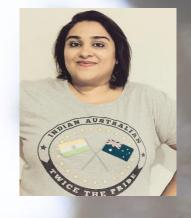


### Richa Joshi

#### **Dual Nation**



"I believe that the WiRE Program can revitalise a region, where entrepreneurship becomes the backbone of the community"

#### YOU AND YOUR VENTURE

#### What words would describe you as a person?

Confident, Adaptable, Leader, Change maker

#### Describe your venture

Dual Nation is a print on demand retail business, that hopes to give all 'hyphenated' lineage individuals, and families a chance to celebrate their pride without having to weigh one country's love over the other.

#### At what stage is your venture?

Start up

#### What is your service or product?

2 flag, 3 flag and fully customised 4 and 5 flag designs, showcased on tee shirts for kids, adults and also baby rompers. Designs are also seen on aprons, mugs, and soon coasters, luggage tags, and tote bags.

#### What is the structure of your venture?

Solo

#### What type of venture do you have?

Print on demand, retail

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

Local, and national at this point in time

If your venture is not reaching an international market, do you wish to extend your venture to do so?

Yes, I would love to have an international reach.

#### **IDENTITY**

#### In one word, characterise your life as an entrepreneur

(Why this particular word?)

Hopeful: Hopeful because it is geared towards giving a voice to those who want to celebrate their mixed heritage, with pride, with respect, with wit and immense love.

#### What does success mean to you?

Success to me means acceptability, tolerance and giving confidence to those who want to have role models, and higher reaching goals.

#### What is your favourite aspect of being an entrepreneur?

The chance to give someone hope, pride and respect

#### **MOTIVATION / MINDSET**

#### What mindset(s) helps make you successful?

Positivity, anchored in a firm belief that this is a much needed movement

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

I am a migrant, and I interact daily with people who are multinationals – yet they feel either shame or fear of proclaiming their mixed heritage; and love – for 1) the country of their (and/or family's) birth, and for 2) the country they call home – equally.

## 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?

A good cry, along with sharing with a trusted friend helps a lot – however – a revisit to my 'why' gives me impetus to carry on.

#### What is your favourite quote?

"What good is an idea if it remains an idea. Try. Experiment. Iterate. Fail. Try Again. Change the World" – Simon Sinek

#### VISION

#### What is your vision for your venture

I'd like to be at a stage where Dual Nation is a national, if not an international movement which sparks debate about acceptance, tolerance, pride for everyone, where ever they are from.

#### **SELF-EFFICACY AND SKILLS**

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

The ability to learn something new, to step out of my comfort zone and to lead by example

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

Resilience, positive mindset and the ability to take the first step

#### What was your biggest mistake in an entrepreneurial context?

Not having enough capital to scale up

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

My biggest barrier has been getting the idea of Dual Nation to people/groups in Australia so they know it exists. I am still working on this aspect, however I started by understanding 'how' I could reach them – using social media, using email systems, using contact bases etc.

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

Sleep deprivation, along with counting each cent made constantly has been a sacrifice. This has been coupled with hours of hard, repetitive work that has kept me away from social engagements and family time.

#### In your view what factors help individuals make the transition to selfemployment?

A rock solid belief in who they are, and what they are about to do helps solidify the decision-making process. A big factor is support from ones' family/ trusted partners – however, the biggest factor is having a clear business plan which details all aspects of a business.

#### **STRATEGY**

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

An idea - confidence in the business plan - and foresight to adapt

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

Social Media – specifically Facebook

#### What are your thoughts on the value of partnerships?

Very much needed, as it divides the load of both the highs and lows, along with a complement of core skills to bring a more rounded product/service

#### Where did your venture funding/capital come from?

My husband had to take a personal loan

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

Outsourcing the printing, and drop shipping. Advertising organically, and learning as much as possible to keep from outsourcing different aspects

#### What habits helped make you successful?

Making lists the night before, ticking them off, and keeping an updated calendar. Listening to what others are saying, incorporating what I can

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

I use Canva for ads/posts/covers etc, and Animotica for videos

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

Yes, I'd like to grow my business. I plan to do the same by partnering with community organisations so they will co-brand with Dual Nation as part of their Diversity and Inclusiveness programs.

