

# Jacqui Blanch

*MAJA Community Initiatives*



*“WiRE” has changed my life and business for the better, and it will always have a place in my heart. I have formed lasting friendships, built a great network and received support to achieve bigger and better things for myself, my businesses and my community.*

## YOU AND YOUR VENTURE

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

Optimistic, creative, logical, down to earth, and practical.

### **Describe how you would pitch your venture**

We co-create vibrant, healthy, sustainable and caring communities by building social capital, connecting individuals and community through actual and virtual networks and systems, and assisting community groups to utilise their strengths and achieve their shared goals.

### **At what stage is your venture?**

Start up.

### **What is your service or product?**

Community activation and capacity building consulting, business and systems consulting, social enterprise consulting, technological platforms, event design and management.

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

Company limited by guarantee.

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

Community and social enterprise consulting and technology initiatives.


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

Local and neighbouring communities.

## IDENTITY

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

Exciting. No two days are ever the same.



**What does success mean to you?**

New challenges and continual learning.

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

Being able to choose my own projects, and no commuting.

**MOTIVATION / MINDSET**

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

Optimism and seeing all challenges/setbacks as opportunities to grow.

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

I hated doing repeating work that did not offer new challenges and wanted to see change in my community.

**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?**

The thought of having to get a “real job”.

**What is your favourite quote?**

Throw your heart over.

**VISION**

**What is your vision for your venture?**

We want to see communities in Australia and around the world, activate

**SELF-EFFICACY AND SKILLS**

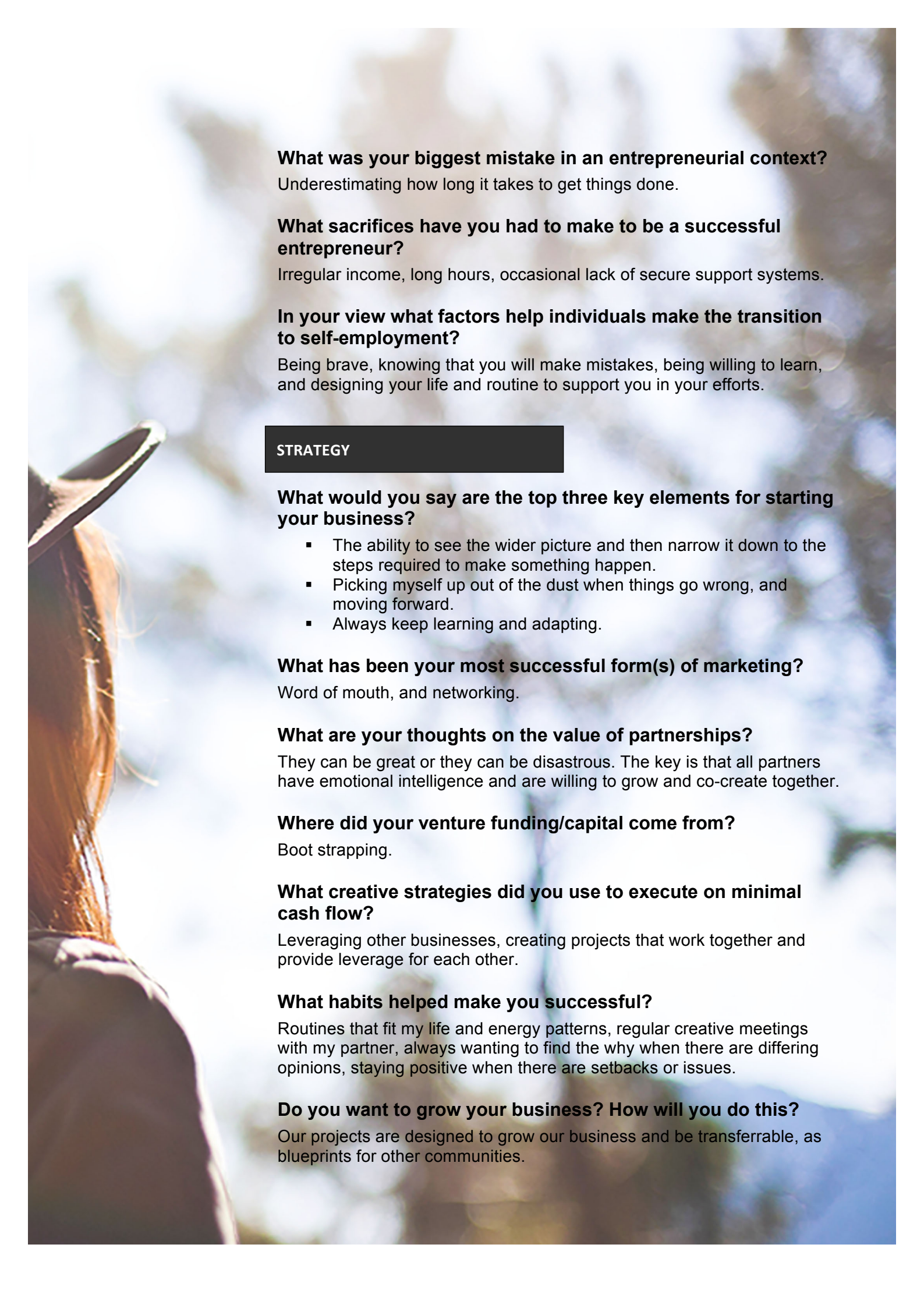
**To what do you attribute your success in progressing your entrepreneurial journey?**

