

The background of the slide is a solid blue color with a pattern of numerous water droplets of varying sizes. The droplets are more concentrated in the upper half and become sparser towards the bottom. They have a realistic appearance with highlights and shadows, giving them a three-dimensional look.

Mompreneurs in business- it's time to grow

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Introduction

What do you call yourself when people ask you what you do?

Mompreneurs-meaning

A slang term describing women who run their own businesses while also acting as a full time parent.

Mompreneurs = Moms +Entrepreneurs

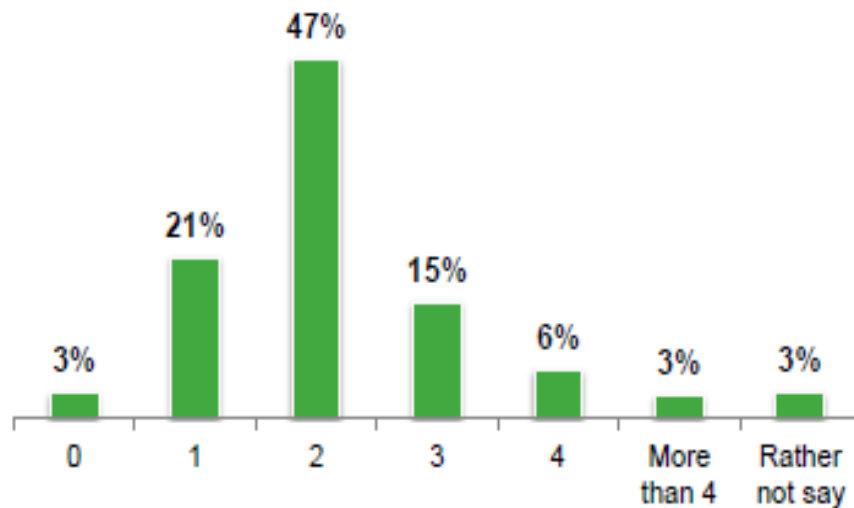
**“mommy blogger”, a “mompreneur”, a
WAHM. WAHD or WAHS**

New entrepreneur definitions

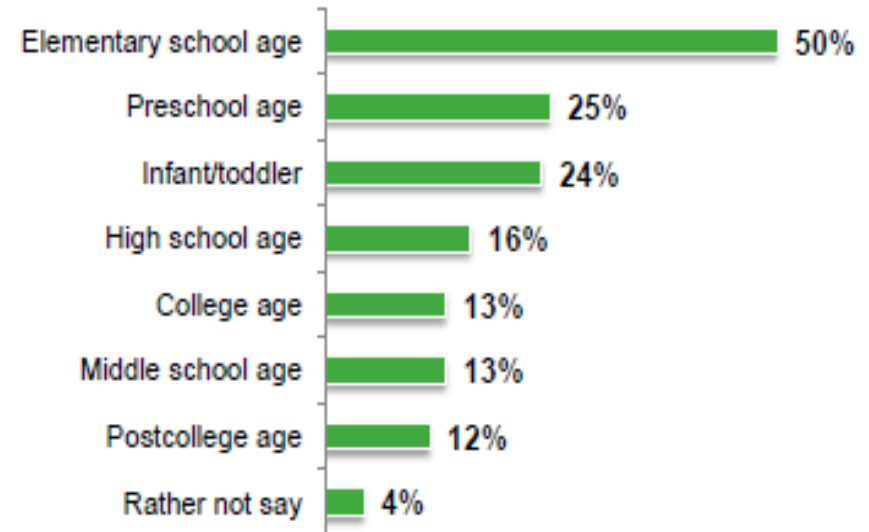
- Mompreneur
- Solopreneur
- Soulpreneur
- Youngpreneur
- Ideapreneur
- Intrapreneur
- Wannapreneur