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

I revisit the base reasons I have for owning Dual Nation.

#### **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 fully with this statement, as without finding the commonalities and strategically beneficial partnerships – businesses can stagnate. In co-operating with others, one enhances the brand value of their own business as well as that of the other business/es.

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

I have joined a few high functioning groups online to learn about things, get ideas and form some relationships. At the same time, I run my own networking group, which gives me a chance to network within my region. I am also part of the Start up chapter in my town, that gives me access to a different sort of network.

#### Do you have a mentor?

No – I don't have an official mentor.

#### **IMPACT OF THE WIRE PROGRAM**

#### Why did you decide to participate in the WiRE Program?

The fact that WiRE catered for regional, remote and rurally located enterprises was the deciding factor as I truly believe that the availability of resources in these is scarcer than in metro regions.

#### What knowledge have you acquired?

Self-learning tools via Lynda.com have been handy, along with planning tools and accountability to self methods.

#### What skills were developed?

Networking, finding a way to collaborate and assist along with becoming more comfortable with 'video' aspect of self. Understanding that the 'why' is the main reason behind being self-employed, and that that why is not necessarily monetary gain.

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

All of these skills have helped me to discover ways to find partnerships with other businesses where a 'collaborative' exchange of services has been fruitful.

#### What has been the impact of the WiRE Program?

(on both you personally and your venture)

The WiRE Program gave me confidence that a regional business could also succeed, and that using the tools of support, accountability and honest feedback is a needed must for getting ideas off the ground.

#### What benefits have you derived by participating in the program?

I benefited by knowing that a group of motivated females can do anything they want to do, and do not need to be confined by gender roles.

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

I believe that the WiRE Program can revitalise a region, where entrepreneurship becomes the backbone of the community.

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

With the right exposure, and marketing – and as long as there is human migrational movement – this business will survive.

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 term 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).

Since the WiRE Program I have formed a long term relationship with one community organisation to cobrand, and am looking to doing the same with another organisation. Also since the time of the WiRE Program I have been invited to be part of several podcasts, and been recognised in my community as a business leader. At the same time, Dual Nation was also recognised as a 'passion turned to profit' business by a Digital Directory. All this has not increased the dollar value or the scale up value of Dual Nation, however it has increased the exposure of the business.

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?

The impact of the WiRE Program has been in boosting my confidence in the knowledge that my idea is doable, and sustainable.

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

All of the skills delivered by the WiRE Program are essential, as they walked me through all the 'start-up' phases of getting my business off the ground.

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

I have used the planning template made by Joy Taylor to map out where I am now, and where I hope to be in the future.

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

I have used the 'listening' aspect to enhance my own group's networking skills. This has been helpful in identifying collaborative links, and creating support networks for them and me as well.

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

The best aspect of the WiRE Program was the bare naked emotions that all participants brought with them each week, where the support was not just for the business idea but for an entire mindset approach to making the business a success by taking into account the work life balance we needed to undertake. To know, acknowledge and believe that I was not alone in feeling the way I did at each little triumph, or failure however big or small – gave me hope.

# 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?

I run my own networking group and this group targets female entrepreneurs – being part of the WiRE Program gave me an insight and confidence to broach subjects of mental health, collaborations, practising the elevator pitch etc within my own group. It gave me the confidence to identify, and be open about issues that affect all of us, and to find pathways to work them out.

### If your venture has not been online previously, has your venture gone online as a result of the WiRE Program?

My venture is completely run online, and was online before the WiRE program came.

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

I use the learnings from the WiRE Program to urge members of my networking group to explore their ideas in a safe, supportive environment.

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

Take that first step – you will not know what, how, when and where all of the skills you already have will come in handy in this journey until you do. Learn to adapt, and have a trusted confidant to be open with about your highs, and lows.

#### Where to find you online

Website: www.dualnation.com.au

Facebook: www.facebook.com/twicethepride/

Instagram: www.instagram.com/dual nation designs/

Please share some final thoughts about the WiRE Program

(See video)