistake.

Richard Lui 25:59

Yeah, I think it's—isn't it—if people find it unexpected, then that maybe is the right messenger.

Saweetie 26:06

And I think that it's important for kids who look like me to hear it from me, because then they know that, that there's someone in their corner who believes in them, and who believes that they can, you know, achieve everything that they want to achieve, and then once they do that, how to manage their money.

Richard Lui 26:24

So when you get asked this question about your background—you're mixed, half Asian, half Black, mixed with Filipino and Chinese. You get this question probably a lot, and some don't like answering, some do like answering it—when you get asked that, what's your typical response when they say, "So, what's your background?"

Saweezie 26:48

I'm proud of my heritage. It makes me the woman I am today. And I believe as a little girl, I was able to be immersed into two different worlds, and it made me appreciate and respect the duality of not just one side of the family, but both sides of my family. I think it opened my eyes about the world at an early age, you know. I didn't believe that there was, like one morals of values that you should respect, but there's two. And then through those lessons, I was able to, you know, know that although two cultures may be different, you can respect them.

Richard Lui 27:28

You know, it's really interesting. I was thinking of one of my mentors, Paula Madison, who's a former Executive Vice President over at NBC Universal, and she's Black and Chinese, and she always says, "Richard, it's important that we focus on our mixed community. They are our ambassadors. They are our bridges that we need to build". And she's very passionate about that. Is she—Is that going too far? Because that's a lot of obligation for those then—you have a bridge across three different groups.

Saweezie 27:58

I think it creates purpose, and purpose is important, because life is about purpose. And I'm very happy to be a representative of those three different platforms and to be a combination of all those three. Because the world is complicated, but through merging with one another, we can teach each other on how to make life easier.

Richard Lui 28:20

And I see in the discussion we've had so far, in your career, you're a bridge builder—

Richard Lui 28:26

—across things that we wouldn't think would be together, they're together. And so financial literacy, as we were just talking about—one of those. In 10 years, where do you see your brand? Where do you see your business ventures in 10 years?

Saweetie 28:26

Absolutely.

Saweetie 28:46

You know, in 10 years, I would think about, you know, materialistic accomplishments, but when it comes down to it, my goal is to have a brand that teaches people how to live an easier, more educated life. Because infrastructure is really important. So if I can teach as much about what I've done, so that people can apply it to their life and however they want to interpret it, that's what's important to me, to inspire those who come after me to create a better foundation for themselves.

Richard Lui 29:22

So, as I was looking through all of your social media and your series and your video, the one thing that always happens is that you smile a lot.

Saweetie 29:33

[laughter] Don't we all smile a lot?

Richard Lui 29:37

Yeah, you smile a lot. [inaudible] if that's weird or not, but I thought that that stood out in that you have—you always find a moment right with your team, your BTS videos, everything that's—it's not—I think it's more than normal that you—it's—you do smile a lot. And do people say that? That you do smile a lot?

Saweetie 29:59

I like to have a good time.

Richard Lui 30:00

Yeah, you do. You're a happy individual, I guess is what I'm saying. You're really trying to bring it out in your team by smiling.

Saweetie 30:07

You know, I read a lot of self help books, and emotions are a choice. So if I can be happy, I choose to be happy.

Richard Lui 30:13

Yeah, everybody laughed when I said, "You smile a lot". [laughter] Why was that strange? [laughter] I mean, I'm a journalist, this is what I do. I'm looking through everything, I was like she's, she's smiley, and I think that's really great, because I smiled, actually. It was like—I was watching, and I really enjoyed. Okay, we're now going to do something that—they're "boffums". A list, and you have to pick which is your favorite, and you can answer. McDonald's collabs or Crocs collabs—

Saweetie 30:39

We have to break down "boffum".

Richard Lui 30:40

Oh, that's what [inaudible] okay.

Saweetie 30:42

So "boffum" is one of my singles that just came out, and it's a condensed version of "both of them".

Richard Lui 30:48

Yeah.

Saweetie 30:49

Instead of saying "both of them", you say both "boffum". [laughter]

Richard Lui 30:53

So you got another word you get to use throughout the Summit.

Saweetie 30:55

That's some more lingo.

Richard Lui 30:56

Yeah. So McDonald's collab or Crocs collab?

Saweetie 30:58

Boffum.

Richard Lui 30:59

Grammy on the shelf or Forbes cover on the wall?

Saweetie 31:02

Boffum.

Richard Lui 31:03

Grandma's seven streams of income or mom's tiger mom hustle?

Saweetie 31:06

Boffum.

Richard Lui 31:07

Financial literacy lessons or a million dollar brand deals?

Saweezie 31:09

Boffum. [laughter]

Richard Lui 31:09

Ladies and gentlemen, Saweezie. [laughter] [applause] That was fun right?

Saweezie 31:10

That was fun, that was fun.

Richard Lui 31:14

Thank you so much.

Saweezie 31:16

Thank you.

Richard Lui 31:17

You're awesome.

Saweezie 31:17

Thank you.

Richard Lui 31:20

All right.

Saweezie 31:21

Thank you, everyone.

Richard Lui 31:23

Oh, sweetie, it's one more picture.

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