Recent findings-Feb, 2014

Number of children

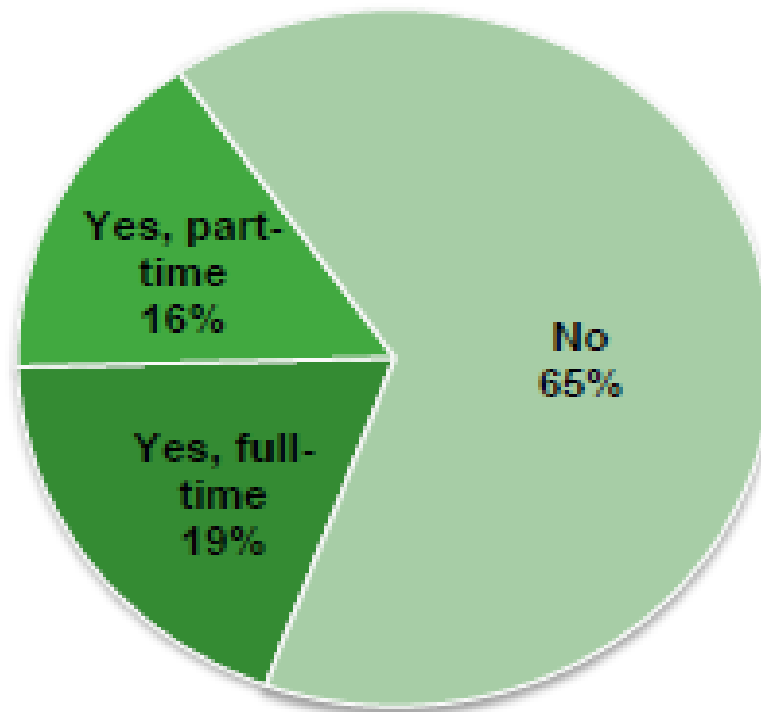


Age of children



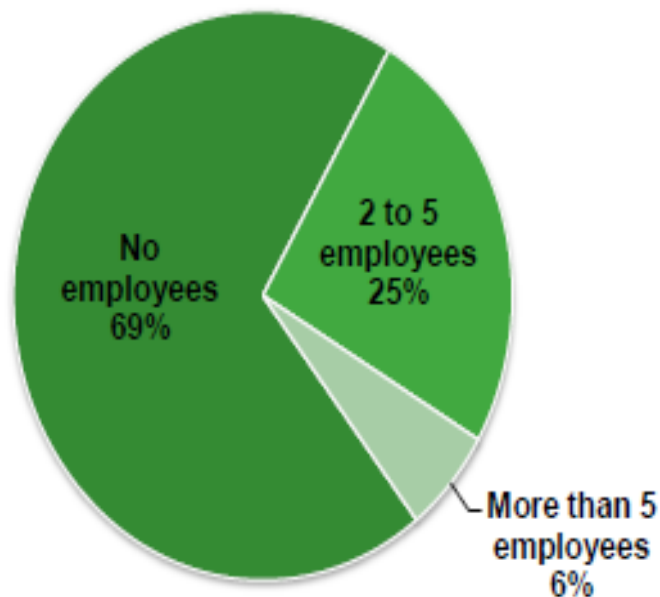
Recent findings-Feb, 2014-contd..

Also work at conventional job for someone else

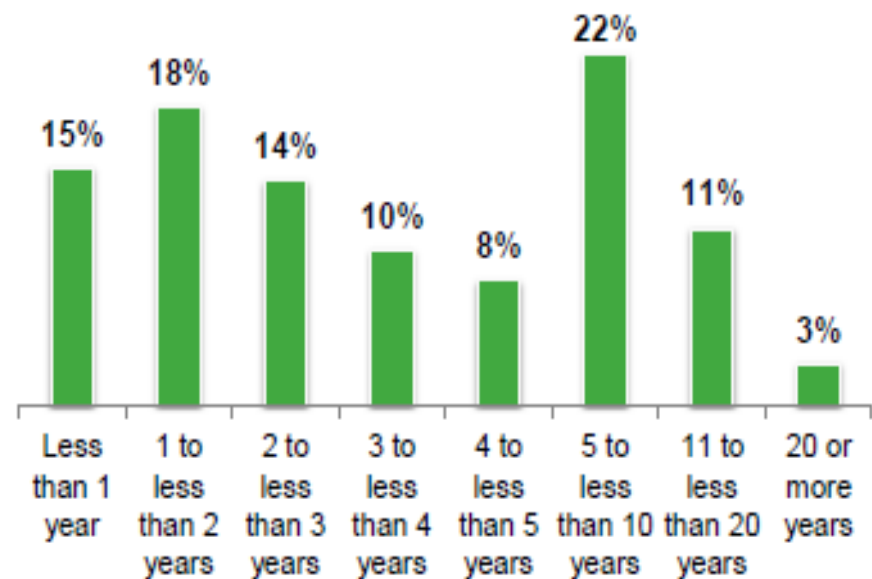


Recent findings-Feb, 2014-contd..

