



CHATHAM UNIVERSITY CENTER FOR WOMEN'S ENTREPRENEURSHIP



Center for Women's Entrepreneurship

The Center for Women's Entrepreneurship at Chatham University creates economic opportunities for women through entrepreneurial education and training, mentoring, and networking.



**Why everyone must
think and act like an
entrepreneur!**

INCUBATEHER

**One-on-One
Business
Counseling**

**PROTOTYPING
& DESIGN LAB**

CHATHAM UNIVERSITY
WOMEN'S BUSINESS CENTER
AT THE CENTER FOR WOMEN'S ENTREPRENEURSHIP

Concept to Launch

ROADMAP TO \$1MM+



Center for Women's Entrepreneurship Executive Director



Rebecca U. Harris, MBA



- Winner Pittsburgh Business Times' 2012 Women in Business Awards
- U.S. Small Business Administration's (SBA) 2012 Western Pennsylvania and Region III Women in Business Champion of the Year
- Business Contributor, Essential Pittsburgh, 90.5 WESA
- Advocated for Women in Business at the White House (December 9th, 2013)
- Invited Guest to President Obama's State of the Union address (January 29th, 2014)
- Girl Scouts Western Pennsylvania Award of Distinction in 2016
- In 2018 was inducted as an honorary member in the Chatham University chapter of Sigma Beta Delta
- The Crohn's & Colitis Foundation of America Western Pennsylvania/West Virginia Chapter honored Harris at their Women of Distinction Awards Luncheon (April, 2019)
- 412 Food Rescue Board (2019)
- Board of Directors of the PVCA (2019)

My Background

MAY 22-28, 2015

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PERSONALITIES OF PITTSBURGH

REBECCA HARRIS

Entrepreneurship 'part of my DNA'



JOE WOJCIK

are indigenous to the Chesapeake Bay.

Did you sell those?

I did. For two and a half years, I made them and sold them. It was very arduous because everything had to be done by hand, and we had to insert this long half-yard into this net and get the floats in and it was really hard to do it and we had some issues with the netting. But at the same time that we came out with this product, ... somebody else came out with one with an inflatable rim. It was much smaller and lighter, so these were for boots or docks and these were 20 pounds. The problem was that person's didn't hold the perimeter as well, but it was smaller so we kind of lost that one, but I don't consider any entrepreneurial endeavor a failure. I think you probably learn more from your mistakes than you do your success.

What appealed to you about this position at Chatham?

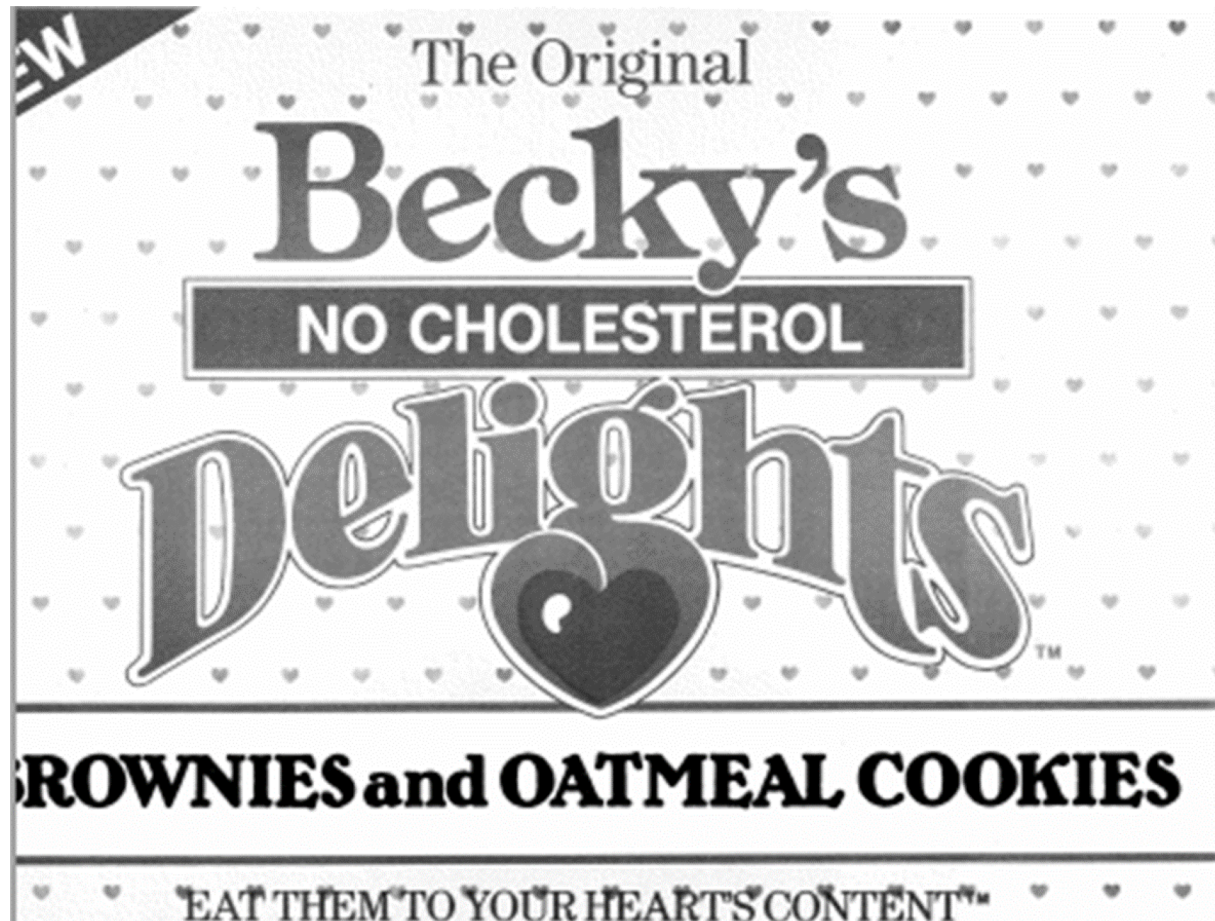
When I started to look and this job was available where I could act like an entrepreneur and help entrepreneurs, especially women, it was a win-win for me. Then (there was) my ability to connect with this exciting ecosystem, with the eds and meds and manufacturing and innovation.

