Entrepreneur & Innovation Exchange
Published online at EIX.org on March 24 2016
DOI: 10.17919/X98C7D

Why Poornima Vijayashanker Left a Steady Job to Build Femgineer

Kimberly Eddleston (Northeastern University)

KEYWORDS: Information Technology, Women, Entrepreneurship.

Femgineer founder Poornima Vijayashanker shares lessons on leaving a steady job, building a tech education business and why entrepreneurs should stay open to coaching.

Poornima Vijayashanker is the founder of Femgineer, an educational business that empowers forward-thinking techies of all backgrounds and promotes inclusiveness in the high-tech industry. She was also one of the founders of the budgeting site Mint.com and later started Bizeebee, a company that provides software that helps membership-oriented businesses like fitness studios manage customer information. In this interview with EIX's Kim Eddleston, Vijayashanker talks about her first childhood entrepreneurial experience selling popcorn door to door; how she gave up a steady paycheck to turn Femgineer from a blog into a thriving business; and about why entrepreneurs must be open to coaching.

Link to video

Read More:

Advice, Best Practices and Inspiration for Women Entrepreneurs(https://eiexchange.com/women)

Additional search terms: women, feminism, female founders, women business owners, women in tech, glass ceiling, sexual discrimination, bias, opportunity, coaching

Copyright © 2016 The Authors. Entrepreneur & Innovation Exchange is published at EIX.org. This is an open access article under the terms of the Creative Commons Attribution-NoDerivs License, which permits use and distribution in any medium, provided the original work is properly cited and no modifications or adaptations are made. View EIX.org Authorship Terms at https://eix.org/terms