A desire to do new things, and to assist others to create the life they want to live for themselves.

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

- Courage
- Determination
- The ability to view setbacks as a challenge instead of a block.





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

Underestimating how long it takes to get things done.

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

Irregular income, long hours, occasional lack of secure support systems.

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

Being brave, knowing that you will make mistakes, being willing to learn, and designing your life and routine to support you in your efforts.

**STRATEGY**

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

- The ability to see the wider picture and then narrow it down to the steps required to make something happen.
- Picking myself up out of the dust when things go wrong, and moving forward.
- Always keep learning and adapting.

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

Word of mouth, and networking.

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

They can be great or they can be disastrous. The key is that all partners have emotional intelligence and are willing to grow and co-create together.

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

Boot strapping.

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

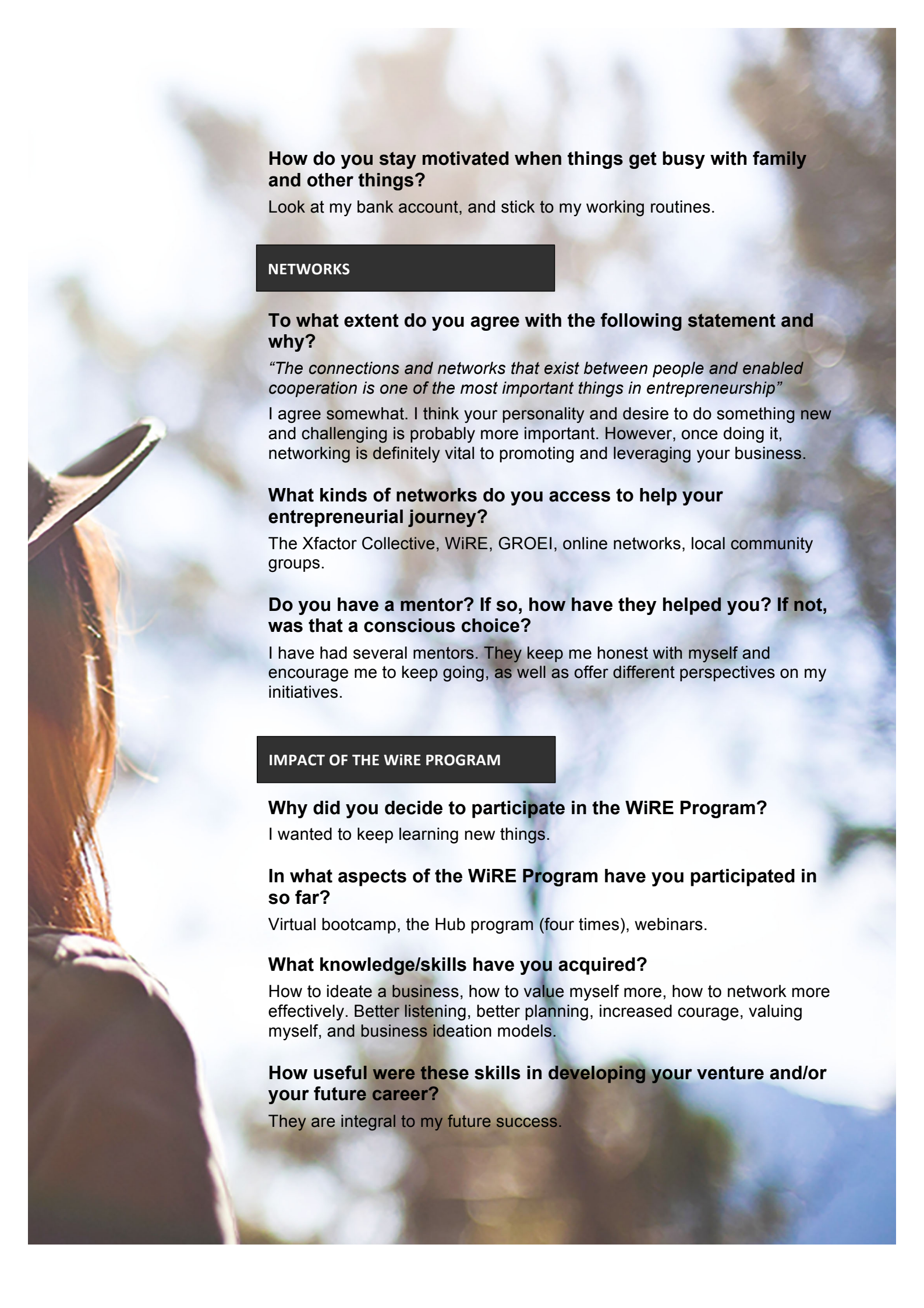
Leveraging other businesses, creating projects that work together and provide leverage for each other.