Debbecca Harris says thinking like an entrepreneur is in her DNA

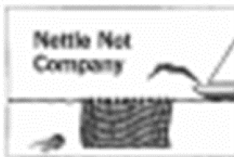
► BIO BOX

ter in St. Louis. It froze, and St. Louis had them wasn't subject to the climate

Specialty Foods



Marine Products



Nettle Not Company
402 North Union Street
Suite 269
Wilmington, DE 19806

Publishing Empire!



Assess Where You Are

- Ready to graduate and need to secure a position in an innovative startup?
- Are you a Ph.D. candidate and your dissertation is stalled?
- Are you an entering first-year student and need to connect with the professors doing pioneering work?
- Are you stuck and bored in your field of study and not sure how to make a change?

The question is not whether entrepreneurship is right for you but, rather, are you right for entrepreneurship?



Classic Entrepreneurial Mistakes

- Starbucks
- Teach for America
- Twitter
- Apple

Entrepreneurial Must-Dos

- Passionate about product/service
- Business vs Hobby
- Product/service people need (even if you have to make them need it!)
- Create a brand
- Taking risks*

Entrepreneurial Thinking

‘Entrepreneurial Thinking’ is learning to see things differently, identifying new solutions, and becoming more creative, agile and employable.

Entrepreneurial Think!

- Maintain optimism & trust in your abilities
- Kick into your creative side to solve problems
- Create a product or way of doing things
- Develop leadership skills: model effectiveness & efficiency
- Become an expert in your field: study, learn, attend conferences, analyze trends

Entrepreneurship vs Intrapreneurship

- Entrepreneurship: Person or team assumes direct responsibility for the development of an idea into a profitable product or service through assertive risk-taking & innovation.
- Intrapreneurship: Entrepreneurship within existing organizations looking to innovate.

Organizations Need Intrapreneurs

- Maintain a competitive edge & enable expansion with new products/services
- Leverage creativity & passion to become dynamic, innovative, & agile
- Encourage integration and problem-solving across the business
- Increase value, social capital & brand awareness

Support Entrepreneurial Think!

- Foster a culture where everyone has responsibility & voice to create shared value.
- Build an agile & innovative employee base.
- Inspire your employees and offer them exposure to resources, trends, insights, and best practices that can accelerate their work.
- Earmark funds for developing employee ideas, and let them do it.
- Employ new intrapreneurial ideas internally first.

Lessons Learned

1. The power of connections
2. Focus, focus and focus
3. You will fail at times
4. Let your passion drive you
5. Have a mentor, coach or mastermind
6. Finished beats perfect
7. Learn to pivot

CHATHAM UNIVERSITY
**CENTER FOR WOMEN'S
ENTREPRENEURSHIP**

INCUBATEHER

A free, competitive year-long business incubation program for early-stage women entrepreneurs with product-focused businesses

APPLY TODAY >>



PROTOTYPING & DESIGN LAB



WOMEN'S BUSINESS CENTER

Visit our Women's Business Center website to learn about **free** business counseling, training programs and workshops

HOW I MADE IT HAPPEN: CERTIFICATION

Carolyn Klasnick Brooks, Partner & Executive Producer of Post Script Productions LLC

“ ... THIS INSIGHT AND TIME SPENT WITH PROFESSIONAL AND SUCCESSFUL WOMEN WHO HAVE BEEN THROUGH SO MANY CERTIFICATIONS WAS INVALUABLE AND SO ENCOURAGING. THESE CERTIFICATIONS CAN BE CHALLENGING AND THE OVERALL SUPPORT THE CWBC HAS GIVEN ME SO FAR HAS BEEN ESSENTIAL. ... ”

Think Big & Follow the Money!

THINK BIG FORUM

CENTER FOR
Women's Entrepreneurship
10TH ANNUAL THINK BIG FORUM



BY WOMEN, FOR WOMEN:
CELEBRATING 10 YEARS OF ENTREPRENEURSHIP IN PITTSBURGH
Tuesday, October 13 | 5:00 - 8:00 PM

Rebecca U. Harris, Executive Director Center for Women's Entrepreneurship at Chatham University

Location: Chatham Eastside Entrepreneurship Hub,
6585 Penn Ave, Pittsburgh, PA 15206

Mailing Address: Chatham University, 1 Woodland Rd,
Pittsburgh, PA 15232

Phone: 412.365.1301

www.chatham.edu/cwe