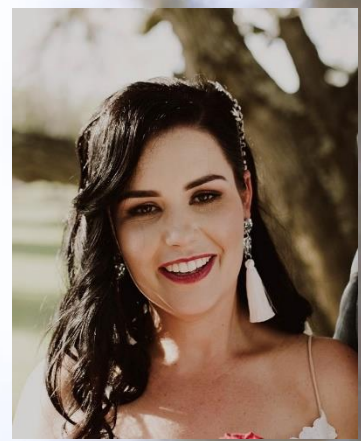


Katie Smith

Olive

'The Typsy Gypsy' - Marry Me Events



"The WiRE Hub program provided me with the essential knowledge to successfully launch Olive into an existing market"

YOU AND YOUR VENTURE

What words would describe you as a person?

Driven, Passionate, Entrepreneur

Describe how you would pitch your venture

Olive delivers one of a kind events that are styled to you and your event. What's more, Olive is double the value at half the price tag!

At what stage is your venture?

Launch Stage - We launched Olive to the market on 23 March 2019. I am in the process of organising an official launch in the near future.

What is your service or product?

- Bar Hire (Dry or Wet Hire)
- Additional event hire items – lounges, games, festoon lighting etc
- Responsible service of alcohol
- Event planning and coordination
- Styling

What is the structure of your venture?

Partnership with my husband

What type of venture do you have?

Event hire, planning, styling and coordination

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

Our services can only be delivered (most affordable) typically within the South East Queensland region. We do know however that our social media content reaches a worldwide audience.

IDENTITY

In one word, characterise your life as an entrepreneur

Fulfilling

What does success mean to you?

Being known as a reliable leader in the industry and community as an innovator and someone who creates and delivers one of a kind events

What is your favourite aspect of being an entrepreneur?

Delivering a unique event that the client / couple did not feel that they could achieve for their event, budget and location

MOTIVATION / MINDSET

What mindset(s) helps make you successful?

A growth mindset:

- continue attacking a challenge despite setbacks
- learn from others within the region and industry

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

- Limited innovative and unique products in the local region
- Adding a product/service to our collection that is affordable and achievable for our clients
- To continue offering products with a WOW factor for our clients guests
- Marry Me Events clients providing positive feedback on our one of a kind collection and the value we add to events in the region and the region overall

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?

- Reaching out for guidance in the opportunity crunch in the WIRE Program
- Talking through the doubt with my personal support network
- Self care
- Read through feedback from clients
- Review my social media platforms – visual representation of what we are delivering and our point of difference that is unique to the market
- The difference we know that we are making to our clients vision for their event

What is your favourite quote?

I have so many but this one is my favourite at the moment – ‘Simplicity is the ultimate sophistication’ Leonardo da Vinci



VISION

What is your vision for your venture?

To deliver one of a kind events, styled to the client's events that are double the value at half the price tag

SELF-EFFICACY AND SKILLS

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

My internal drive – to succeed, offer unique products, to influence others and to be an industry leader - and, ultimately my drive to turn my business into a profitable journey that allows me to be my own boss.

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

- A growth mindset
- Passion
- Ability to listen

What was your biggest mistake in an entrepreneurial context?

Jumping to the *what* and not identifying the *why*.

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

Remaining focused on what matters and removing the distracting elements that I have encountered along the journey

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

Time with friends, family and events of interest to oversee the construction and launch of Olive

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

- Patience
- Determination
- Clear identification and focus on the ventures 'Why'
- A growth mindset



STRATEGY

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

- Knowing your 'Why'
- Knowing and understanding your avatars
- A growth mindset

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

Social media

What are your thoughts on the value of partnerships?

Partnerships with like-minded entrepreneurs are a vital tool to assist in –

- Building on your strategies to gain the trust of your avatars
- Form referral relationships
- Build a community with like minded people - this gig can be quite lonely at times

Where did your venture funding/capital come from?

