

OLDMUTUAL



## Valuable advice from outstanding women: Breaking the bias in the entrepreneurship arena



**Name of founder:** Kudzai M Mubaiwa  
**Name of business:** Investor Saint PL

"There is plenty of room for women who take pride in delivering quality work and are unapologetic. Start somewhere and doors will open, do not forget to send the elevator down when you go up! Be Astute, Bold and Consistent."



**Name of founder:** Gladys Chibanda  
**Name of business:** KraftedInk

"Building or finishing anything is mostly a matter of starting over and over again; don't ignore what pulls you in. The trick is to find an attractive market that interests you enough to keep you improving your offering every single day. Finding that market is mostly a matter of patience and active exploration."



**Name of founder:** Rachel Bere  
**Name of business:** The Grind Cafe

"You have to have an innate and strong desire to start a business. It doesn't matter whether you have the capital or not. The money will come when you have a desire. Start where you are and everything will be channeled into your space."



**Name of founder:** Ruvimbo Zhewe  
**Name of business:** Tave Tose consultancy

"The Consultancy business needs more women, currently it is male-dominated as they are the decision-makers. I say to all women, there is room for more women to join the industry, as long you are willing to work hard, research, and have discipline."



**Name of founder:** Rutendo Ndenga  
**Name of business:** ExcellenceHub

"Exercise selflessness and great emotional intelligence. Being aware of people's unsaid needs is a defining quality that helps deliver quality service."



**Name of founder:** Melinda Chinyanga  
**Name of business:** Bonne Marque corporate gifts

"Do what you like in confidence and passion, money will follow you. Branding is the kind of business that needs creativity and keeping up with current trends to stay above competitors. It is a very interesting field and I recommend any other young women who want to join to go for it."



**Name of founder:** Chipso Chikomo  
**Name of business:** Nhangwa Trust

"I often hear stories of how most girls miss school or use unconventional means to manage their flow. As women we need to take the initiative, there are so many innovations that still need to be made, taboos to be smashed, laws to be passed, and many more women and girls deserve to menstruate with dignity. All these are waiting for us to take the lead!"



**Name of founder:** Careen Chikwanha  
**Name of business:** SecondChance foundation

"To every woman who has ever had to give up and give in; fight back, learn to hold on, break down, and build walls. You can be whatever you want. Be passionate, persistent, and courageous. Be the goal-getter."



**Name of founder:** Lattifah Yassim  
**Name of business:** Infinitas Eagles Consultancy

"Do not be scared to go for your dreams, the business world is not that tough to break into, you just have to want it enough and not give up."



DO GREAT THINGS EVERY DAY