**What habits helped make you successful?**

Routines that fit my life and energy patterns, regular creative meetings with my partner, always wanting to find the why when there are differing opinions, staying positive when there are setbacks or issues.

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

Our projects are designed to grow our business and be transferrable, as blueprints for other communities.



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

Look at my bank account, and stick to my working routines.

**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 somewhat. I think your personality and desire to do something new and challenging is probably more important. However, once doing it, networking is definitely vital to promoting and leveraging your business.

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

The Xfactor Collective, WiRE, GROEI, online networks, local community groups.

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

I have had several mentors. They keep me honest with myself and encourage me to keep going, as well as offer different perspectives on my initiatives.

**IMPACT OF THE WiRE PROGRAM**

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

I wanted to keep learning new things.

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

Virtual bootcamp, the Hub program (four times), webinars.

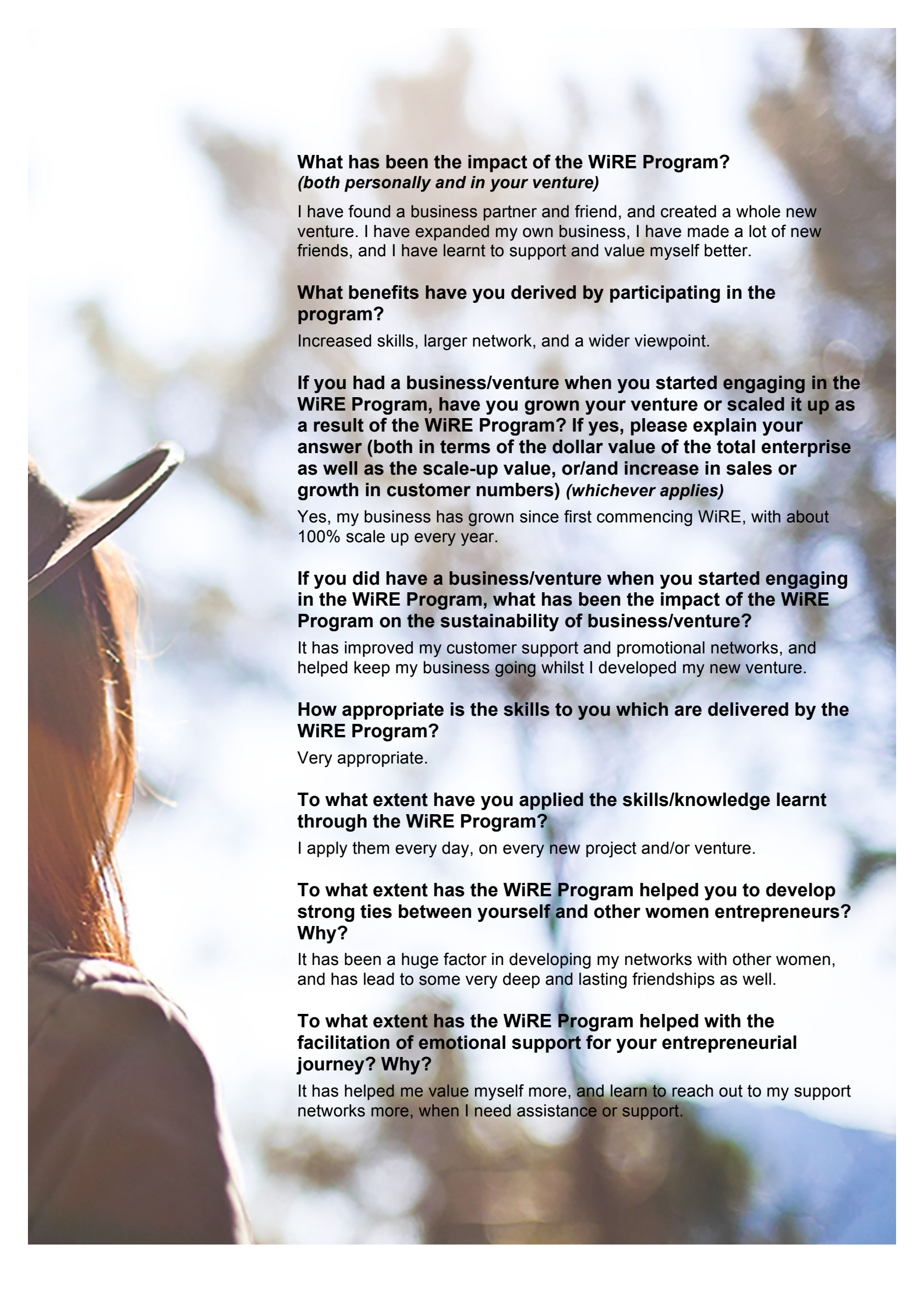
**What knowledge/skills have you acquired?**

How to ideate a business, how to value myself more, how to network more effectively. Better listening, better planning, increased courage, valuing myself, and business ideation models.

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

They are integral to my future success.





**What has been the impact of the WiRE Program?  
(both personally and in your venture)**

I have found a business partner and friend, and created a whole new venture. I have expanded my own business, I have made a lot of new friends, and I have learnt to support and value myself better.

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

Increased skills, larger network, and a wider viewpoint.

**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)**

Yes, my business has grown since first commencing WiRE, with about 100% scale up every year.

**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?**

It has improved my customer support and promotional networks, and helped keep my business going whilst I developed my new venture.

**How appropriate is 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?**


I apply them every day, on every new project and/or venture.

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

It has been a huge factor in developing my networks with other women, and has lead to some very deep and lasting friendships as well.

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

It has helped me value myself more, and learn to reach out to my support networks more, when I need assistance or support.



**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 connected me to a huge diversity of women from different backgrounds.

**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 increased my visibility, encouraged me to network more, and has given me credibility as a consultant due to new knowledge, and my status as a mentor on three of the Hubs.

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

No, as a technology consultant, all my ventures are online.

**If relevant, have you influenced someone else through your WiRE experience to start or grow a venture i.e. passing it on?**

Yes, I have influenced others to look at starting or growing their own business.

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

Keep learning, stay positive, let others support you, look at things through a side angle lens.

**Where to find you online**

<https://jacquiblanch.net>

<https://www.facebook.com/witchypaws1>

<https://www.linkedin.com/in/jacqui-blanch-42391550/>

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