

TIPS FOR FEMINIST ENTREPRENEURS

By *pk mutch*, feminist, entrepreneur, journalist, educator

Feminist entrepreneurship has many faces and facets. Here are six tips that can make a big difference in your business outcomes and your personal experience as a feminist entrepreneur:



1

Unlearn/ re-learn history.

Feminist founders who explore movement history often find significant insight that can help them save time, money, and resources by not repeating the mistakes of others. Learning about and from those who came before us is smart business and smart feminism.

2

Get active in the movement for gender justice.

Being a feminist founder means working to liberate others and yourself. Join grassroots feminist groups. Follow feminist media. Commit to learning with and from movement leaders from all walks of life. Connect with as many trailblazing feminist entrepreneurs as you can. Finding your community will give you nourishment and support along the way.

3

Challenge capitalism at every turn.

Let's face it: feminism and capitalism are bizarre bedfellows. By confronting and engaging with the contradictions, you can learn how to harness capitalism and diminish its harmful effects. Experiment with radically new operating methods that are non-extractive and non-exploitative. Name what matters to you outside of profit and productivity.

4

Fight oppression.

Use your voice, platform, and resources to lift up women and gender-diverse people. Create welcoming, inclusive, and supportive workplaces for those who are most likely to face discrimination in the economy: Black, Indigenous, racialized, disabled, and queer people, youth, and elders.

5

Be hopeful and innovative.

Feminist entrepreneurs are norm-busters who are energized by new possibilities. Approach your work with joy, compassion, and fearlessness. Reimagine all aspects of enterprise work, including fundraising, ecosystem building, governance, enterprise design, product or service creation, pricing operating policies, and problem-solving.

6

Know your value and the power of fair commerce.

Experienced feminist entrepreneurs know that money is just a tool, not their enemy. Commerce is not the same as capitalism. As a feminist entrepreneur, you must know your value and unapologetically make money knowing that building an enterprise that keeps you in poverty is not a feminist move. Define for yourself what it takes to thrive; be honest about what a sustainable, fair income looks like in your context. It's not how much money is made or who makes it; it's how money and income is generated and distributed that matters most.

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