

What it Takes to be a Successful Female Entrepreneur

A Marketing Smarts Moment

with Jill Morenz, CEO and President of Aviatra



- What are the biggest challenges you feel female entrepreneurs are currently facing and how are they overcoming them?
 - Funding: Difference in funding when it comes to gender.
 - Imposter syndrome: Importance of connecting with other women entrepreneurs. Builds confidence by seeing others 'like you' around you, gives a sense of belonging.
- Where do you see female entrepreneurs get stuck?
 - Different pathways: Resources and programs for each stage. The needs are very different.
 - Getting started: 'The 3 I's' Inspiration, Ideation, Implementation
 - New Business: Where should the energy be focused? How to work smarter, not harder.
 - 3 Essential types of connections: Connections to experts (social media, bookkeeping, etc), Connection to funding sources (lenders, granters, investors, customers), Connection to other entrepreneurs.
 - Ready to grow: Assets, people, money
- Are there certain themes or characteristics that are consistent with the ones that are successful?
 - Need to have a connection with what you're doing.
 - Taking advantage of the resources that are available.
 - Gathering a community around yourself.
- What advantages do you feel female entrepreneurs have over their male counterparts?
 - Female perseverance to be seen, heard, have power.
 - Abundance mindset vs scarcity mindset.
 - Tendency to gather with other women (community).