

CASE STUDY:

FEMINDS

Please introduce yourself and your business

We are Denise Vorraber and Christina Teusl, the co-founders of FEMINDS.

FEMINDS unites female founders, entrepreneurs and visionaries and encourages them to go beyond themselves personally and professionally. Through targeted exchange and networking with like-minded people, we want women to emerge as happier and more confident entrepreneurs and visionaries and to stop selling themselves short.

Why did you decide to create your business?

Our first meeting happened in November 2019 at a Female Empowerment event where Denise was giving a speech. Christina was sitting in the audience together with a bunch of power women who were full of enthusiasm and good ideas. There was such a contagious and positive energy in the room that we decided without further ado to start a Whatsapp group and meet again.

What motivates you to continue your business?

Christina: It is a matter close to my heart to balance out injustices and to enable equal and fair opportunities for all people. Encouraging women to realize how strong and talented they are and what superpowers they have gives me incredible strength and drive.

Denise: Nothing gives me so much energy than to work with women or to support them. It is a personal concern of mine that every woman goes home from a meeting with me with a high self-esteem and self-confidence. Within my heart burns a strong desire to stand up for women and equality.

What constitutes entrepreneurial mindset for you?

The beauty of the entrepreneurial mindset is the mix of all these simple elements such as passion, creativity and adaptability that always leads to the creation of something new and exciting. When we talk to our power ladies about their projects, we can see their willingness to explore and enter uncharted waters. By being open, they can also better deal with failures along the way and get right back up and try something new.

Why is it important to raise especially the entrepreneurial mindset of women?

We see an incredible amount of potential in our community, but at the same time in our eyes often unnecessary restraint, shyness, or lack of self-confidence.

We want to take our gender further and see all women evolving.

It is touching to see every time with what passion, strength, and perseverance our power ladies approach their projects and are simply courageous. We want to be the wind in the sails and push our community members' boats forward as best we can.

What do we do to raise the entrepreneurial mindset of our clients?

We offer an intense mentoring programme, where one of the key activities is to raise the entrepreneurial mindset of the power ladies that are coming to us.

Another product is our 1:2 Coaching sessions, where we give advice for Corporate and personal branding.

Furthermore, we have regular meetups. Our meetups take place 4 times a year in a professional setting. After each meeting, we are always inspired by what a great and stimulating community we have.

We are incredibly excited to see where else our FEMINDS journey will take us. But one thing is for sure: We love our destination, but we love the process even more!