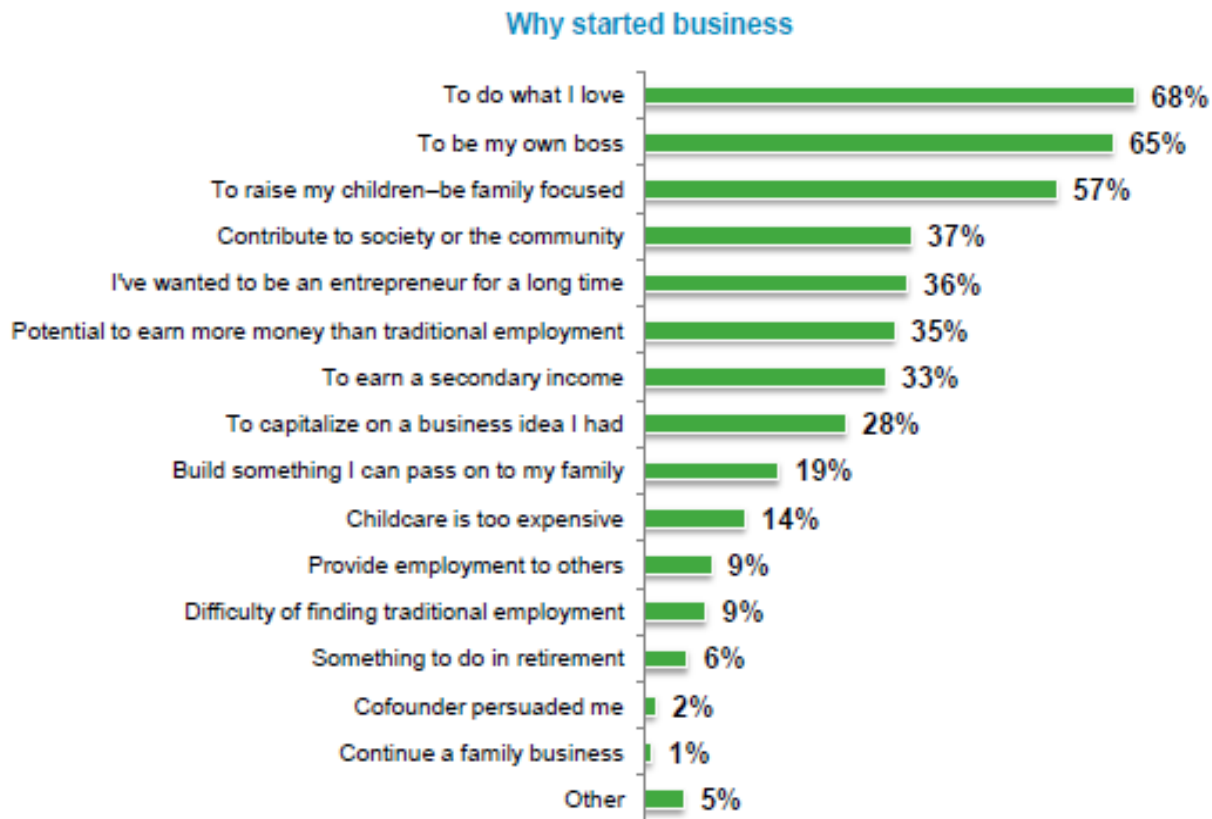
Number of employees



Time in business



Recent findings-Feb, 2014-contd..



Recent findings-Feb, 2014-contd..

