

**FAILURE IS
GOOD FOR
BUSINESS**

JENNA PEDERSON

@JENNA PEDERSON

WWW.612SOFTWAREFOUNDRY.COM

**FAILURE IS NOT IN MY
VOCABULARY.**

@JENNAPERDERSON



FAILING SINCE CHILDHOOD

LEMONADE STAND

*I lived at the end of a
dead end road.*

@JENNA PEDERSON



FAILURE

*Location is
everything.*

@JENNAPERDERSON



TIE DYE T-SHIRT BUSINESS

I moved my location.

@JENNAPERDERSON

FAILURE

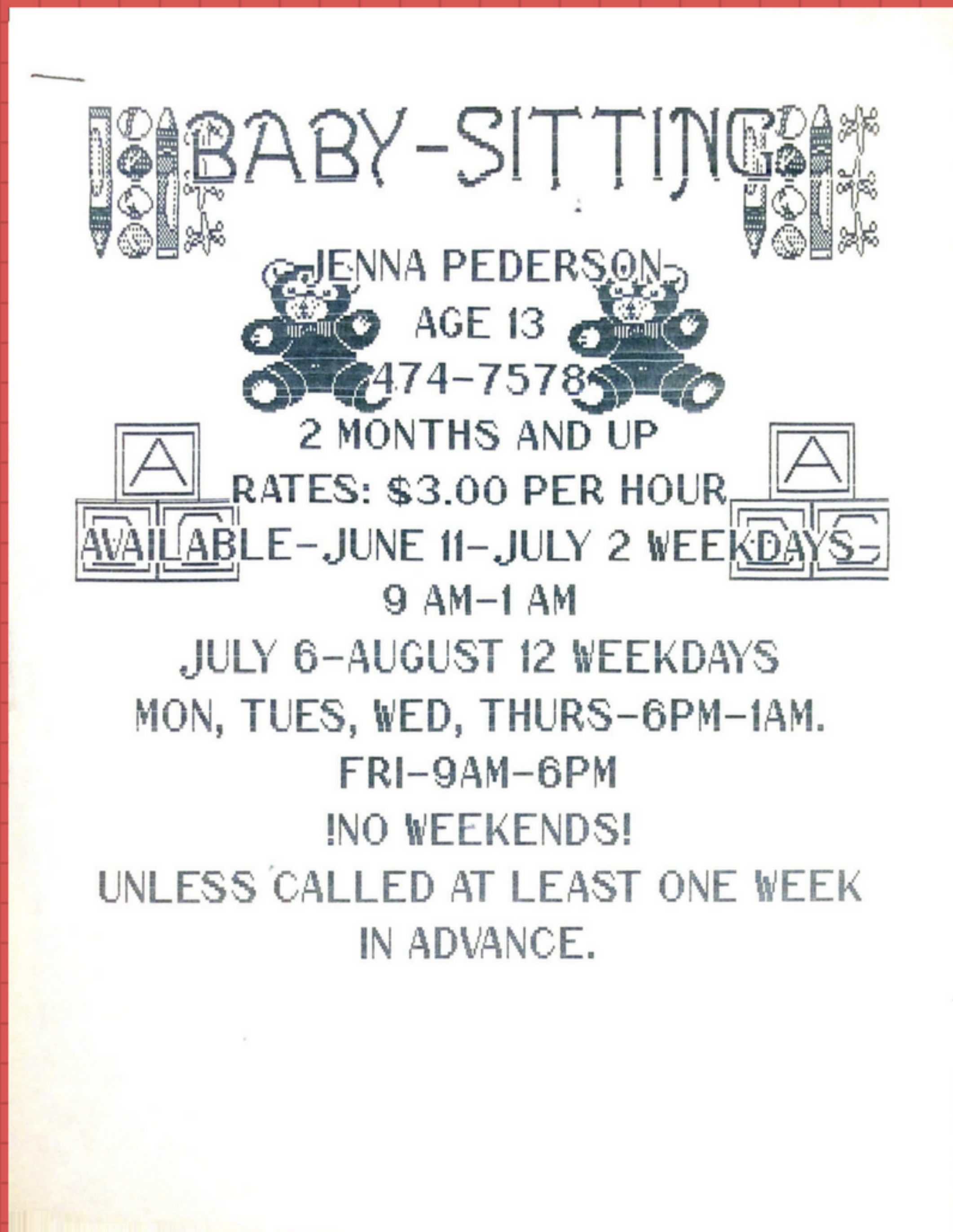
Know your market.

