



Sean Iddings

Immersion Factory LLC

As the second week of our top 50 microcap investors list kicks off, we encourage our subscribers to contact us with managers potentially suited for this list. For this week's feature, we are excited to introduce Sean Iddings, owner and operator of Immersion Factory LLC. Immersion is a real estate photography service that creates interactive floorplans and virtual walkthroughs in order to assist landlords and real estate agents. Before the firm's founding, Sean possessed a rather unconventional background. He immersed himself in his studies at Berklee College of Music from 2006 to 2010, earning a bachelor's degree in music therapy upon completion. For those unfamiliar with jazz, woodshedding is "to sequester oneself and dig hard into the mechanics of music." Sean offers this type of in-depth analysis on his blog, "[The Woodshedd](#)," where he discusses business execution, investing, leadership, music, and more. Additionally, he undertook an initiative that included cowriting "the Intelligent Fanatics books ([#1](#) & [#2](#))" alongside Ian Cassel.

Arguably one of Sean's most impressive achievements involved his initial purchase and holding of [XPEL](#) since 2014. When reflecting on his worst investment decisions, surprisingly the situations did not involve permanent loss of capital. Sean's most notable regrets consisted of omissions rather than commissions, or his failures to allocate more capital toward his best ideas. Ultimately, Sean recognizes investing is both an art and a science and weighs the attractiveness of an investment against the available opportunities at the time. If you are interested in learning more about Sean's [XPEL](#) journey, you can uncover some of his older posts as a former managing member of Unconventional Capital Wisdom [here](#). We take great pride in discovering and integrating managers, like Sean, who have achieved strong track records with unique backgrounds into our network. As a result, we look forward with great anticipation to sharing next week's feature.

P.S. Occasionally Sean shares investment ideas via social media. Feel free to check out his twitter [here](#).