Business challenges

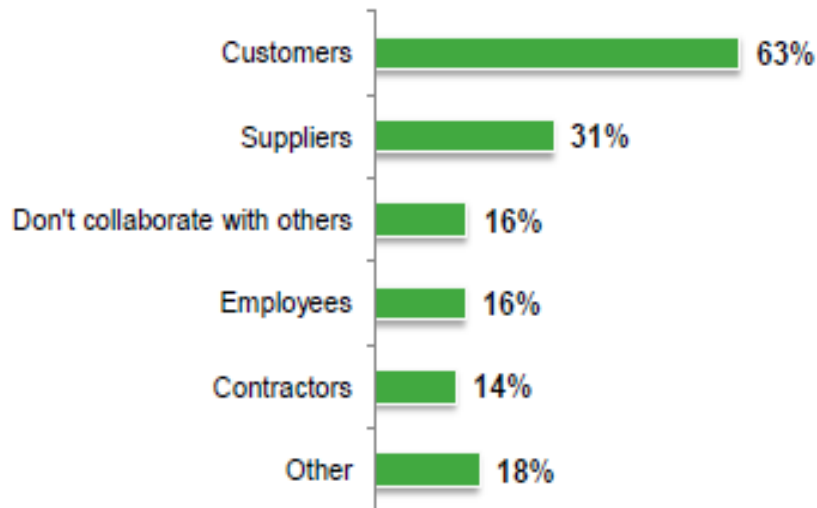


Personal challenges

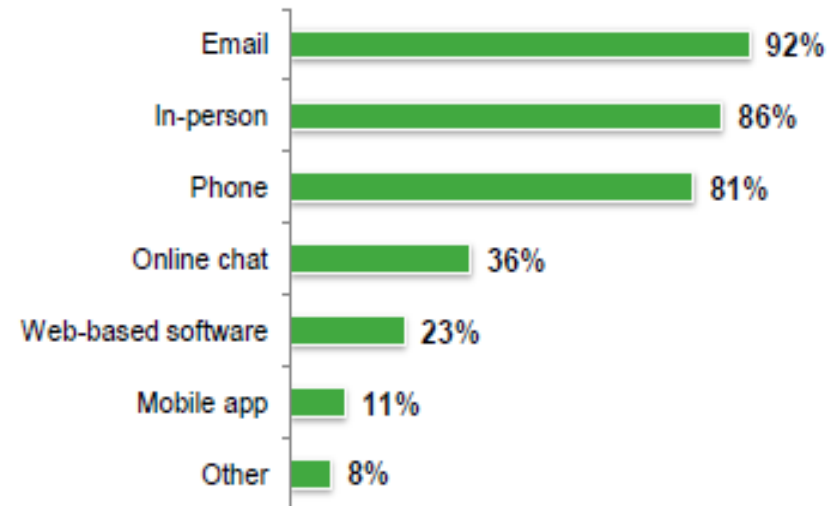


Recent findings-Feb, 2014-contd..

