

Kym Breeze

- CoconnectHER
- Crea8ive



“WiRE helped me ‘catch up’ to the entrepreneurial mindset”

YOU AND YOUR VENTURE

What words would describe you as a person?

I am an introvert that has learned to be an extrovert. Creative, passionate, empathetic, visionary, a dreamer who takes action when she feels supported. Sometimes scared and at times I feel quite alone. I love connection with others and I am grateful for the true friends I have.

Describe how you would pitch your venture

Hello everyone, my name is Kym and I am Crea8ive, full of ideas and passion to change the world. I connect people with people, I inspire them and I believe together is better. CoconnectHER is the start-up business I pitched and now work on as part of a team. At CoconnectHER we are removing the stigma of failure for mature women in the baby boomer demographic around their financial risks of homelessness and educating them that co-sharing is a new way of creating a safe and secure life for themselves and others as they age. CoconnectHER is ending isolation amongst these women, which also reduces the burden on our Health System, our Welfare System and on us as a community. We are bringing awareness to all Australians that the face of homelessness is changing and it could be someone close to you that is at risk. By Coconnecting women, they take control and make the changes for a better future.

At what stage is your venture?

We are active and open for business while still developing our systems fully.

What is your service or product?

At CoconnectHER we provide a simple to use online platform that is manned by humans, data is gathered to match like-minded women to share homes and get busy living a full life.

What is the structure of your venture?

CoconnectHER: Company with a strong Community and Social Enterprise focus
Crea8ive: Sole trader

What type of venture do you have?

Art workshops

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

CoconnectHER: National and local
Crea8ive: Local



IDENTITY

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

Frustrating - It never happens as fast as you picture it

What does success mean to you?

Helping others become all they can be, and financial security

What is your favourite aspect of being an entrepreneur?

Freedom of choice

MOTIVATION / MINDSET

What mindset(s) helps make you successful?

Fear - that life will stay as it is if I don't make/inspire changes for myself and others

Action based - daily steps to creating goals into reality

Positive - belief in mine and others abilities to be the change makers

Desire - to enjoy a fuller life and experience new adventures

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

Realisation, a reality check, knowing that I was not alone and that I had a voice/message others were interested/needed to hear. Letting go of my pride and speaking my truth to reach those who need it

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?

I write a list of my Why's for starting the business, focus on those - I meditate and visualise the successful results and I push through because I believe what we have to offer will help many, as well as create a sound financial future for myself and my team mates

What is your favourite quote?

"Those that Mind don't matter and Those that Matter don't mind" Dr Seuss

VISION

What is your vision for your venture

To empower women to make changes now to live a full and healthy life through coconnecting and financial education

A person wearing a hat is looking up at a bright, cloudy sky. The image is slightly blurred, focusing on the text overlay.

SELF-EFFICACY AND SKILLS

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

Resilience, dedication to making changes, listening to customer feedback

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

Communication – Focus - Flexibility

What was your biggest mistake in an entrepreneurial context?

Selling a good business too soon based on emotional responses to circumstances

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

Lack of finances - wrote a detailed financial projection plan and applied for a bank loan

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

Time with family and friends

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

A good business plan (facts and goals) backed with courage - Starting your idea as a side project while maintaining your day job

STRATEGY

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

Trusting you can do “it” better (whatever “it” is for you) – Passion - Due diligence (research and a good plan) (and being able to think on your feet and change that plan if needed)

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

Word of Mouth for all my past and current businesses

Give your customer what they want, then sell them what they need = happy customer.

Apply the 20/80 Rule, 80% of your business comes from 20% of your customers - A happy customer will sell you/your business faster than you can

What are your thoughts on the value of partnerships?

Be careful. Choose wisely based on facts and not your heart. Sometimes you don't get to choose (start-up) so you need to learn to let go of your own agenda and work towards the bigger picture, (for the greater good) not easy yet worth it

Where did your venture funding/capital come from?

The 3 members of the team are funding our venture to date. We will look into funding to develop automated systems down the track

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

Part-time work (paid employment) - Started art workshops on weekends

What habits helped make you successful?

Daily lists of tasks - set my alarm an hour earlier of a morning - reading my goals morning and night - my Vision board - a strong conviction that the venture will work and help others

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

Facebook for both ventures for reaching target markets
Eventbrite for my art workshops
Website for CoconnectHER - Email lists

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

CoconnectHER growth: Collaborations
Crea8ive: Online workshops via website

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

Focus – on my “Why’s”

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”

Very True. This is not a journey you can do alone. I have tried and stalled. You need the connections and networks to hold you accountable, to celebrate successes, to console the failures and networks to expand your opportunities and get out of your own head.

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

Complementary businesses - Community groups

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

Yes - I have 2 - Both successful female entrepreneurs. They have both helped in the following areas - Mindset and processes and holding me accountable

IMPACT OF THE WiRE PROGRAM

Why did you decide to participate in the WiRE Program?

Support - and to re-focus on my goals and dreams of running a successful business/enterprise and be financially secure

What knowledge have you acquired?

New outlook on entrepreneurship, break down of a business plan and the new language used in the small business world - Ex Start-ups

What skills were developed?

Communication – presenting workshop via video

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

Very useful

What has been the impact of the WiRE Program?

(on both you personally and your venture)

Support from the mentors and my peers on the program - Network building and expanding my own personal views by sharing with so many women who all want to be part of a new world of financial independence for women while adding value to our communities

What benefits have you derived by participating in the program?

A deepening of friendships, knowing there are women who have my “back” - Focus

To what extent has the WiRE Program affected your attitudes to entrepreneurship or employment more generally?

I have always believed in “small business” starting my first at 23 years of age (some time ago) WiRE helped me “catch up” to the entrepreneurial mindset and realise that I still have opportunities to create successful enterprises and not limit myself to one line of income/business.

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

Very good for both ventures with the opportunity of expansion of each into online education and training and further workshops

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)

Crea8ive – Yes – developed workshops for my art to generate income while developing original art for other projects. This has generated consistent income, improved my customer base and grown the client data base

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 the business/venture?

The impact is that I changed my mindset on what my art business “should” be to what it can be. It is now separated into two sections, one of which has increased the sustainability of the business (workshops)

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

I have used these skills daily - goal setting - breaking down major goals into pebbles etc

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


During the online program connections were made with like-minded women who were able to give that support. This did wane after the completion of the program, although conversations continue so the connections are still there to build on

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?

It has been very helpful and introduced me to many women I would never have connected with across a wide demographic

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?

It has expanded my network of entrepreneurs and given me introductions to outside agencies which will benefit my entrepreneurial journey



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

Exercise your “success muscle” in times of doubt. If you have been successful in any area of your life in the past, you already know how to do this (to be a successful entrepreneur). You really have to trust yourself fully as no one else can see your vision, not family, not friends. If you have done your due diligence and have your facts in hand, trust and back yourself and surround yourself with other women on the same path

Where to find you online

CoconnectHER.com

Facebook – CoconnectHER

Kym Breeze Crea8ive Facebook Website coming... Crea8ive.com.au

Please share some final thoughts about the WiRE Program

Participating in the WiRE Program reinforced the skill set I had. It gave me confidence to take action and ask for help when I needed it from women in my network. It has given me freedom to follow my dreams.

- *Kym Breeze* -