



What I miss right now is a certain vision, a strategy for Germany – where do we want to be, how do we want to live and work?

*Dr. Alexandra Wuttig, Founder – Entrepreneurship lecturer, -
Mother*

1. What was your motivation to become an entrepreneur? How did you start?

When I was younger, I used to think money is the motivation, but I realized that this is not true because I could have earned more money in a linear career in a big company. So, my main driver is independence. I started during my law studies by offering accessories for law students trying to earn money for my studies.

2. Did you have some "break moments" in your career so far?

You mean time off? No actually not really, after giving birth I was disconnected for 2 weeks (both times) but after that business as usual.

3. What life-lesson did you have to learn the hard way while being an entrepreneur?

Spending money is much easier than earning them

Don't invest the money in a business idea that you need for living – so be ready to lose the money (worst case).

Also, not to be ashamed to speak about you and your ideas and products. At the beginning I was avoiding speaking to people about my business ideas because I was afraid, they will say it is a stupid one. Even some of my friends kept on saying "what on earth does this have to do with law?" So, it was a process and sometimes I still have to deal with it but at the end all it matters is how you define success.

4. What do you think is a common mistake, new/young entrepreneurs make?

Investing in the product before testing the market.

5. Do we need more female entrepreneurs? If Yes/No: Why?

YES!!!! Research shows that businesses that have a female co-founder or founder are more successful than non-diverse teams. So simply from this point of view, if we want to foster a more entrepreneurial environment, we need women!!

6. Being an entrepreneur, having a family AND being a woman. How do you do that?

To be very honest I don't get much sleep, but I am happy and always looking for the next challenge which is right now to teach entrepreneurship.

7. Which three words describe you the best?

In German I would call it Zielstrebigkeit (Determination) – so if I have a goal, I do, no matter what, to reach it. I am persistent and I hate conflicts, so I look for a consent or the best possible solution.

8. What has to change in Germany to stay global competitive? (Keywords: Digitalization and Entrepreneurship)

What I miss right now is a certain vision, a strategy for Germany – where do we want to be, how do we want to live and work? Digitalization can help us, we just have to set the framework and define how should our world look like in the upcoming years.

The way we teach should change, we need to use more technology (digitalization in Education) so we can prepare the students in the best way for their future and we need more entrepreneurs that share their know-how.

Also, rules are great and as a lawyer I love rules but – we still have rules set up here that protect a certain “Zunft”??? and make the life for certain upcoming startups a bit difficult.

9. What is an "Entrepreneur-Mindset". Is it possible to learn it for everyone?

I hope it is. I think it is a way to discover opportunities and this is something that you need in your day to day life, in your career in a company or as an entrepreneur.

10. Do you have an advice for students who want to be entrepreneurs?

Just do it! and even if you fail, learn from that and try again!

Interview: Marion Hornung

May, 2019