Who collaborate with

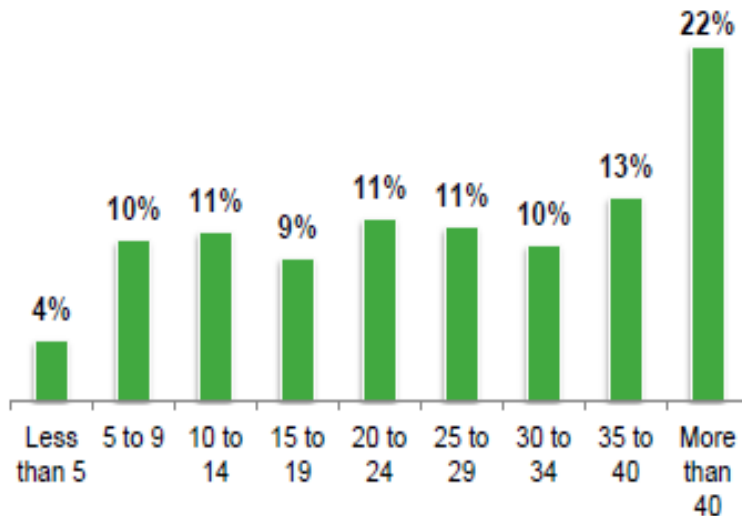


How collaborate with others

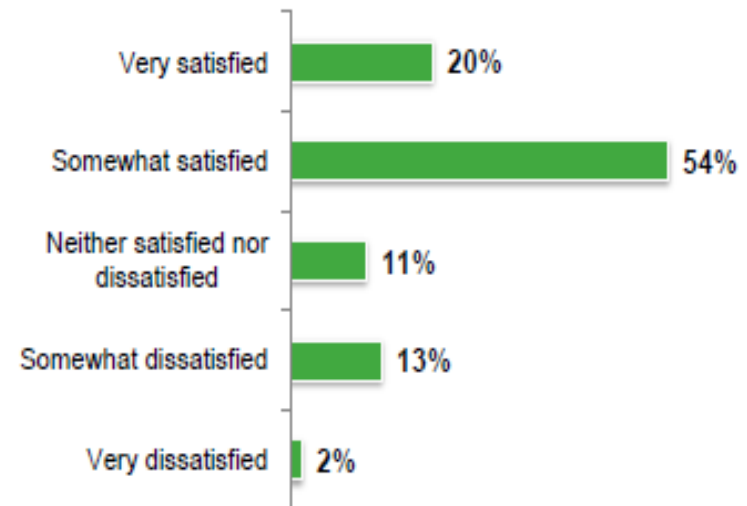


Recent findings-Feb, 2014-contd..

