

Jo Collins

Top My Cake



“WiRE” was fundamental in giving me the confidence to start my entrepreneurship journey. Without the support and encouragement of the other WiRE women, I may have given up on the venture and put off the establishment of the business until “a better time”.

YOU AND YOUR VENTURE

What words would describe you as a person?

Driven and methodical.

Describe how you would pitch your venture

At *Top My Cake*, we create custom edible icing images for celebration cakes, cupcakes and cookies. They are dairy, gluten and nut free.

At what stage is your venture?

Start up.

What is your service or product?

Custom edible cake toppers.

What is the structure of your venture?

Solo.

What type of venture do you have?

Food industry.

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

Focused on the local market, but offered to a national audience.

IDENTITY

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

Structured. I believe that my predominant business approach is to be structured. I don't see myself as an entrepreneur, but rather a business owner.

What does success mean to you?

Success is having the opportunity to do something that you love, whilst enjoying time with family.

What is your favourite aspect of being an entrepreneur?

Being able to help others.

MOTIVATION / MINDSET

What mindset(s) helps make you successful?

A growth mindset. Seeing everything as a possibility rather than an obstacle.

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

A desire to do something that was a challenge in my own personal life.

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?

Thinking of the work that I did through the WiRE program, and the lessons that the other women taught me.

What is your favourite quote?

Seek and you shall find.

VISION

What is your vision for your venture?

To grow the business to other customer segments, through collaboration with local bakers/bakeries.

SELF-EFFICACY AND SKILLS

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

Determination

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

- Determination
- Consistency
- Self-confidence.

What was your biggest mistake in an entrepreneurial context?

Not believing in my idea.

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

Sacrificed spending time with my family. But my kids are now my biggest advocates and are constantly asking what my next big project will be.

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

I am still not self-employed. I think I would need to have more confidence in the business.

STRATEGY

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

- Determination
- A positive attitude
- Willingness to learn from your mistakes.

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

Facebook

What are your thoughts on the value of partnerships?

Partnerships will be the next step in my business. In the start-up phase, I concentrated on the “family” persona of my value proposition, but moving forward I hope to strengthen partnerships with local bakers.

Where did your venture funding/capital come from?


Personal capital.

What habits helped make you successful?

The WiRE Hub helped me to establish the habit of Deep Work early in the morning, where I could focus on the strategy of the business without interruption.

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

I am looking to grow the business in the next 12 months, by developing two further business segments being partnerships with bakers, and marketing to indoor play centres and kids parties.



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

I try to remember that the business is important to me and whilst family will always be my top priority, I need to concentrate on my own personal development.

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 believe that networks and connections are fundamental to all small businesses, but I don't believe it is the most important thing. To my mind, the individual driving the business, and their commitment and drive, are critical to business success.

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

Facebook groups, WiRE Hub.

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

I don't have a formal mentor, but I feel that the relationships developed through the WiRE Hub program have the makings of a mentorship.

