

INSPIRATIONAL SESSION WITH SARA WIMMERCRAZ

ABOUT SARA WIMMERCRAZ

Sara Wimmercranz is an entrepreneur and investor and she has been voted as one of Sweden's most powerful investors. You might have seen Sara in the TV show Draknästet where she supports entrepreneurs and invests in startups. Sara is the founder of the e-commerce company Footway which scaled to millions in revenue. In 2016 she transitioned into becoming an investor and started the venture capital firm BackingMinds together with Susanne Najafi. BackingMinds invests in entrepreneurs that traditional venture capital are missing.

HOW IT ALL STARTED

Sara Wimmercranz started a company called Footway which sells shoes online and scaled it to millions in revenue. Sara believes that one of the most important reasons why footway became so successful is because they were customer-focused. Other companies cared about technical features and sometimes making e.g. returns harder for customers to earn more money. The question Sara and her team always asked themselves was "Will what I am doing right now benefit the customer?".

HER ADVICE TO ENTREPRENEURS

Sara shared several pieces of advice during the webinar to other entrepreneurs. Here are a few:

1. Think in terms of scaling from day one. If you want to create a big company, it's great to think from the start how you can create processes that are scalable and efficient. Something that may take one minute today can end up taking hours in just a year from now.
2. Consider carefully who you hire. Sometimes a candidate looks great on paper but you know deep down that personality, value and mindset wise, it's not a match.
3. Believe your intuition - but do your research. Sara shares that intuition is great but she would rather look at her intuition as a question mark. We all have biases in life and sometimes those biases could be disguised as intuition. Always make sure to look for more data.

HER ADVICE TO PARENTS

Sara is passionate to show through e.g. her Instagram @sarawimmercranz that combining family life and career is fully possible. She is tired of people who promote a false narrative that once you start a company, having any time for activities other than work is impossible. Sara is currently expecting her fourth child and she shares that she hasn't really sacrificed anything. Her advice for women who are single and want children in the future is to make sure that your partner is as committed to raising children as you are. Sara jokingly shares that she and her partner are fighting over who can get the kids from school.

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HER ADVICE ON STARTING A COMPANY

One of our members asked what her advice is for someone who wants to start a company. Sara shares that we should start looking for problems in our everyday life. Sara has since she was a child been that way herself. She also says that sometimes we make things a bigger deal than they are. We should just break it down and take small actions each day that takes us forward to our goals.

HER THOUGHTS ON FUTURE INDUSTRIES

Sara shares three industries that she believes are growing and recommends starting a company within. The first one is a solution for antibiotic resistance which Sara shares is becoming a big problem. The second one is to fight climate change, a topic Sara is particularly passionate about. The third one is within cyber security which Sara shares is becoming a growing concern as more and more of our information moves to the cloud.

FINAL ADVICE

As a last piece of advice, Sara shares to the members of Business & Dreams Members' Club that we should just go for it! She tells us to not wait to make our dreams a reality. We get today, and tomorrow the most, to start taking action!

CHALLENGE FROM THIS WEBINAR

Sara shares that she has always been a problem solver and that most of the things she does in life, both as an entrepreneur and investor, started from experiencing a problem. Our exercise for everyone who wants to start a company but is lacking an idea is therefore to write down one problem that you have experienced recently in your life as well as one solution to that problem. The problem could be anything from small inconveniences in your everyday life to bigger world problems.