@JENNAPERDERSON

BABYSITTING BUSINESS

I read all the Baby Sitters Club books, took a class, learned the Heimlich and CPR, and distributed flyers.

@JENNA PEDERSON



SUCCESS

***Referrals are
valuable.***

@JENNAPERDERSON

JENNA'S BUSINESS PRICE LIST-----

SERVICE	PRICE
MOWING - SMALL YARD	\$10.00
MOWING - LARGE YARD	\$20.00
RAKING LEAVES	\$2.00 PER PLASTIC SAC
PET GROOMING - WASH	\$2.00 DOG
PET SITTING	\$3.00 PER DAY PER ANIMAL
BABY-SITTING	\$3.00 PER HOUR
GOLF CADDIE	\$10.00 AND UP
BOAT CLEANUP	\$4.00 HOUR
LAKE SHORE CLEANING	\$4.00 PER HOUR
GARDENING	\$3.00 PER HOUR
STACKING FIREWOOD	\$5.00 PER HOUR
CAR WASH	\$3.00 CAR 5.00 TRUCK
PAINTING	\$5.00-\$10.00 HOUR

JENNA PEDERSON-----474-7578

22230 MURRAY ST SHOREWOOD

ODD JOB BUSINESS

First odd job: lawn mowing

@JENNA PEDERSON

FAILURE

Start by testing and socializing your ideas with those close to you.

@JENNAPERDERSON

SIMPLE SQL STATEMENT

*Took down the entire
datacenter.*



FAILURE

*Allow yourself to fail
and surround yourself
with those who allow
you to fail.*

@JENNAPERDERSON



TWO-TIME KICKBALL CHAMPION

SUCCESS

***Work hard.
Play hard.***

@JENNAPERDERSON

BUILT A DEV TEAM IN OUR IRELAND OFFICE

*From my desk in
Minnesota.*

@JENNAPEDEPERSON



FAILURE

*Hire slow.
Fire fast.*

@JENNAPERDERSON

I QUIT MY CUSHY JOB

*I lost my health insurance
and all the safety nets of
full-time employment.*

@JENNA PEDERSON

A 3D rendering of the word "FREEDOM" in a bold, sans-serif font. The letters are dark with a bright, glowing purple or magenta outline. They are set against a dark, reflective floor that shows a clear reflection of the word. The background is a dark, gradient space.

SUCCESS

Take a leap.

@JENNAPERDERSON



BUILT SOFTWARE TO ROUTE TRAINS

@JENNAPEDEPERSON

FAILURE

***Say no and stick to
your guns.***

@JENNAPERDERSON

DIRECT CLIENT WORK

*Joined a coworking space,
became acquainted with the
local coffee shops, attended
meetups, and sought out my
own work.*

@JENNAPERDERSON



SUCCESS

*Don't underestimate
the art of networking
or the value of
community.*

@JENNAPERDERSON



LET'S START A FOODTRUCK!

*I had ideas for handheld
food. And so did Taco Bell.*

FAILURE

*Not all advice is
trustworthy.*

@JENNAPERDERSON

HACK THE GAP

We existed to help women get over their fear of starting something whether that be a business or a tech career.

@JENNA PEDERSON





LeadPages



SUCCESS

Fear is overrated.

@JENNAPERDERSON



MORE PROJECTS & CLIENTS

That I wasn't jazzed about.

FAILURE

*Work on what you're
passionate about.*

@JENNAPERDERSON

I'M WRITING A BOOK!

I have a lot to say. And I have opinions.

@JENNAPEDEPERSON



FAILURE

Start.

@JENNAPERDERSON



HACK THE GAP

Doubled the size.

@JENNAPERDERSON

SUCCESS

***Relationships take
time.***

@JENNAPERDERSON

A REALIZATION THAT STARTING IS NOT FAILING

I am not a quitter.



SUCCESS

*Be intentional on
where you want to
take your business.*

@JENNAPERDERSON

FINAL TAKEAWAYS

@JENNAPERDERSON

**YOU ARE MEANT TO BE
HERE.**

*Even if you found the secret to
running a tie-dye t-shirt business.*

YOU ARE NOT ALONE.

We're right here with you.

@JENNAPERDEPERSON

**ALLOW YOURSELF TO
FAIL AND TO LEARN
FROM IT.**

Because failure is good for business.

THANKS.

JENNA PEDERSON

@JENNAPEDERSON

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