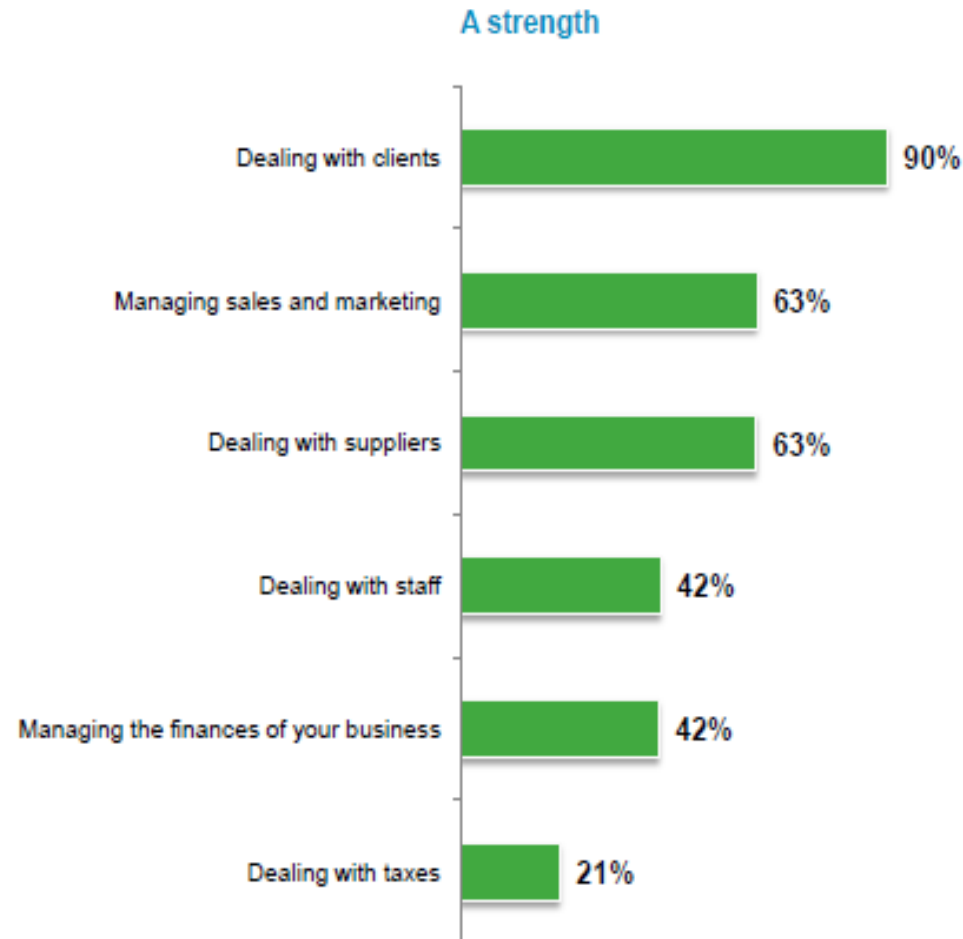
Hours per week spent on business



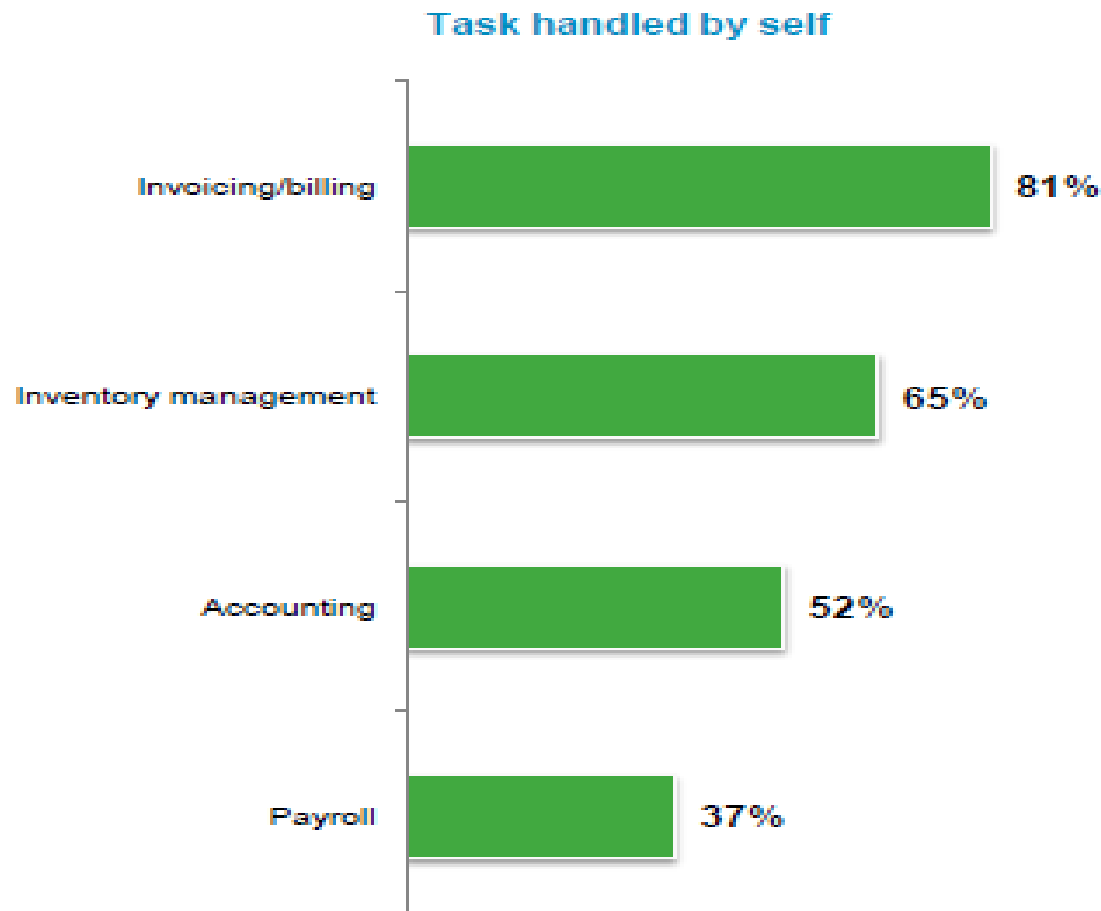
Satisfaction with productivity when working on business



Recent findings-Feb, 2014-contd..

