

Growth Mindset in Action

Video: Overcoming Obstacles

(ILANA BEN-ARI:) We don't have any investors. We exist purely through the kindness of my community, my, like a lot of hard work, a lot of drive. There have been, I'm sure any entrepreneur can tell you, there have been multiple opportunities where you're just like, okay, I'm done, like I can't possibly do this, this challenge is far too huge. And I think that you face that, I mean, hopefully not on a daily basis but, especially in the first year of the business, I mean, the roadblocks you couldn't even imagine, anything from financing to hiring to just knowing if your idea is good, and if people actually are interested in it or if they're interested in it but they don't quite understand it because your message is a bit off or they're getting confused by the way that you're presenting it. And really for us it's just about resiliency, it's about prototype in iteration, and getting through that hump, but understanding that to, if you're truly trying to do something new, there's no way you're going to get it right the first time and so, being able to push through that, is really, really important, I think it's a combination of personality, of experience, and then I would say of community.