Personal

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

- Using cheaper yet reliable alternative products to create a WOW factor in Olive's design – the chamfer timber board feature is one example
- Painted the white wall onto the tyres as opposed to purchase white wall tyres
- Using Marry Me's décor in the styling

What habits helped make you successful?

- Finishing a task prior to moving onto the next
- Holding tradesman accountable to the brief/quote etc

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

- Social media funnels
- Instagram stories

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

Yes, through:

- Building an online community to funnel potential clients
- Online promotion, expos
- Referral partners, collaborations etc

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

- My commitment to a same day turn around on client queries
- I'm one of those people that gets things completed despite being busy – I always find a way to make it work
- My clients positive feedback always keep me motivated to help others

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"

I agree – without a supportive network or community of like- minded individuals personal and business growth is limited. These networks promote the sharing of ideas, personal development, creative growth and collaboration.

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

- Local group of small business owners in the creative industry
- Online personal development courses and influencers with a network focus
- Forming collaborations with other creatives

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

No – I am in the process of finding a mentor

IMPACT OF THE WiRE PROGRAM

Why did you decide to participate in the WiRE Program?

I loved the community concept and the Program's mission and structure

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

Weekly meetings, one on one sessions with Tara

What knowledge/skills have you acquired?

- The lifecycle of a business
- The skill of defining your why

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

It provided me with a clearer vision of my venture and has made my message clearer when communicating Olive to others.

What has been the impact of the WiRE Program?

(on both you personally and your venture)

This question is quite hard to summarise. The WIRE Hub Program has given me a clearer direction on the steps I need to focus on to define and launch my product into an existing market.

Personally, it has improved my confidence and illustrated the importance of self-care and building a support network of like-minded people.

What benefits have you derived by participating in the program?

- Clearer processes to launch my product into an existing market
- Growth – personal and business
- Access to a supportive group of ladies

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 my venture prior to the Wire Hub.

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)


We have successfully launched Olive as a result of the Wire Hub. We received bookings throughout her construction and several more since her dry launch at a wedding expo last weekend!

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

Very important – without these skills we would not successfully launch and grow a business. More so, we would not clearly understand or define the purpose or ‘Why’ of our venture.

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

High – each week I set out my tasks to be completed in line with the new content that we learn from Tara each week.



To what extent has the WiRE Program helped you to develop strong ties between yourself and other women entrepreneurs? Why?

High – I'm sure I have developed life long friends with a lot of the ladies and helped inspire them as they have me.

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

High – this specifically has been greatly appreciated. I actually used this topic for my opportunity crunch and it was rewarding to hear that my feelings were normal and the positive feedback I received from the ladies on my venture was so uplifting.

To what extent has the WiRE Program helped you to get to know and network with women from different backgrounds, for example different socioeconomic status, age, generation etc?

High – I have met ladies from all age groups and backgrounds. It has been very rewarding to learn and grow with them and watch their ventures transform.

To what extent has the WiRE Program enhanced your ability to link with other entrepreneurs and agencies outside the WiRE community that could benefit your entrepreneurial journey?


This is a work in progress area for me. I haven't had time to focus on this area throughout the process, so my next immediate goal is to link up with a mentor and supportive community of like-minded people to continue to grow.

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

Yes – we have received messages from other vendors building caravan bars seeking support and guidance. We have also inspired other people to start actioning their dreams into their long awaited reality.

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

It is ok and normal to feel lost, lonely and at times distracted. The journey takes time and a growth mindset. The most important lesson though is recognising these thoughts and feelings and reaching out for clarity, support and guidance.



Where to find you online

Website - marrymeevents.net

Facebook – @olivecaravanbar

Instagram – @olive_mobile_caravan

Please share some final thoughts about the WiRE Program

The WIRE Hub Program has provided me with the essential knowledge to successfully launch Olive into an existing market. In moments of uncertainty and distraction it has provided me with direction. It has equipped me with the support and guidance I needed to ride the entrepreneurial journey and for that I will be forever grateful.

- *Katie Smith* -