

Hera Hub Member Stories



HERA HUB
WORKSPACE FOR WOMEN

Nichole MacDonald, founder of the Sash Bag

www.linkedin.com/in/nicholemacdonald

thesashbag.com

“I launched two businesses prior to creating the Sash Bag and have found success in this product, much because of the the support I’ve received at Hera Hub.

Here I found collaborators, advisors, business partners, and investors. I can’t imagine a better place to launch and grow a successful business. We’re now selling all over the country, recently broke the million dollar mark, and have been featured on numerous shows, including, Today & Extra.”





Laurie Itkin founder of The Options Lady

www.linkedin.com/pub/laurie-itkin

www.theoptionslady.com

“I attribute much of my business success to the Hera Hub platform and community. I’ve build invaluable strategic alliances, secured needed resources, and finally, found the moral support I needed to continue to build a profitable business. I learn something new every time I come to the Hub!”

Laurie has become a leading financial educator, advisor, author, and TV personality - regularly quoted in the Wall Street Journal's Market Watch, MSN Money, CBS Money Watch, CNBC & Fox News.





Renee Zau

www.linkedin.com/in/reneezau

www.donationmatch.com

DonationMatch is a network of certified charitable companies and authenticated nonprofits, streamlining how donated goods and gift certificates become promoted prizes at charitable fundraising events. Join over 9,000 community leaders to **SAVE TIME, SAVE MONEY, AND MAKE AN IMPACT TOGETHER.**

*“Hera Hub is so much more than a co-working space. It is a flourishing entrepreneurial ecosystem. In it, we thrive, in growing both our *businesses* and *ourselves* on this challenging and exciting entrepreneurial path. Amidst the zen-like atmosphere, we generously share knowledge and referrals, create new alliances and listen with encouragement in the stuck points. Like all healthy ecosystems, we are diverse — in age, culture, beliefs, type and stage of business. Since joining I’ve doubled my business and launched an additional online platform - Sampling for Good.”*





Vivian Sayward, Founder of Vivacity Sportswear

www.linkedin.com/in/viviansayward

www.VivacitySportswear.com

“The Hera Hub platform has been critical to my business success. I’m at least twice as productive working from the Hub than my home office. It’s also been critical to have a professional space to meet with vendors and collaborators. I’ve found almost every resource I’ve needed through the membership. I couldn’t do it without this amazing community!”



Vivian drew on her experience in finance, market research, and business development in pharmaceutical, biotechnology, and healthcare to introduce a classic and sophisticated women's clothing line for the golf/tennis/resort market. Vivacity is designed and manufactured in California.



Lana Feng, founder of Personalized Diagnostic, LLC

www.linkedin.com/pub/lana-feng-ph-d

www.personalizeddx.com

“For me finding Hera Hub was a prerequisite to launching my business. Coming out of a big Life Science company, I knew I not only needed a professional space but also a strong support structure and sense of community. Since leaving Novartis in 2013, I’ve connected seven early stage startups with Chinese funding to bring life saving cancer diagnostic tools back to the U.S.”

Through Hera Hub I’ve founded needed resources for business support, strategic planning and ongoing mentoring. I couldn’t have done it without the community!”

