

Meet our female founders....

MARVEE-LISA BOOKER

Marvee-Lisa is the Co-founder of Postworks, a software-based franking alternative business based in Northampton. Foresight invested in the company in 2018 via the Midlands Engine Investment Fund.



What did you do before starting your company?

I've had a series of business development roles, mostly in software, hardware and print. My first ever experience in sales was selling door to door for *TalkTalk* on commission only!

What led you to found *Postworks*?

Whilst working for a company that specialised in mail for corporates, I saw a gap in the market for a similar product to service SMEs that could benefit from the same technology. My vision for the company was shaped by my experiences of working in companies that didn't treat their employees well, I wanted to create a company where people enjoyed coming to work everyday and was also a pleasure to do business with.

What has been the highlight of your career?

A highlight for me was when I realised the ethos we had worked hard to foster had really embedded itself into the company culture. For example, when anyone says "thank you", our automatic response would be "my pleasure", I noticed that all of the team had adopted the same habit which was a really proud moment for me, to see the culture we had tried to cultivate come to fruition.

What is the most challenging thing about being a female founder?

I have noticed that people can sometimes underestimate how much you know about the industry, particularly technical aspects. It's always interesting when I'm sat in meetings with male colleagues, the assumption is that I'm not the decision maker, even though I make most commercial decisions.

What advice would you give to another aspiring female entrepreneur?

Try not to overthink things when starting out. You can easily talk yourself out of the idea if you do.

What is a defining moment of your career that brought you to where you are now?

Early in my career, I worked for a business where the CEO was the only person allowed to use the front entrance to the building while everyone else had to use the workers entrance. After this, I knew that if I ever ran a business, I would do things differently and treat employees with the respect they deserve which is what we pride ourselves on at *Postworks*.

What do you wish you had known before starting out?

Knowing that absolutely everything should have a goal. We've now developed a strong strategy that is goal orientated. Everything you do should have a clear objective and should feed into your strategy in some way. However small the task, ask yourself, *what is my objective for this activity*, will somebody benefit from this?

How do you think investment firms can contribute to closing the gap in VC funding for female and male entrepreneurs?

I think they could help by making investment firms a more female friendly environment by championing female entrepreneurs to seek investment opportunities.