

Felicity Wegemund

Last Wishes



“The WiRE Program is an excellent place for women in rural areas to gather the tools to create a successful business”

YOU AND YOUR VENTURE

What words would describe you as a person?

Adventurous Imaginative Personable

Describe how you would pitch your venture

The online after life organiser for everything your loved ones will need in the event of your death

What is your service or product?

Free App. Freemium business model

What is the structure of your venture?

Solo

What type of venture do you have?

App

Does your venture reach local/national/international markets/audiences?

Worldwide



IDENTITY

In one word, characterise your life as an entrepreneur (why this particular word)?

Exciting – venturing into new worlds

What does success mean to you?

Enough money to be financially independent

What is your favourite aspect of being an entrepreneur?

Working remotely or at home

MOTIVATION / MINDSET

What mindset(s) helps make you successful?

Pebbles and big rock principles

What ignited the spark in you to start a new business venture or to make significant changes in an existing business?

Seeing a need to help alleviate the angst caused when someone passes

How do you conquer those moments of doubt that so often stifle or trip or stop so many entrepreneurs with great ideas... what pushes you through?

Self-determination

What is your favourite quote?

Puff your chest out and get on with it



VISION

What is your vision for your venture?

Global with partnerships

SELF-EFFICACY AND SKILLS

To what do you attribute your success in progressing your entrepreneurial journey?

Learning and asking for help

What would you say are the top three skills needed to be a successful entrepreneur?

- Organisation
- Innovation
- Inspiration

What was your biggest mistake in an entrepreneurial context?

Doing it on my own

What was the biggest barrier you faced in your entrepreneurial journey and how did you overcome it?

Money wrangling – without the R & D tax incentive I would not have been able to get this far

What sacrifices have you had to make to be a successful entrepreneur?

Money / Time

In your view what factors help individuals make the transition to self-employment?

Solid business plan



STRATEGY

What would you say are the top three key elements for starting your business?

- Innovation
- Determination
- Vision

What has been your most successful form(s) of marketing?

Social Media Facebook Instagram

What are your thoughts on the value of partnerships?

The more I learn the greater I think the value

Where did your venture funding/capital come from?

Bootstrapped and R & D tax incentive

What creative strategies did you use to execute on minimal cash flow?

Social Media Mail Chimp

What habits helped make you successful?

A 'one day at a time' mindset

What are your top two tools that you use in your venture (i.e. online tools)

- Facebook
- Instagram

Do you want to grow your business? How will you do this?

Yes, I would like to have a successful global website and app

How do you stay motivated when things get busy with family and other things?

Break everything down to pebbles and take one day at a time



NETWORKS

To what extent do you agree with the following statement and why?

“The connections and networks that exist between people and enabled cooperation is one of the most important things in entrepreneurship”

Without talking to others and building networks you can not grow. You never know how people are able to assist you, and what you can learn from them.

What kinds of networks do you access to help your entrepreneurial journey?

Local business hubs and women’s entrepreneurial information

Do you have a mentor? If so, how have they helped you? If not, was that a conscious choice?

Not as yet

IMPACT OF THE WiRE PROGRAM

Why did you decide to participate in the WiRE Program?

A safe, and achievable program

In what aspects of the WiRE Program have you participated in so far?

Online course

What knowledge/skills have you acquired?

Able to break tasks down to pebbles, prioritising and organising

How useful were these skills in developing your venture and/or your future career?

Very useful. Whenever I get overwhelmed I go back to the pebbles principle.

What has been the impact of the WiRE Program?

(on both you personally and your venture)

Meeting like-minded women and seeing that I am not alone in venturing into being a successful entrepreneur

To what extent has the WiRE Program impacted upon you starting a venture? Have you started a venture as a direct result of your participation in the WiRE Program? If it has impacted on you starting a venture, have you registered an ABN?

I had already started on my venture before doing the WiRE Program. It gave me validation.

If you have started a venture, what do you think are the chances of business/ventures survival?

It will fail if I give up. So I can't give up.

If you had a business/venture when you started engaging in the WiRE Program, have you grown your venture or scaled it up as a result of the WiRE Program? If yes, please explain your answer (both in terms of the dollar value of the total enterprise as well as the scale-up value, or/and increase in sales or growth in customer numbers) (whichever applies)

My client base has doubled since doing the WiRE Program. It gave me the confidence to initiate a client mail out in order to increase downloads.

If you did have a business/venture when you started engaging in the WiRE Program, what has been the impact of the WiRE Program on the sustainability of business/venture?

Helps to keep me motivated knowing that I am not alone

How appropriate are the skills to you which are delivered by the WiRE Program?

Very appropriate

To what extent have you applied the skills/knowledge learnt through the WiRE Program?

It helped in learning the language of small business as to be able to communicate more effectively

To what extent has the WiRE Program helped with the facilitation of emotional support for your entrepreneurial journey? Why?

I follow a couple of the women via Facebook and its nice to see their journeys

If relevant, have you influenced someone else through your WiRE experience to start or grow a venture? "Passing it on"

Yes, I recommended it through my local chamber of commerce.

Name the biggest overall lesson you have learnt in your entrepreneurial journey so far that could be passed on to other women

I think if I was to do it all again, I wouldn't have been in such a hurry to get my app on the market. I really could have done with a business plan and general tech knowledge before hand. I have certainly learnt a lot.

Where to find you online

Lastwishesapp.com
Facebook
Instagram
Twitter

Please share some final thoughts about the WiRE Program

The WiRE Program is an excellent place for women in rural areas to gather the tools to create a successful business. The ability to be able to sit in your home and have weekly meetings rather than travel into a city helps those isolated. Women have great ideas and this program helps facilitate them.

- Felicity Wedgemund -