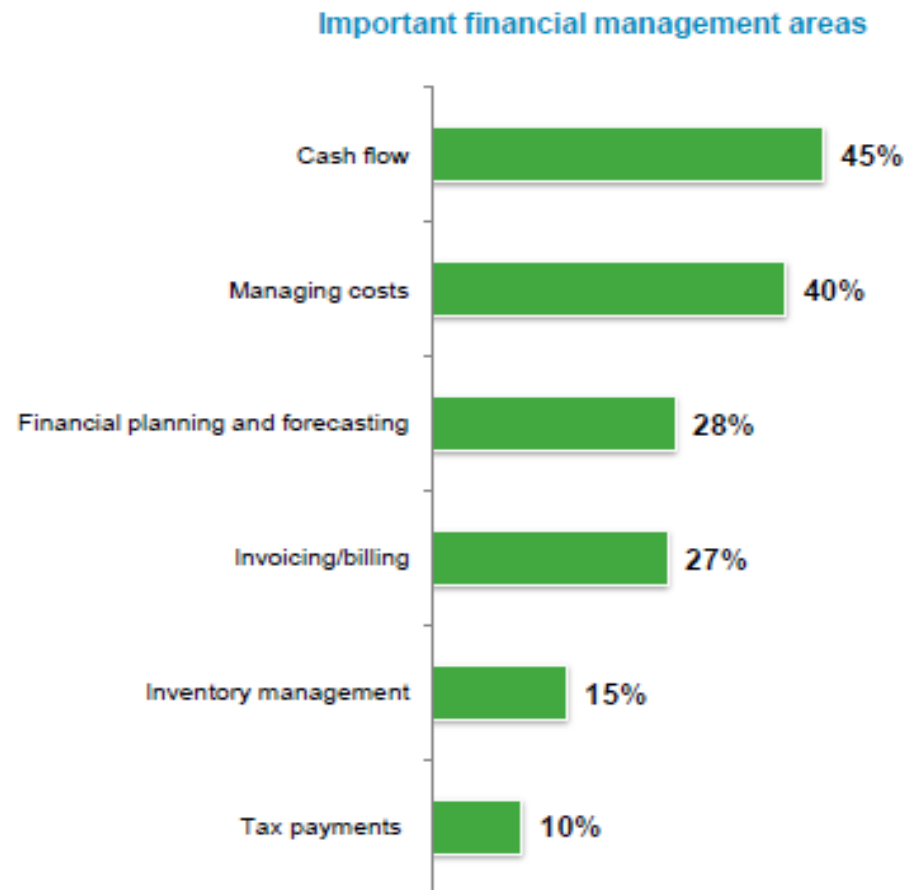


Recent findings-Feb, 2014-contd..



Source:sage-mompreneurs study Feb, 2014

Recent findings-Feb, 2014-contd..