IMPACT OF THE WiRE PROGRAM

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

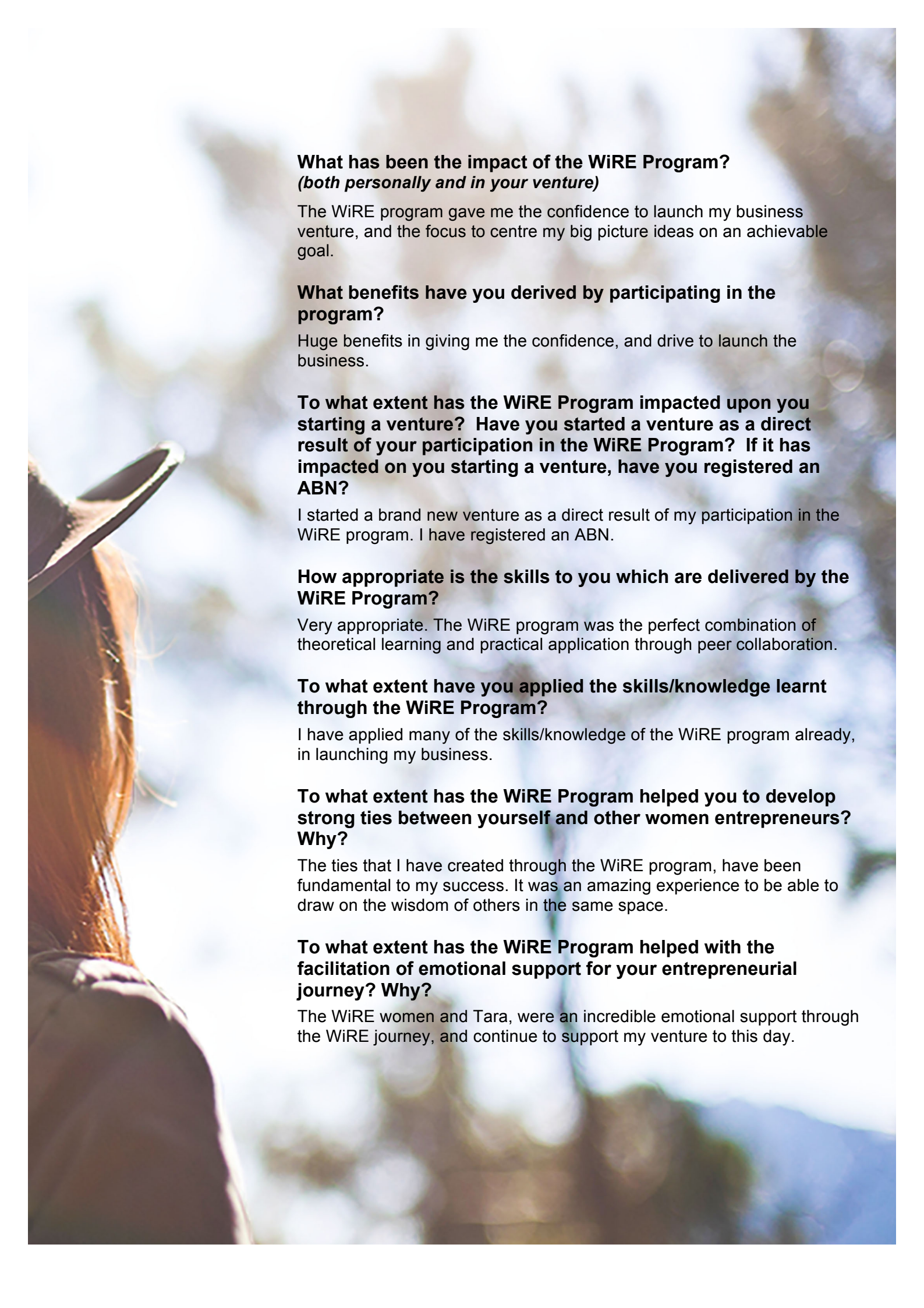
WiRE Hub, WiRE intensive weekend.

What knowledge/skills have you acquired?

Knowledge of both the theory and practical elements of starting a business. Also public speaking (completing a Gaddie pitch to post).

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

Essential.



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

The WiRE program gave me the confidence to launch my business venture, and the focus to centre my big picture ideas on an achievable goal.

What benefits have you derived by participating in the program?

Huge benefits in giving me the confidence, and drive to launch the business.

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 started a brand new venture as a direct result of my participation in the WiRE program. I have registered an ABN.

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

Very appropriate. The WiRE program was the perfect combination of theoretical learning and practical application through peer collaboration.

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


I have applied many of the skills/knowledge of the WiRE program already, in launching my business.

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

The ties that I have created through the WiRE program, have been fundamental to my success. It was an amazing experience to be able to draw on the wisdom of others in the same space.

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

The WiRE women and Tara, were an incredible emotional support through the WiRE journey, and continue to support my venture to this day.



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.?

The WiRE program put me in touch with women from all different backgrounds and that was part of the appeal. They brought different ideas and perspectives to the table.

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

My venture has gone online as a result of the WiRE program.

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

No.

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

No matter how big or how small your idea, there is always a place in the world for your opportunity.

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