

# [Podcast Episode 102 - Creating Experiences and the Lessons of Customer-Centric Business with Ed Vincent of FestivalPass](#)

Ed Vincent founder of [Festival Pass](#), the world's first festival and live events subscription service providing access to music, film, food and wine, and tech and innovation. We explore how to create positive experiences in both business and life and the benefits of being absolutely focused on customer experience. Ed shares great insights into how the Festival Pass program was designed, the challenges of past experiences, and great lessons for founders and business builders in our discussion.

Visit [Festival Pass to see the events](#) you can experience yourself and big thanks to Ed for such a deep and interesting conversation that provides strong lessons and learnings for anyone in business.

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