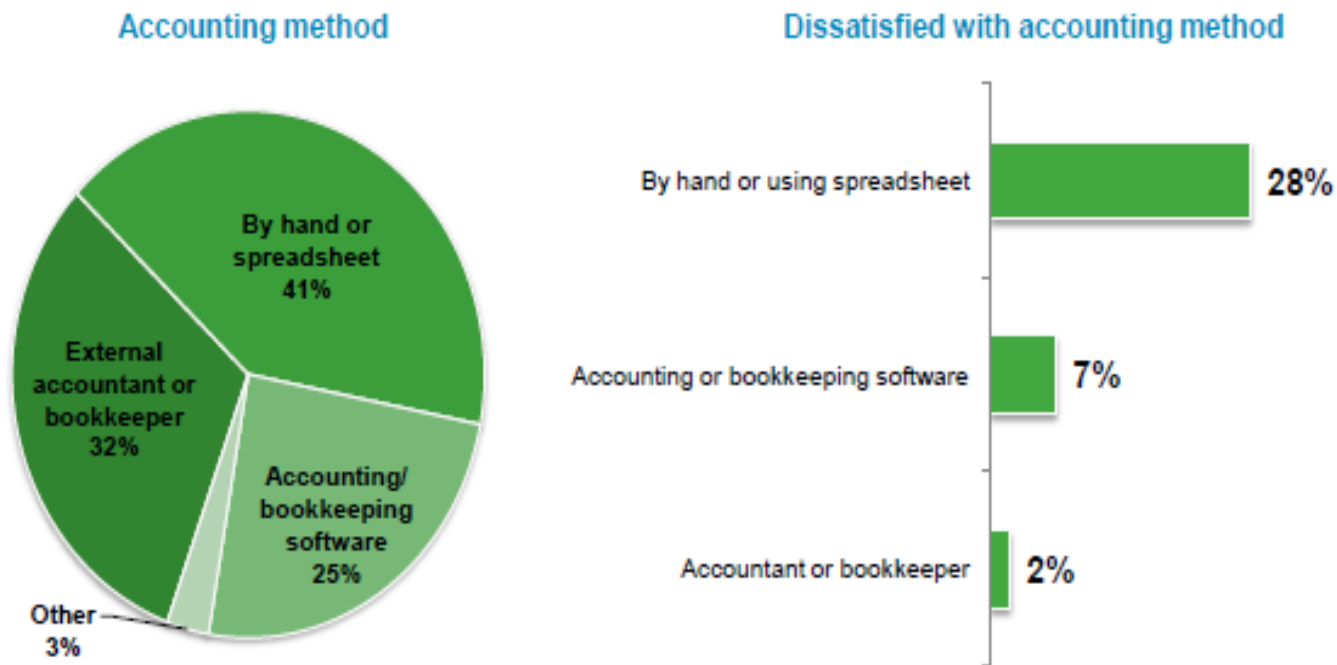
Source:sage-mompreneurs study Feb, 2014

Recent findings-Feb, 2014-contd..



Source:sage-mompreneurs study Feb, 2014

Recent findings-Feb, 2014-contd..



Recent findings-2013

A study was conducted by researchers from the US and South Africa

-groupings of mom entrepreneurs and their children in order to explore childhood experiences and perceptions of having an entrepreneurial mom

The worst part of having an entrepreneurial mom:

- Limited time together
- Fatigue
- Tendency to bring the business home
- Financial pressures

Benefits to having an entrepreneurial mom

- ✓ Time flexibility
- ✓ Financial benefits
- ✓ Ability to benefit from mother's experiences
- ✓ Involvement in income-earning activities as an adolescent
- ✓ Feeling proud of mom for what she is doing

Results

Mompreneurs clearly impact the experiences of their children and that the overall experience is positive. Children of mompreneurs generally viewed their moms as being “a little different” from other moms and also a role model.

Quick tips for those who are planning to start a business?

- Write a business plan
- Get business assistance and training
- Choose a business location
- Find money for your business

Quick tips for those who are planning to start a business?-contd..

- Make it official
- Get a tax identification number
- Register for govt. taxes
- Obtain business licenses and permits
- Understand employer responsibilities

10 Important Tips for Mompreneurs

- Tap your talents and passions
- Do your homework
- Single out a specialty
- Go in with a plan
- Watch the bottom line

10 Important Tips for Mompreneurs

- Build your brand
- Protect your work and family time
- Be your own spin doctor
- Build a support network
- Grow at your own pace

Case Study1

- Name: Vidula kanitkar
- Business: Advertising
- Kid's age-5 yrs
- 12 yrs in business - mumbai region

More details log on to

www.womenentrepreneursindia.com

Success stories page

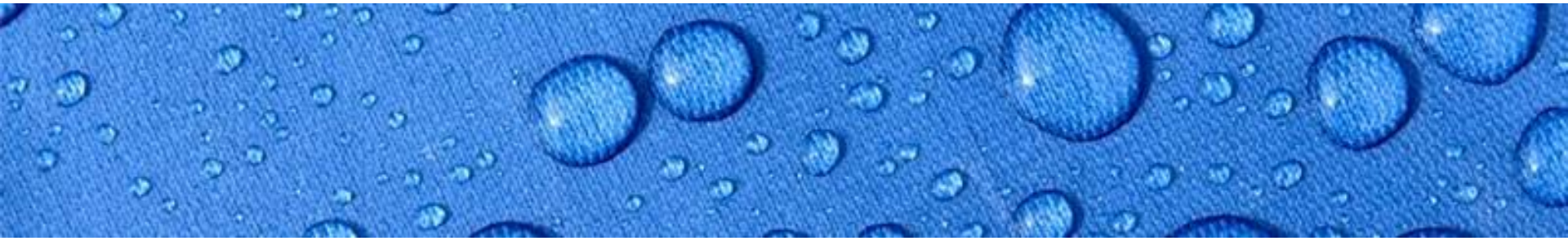
Case Study 2

- Name: Hema
- Business: House hold repairs
- Daughter's age-27 yrs
- 10 yrs in business - Chennai

More details log on to

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Success stories page



Thank You