

bellabeat

Urska Srsen, CCO @ Bellabeat, Quotes

“A great part of the inspiration came from the sole frustration with technology I encountered so far. It was not adjusted to female users not just in design but also in technology itself. I wanted to create technology specially designed to track the health of women but also to pay attention to the aesthetics of the product. I wanted to design technology that was not just useful but also beautiful, something women would actually be happy to wear and use. I guess women have been widely overlooked as users of technology so far and when we design products that are specially adjusted for their needs, they enjoy that and recognize the health benefits.”

“The most important lesson was that your unique idea is the most valuable thing about your product and that you should never compromise on the things that you wholeheartedly believe in and make you different from the rest.”

“I think it’s clear that smart jewelry will become even smarter while more integrated into our style – either with versatility or by transforming into subtle additions, becoming a seamlessly integrated part of our everyday wear.”

“If we had designed in a more conventional way, we might not have been as successful. So while we saw that there was a gap in the market, what we did also went back to the skills we had at that time.”

“For hardware companies, in the past couple of years sustainability and profitability have become really important. Founders really have to find business models that make sense financially - that’s the first thing you really have to evaluate.”

“Our core mission at Bellabeat is to inspire women to be healthier so that they can be successful at other things. I believe it’s really important to have a healthy life and work balance. It’s okay to take care of yourself first, because if you’re falling apart, you won’t be able to do your job. Women tend to forget that more than men. They tend to be focused more on everything else than themselves. Jobs comes first, relationships come first, kids come first, and they themselves come last. My advice to female founders is that it’s okay to be selfish sometimes!”