

FutureWomen x  Veuve Clicquot

presents

New Generation Talks

New Generation Talks celebrates businesswomen who reflect the innovative and audacious spirit of Madame Clicquot. In an era when women were excluded from the business world, Madame Clicquot dared to take the reins of the Clicquot Champagne house at the young age of 27. Madame Clicquot forever changed the champagne landscape with innovations such as the first known rosé blend and the first vintage.

Led by Brooke Boney, a news and radio presenter for Triple J, the New Generation Talks panel discussion featured three outstanding female entrepreneurs who embody Madame Clicquot's legacy. The panel discussion explored the careers, achievements and challenges experienced by these leading businesswomen.

Panellists: Jane Lu (Founder and CEO of Showpo), Mikaela Jade (Founder and CEO of InDigital) and Alice Brennan (Former CEO of SettleIn and innovation consultant for Fusion Labs).

Here's five key takeaways from the panel:

1

DON'T BE HELD BACK BY A FEAR OF FAILURE

1. "I've always had this fear of failure and then when I did fail, I realised that life isn't over and you can only go up from here." *Jane Lu*
2. "I went out to tender twice in Australia and no one would work with me. They all thought I was crazy. I went home and I cried, but the voice of my ancestors crept inside my head and said 'you cannot quit on this, this is necessary'. I cold-called every augmented reality developer around the world. I had more people tell me I was crazy until I found a developer who would take this on." *Mikaela Jade*

2

BE MOTIVATED BY MORE THAN MONEY

1. "Having a financial goal in itself isn't why you do what you do. It's not worth it, if it's just for the money. I never envisioned that I would get to where I am today." *Jane Lu*
2. On the tsunami aid response in Japan, 2011. "A huge number of people came together to make something positive happen and I'd never felt a feeling like that." *Alice Brennan*
3. "I was obsessed with the opportunity to do something different and show that our people, particularly women, can lead in the technology sector." *Mikaela Jade*

3

LEVERAGE TECHNOLOGY AND SOCIAL MEDIA TO GROW YOUR BUSINESS

1. "If I started a business today, I would use Instagram as an organic channel to grow the business and Facebook as the cheapest source for marketing." *Jane Lu*
2. "When the opportunity came to take tech skills and combine them with social impact, it was a very exciting opportunity." *Alice Brennan*
3. "Imagine if you could go to a cultural place and hold your phone up to it, and the traditional owners from that place could tell you in their language and yours, the story of that place. But at that time, no one really knew what augmented reality was." *Mikaela Jade*



4

RESIST IMPOSTER SYNDROME

1. "All three of you are incredible, inspiring women, but all three of you have at some point tonight been like, 'oh no, not little old me, compared to the other panellists'. You're all kickass and inspiring, please don't do that anymore." *Brooke Boney*
2. "I give people advice all the time to believe in themselves and call out imposter syndrome when I see it in other people, but I can't take that advice for myself." *Jane Lu*

OUR PANELLISTS BEST ADVICE

1. "Change happens. If you want longevity, you need to suck it up and figure out a solution. It is constantly two steps forward, one step back." *Jane Lu*
2. "The best investment you can ever make is in your education. You shouldn't wait and you shouldn't stop." *Mikaela Jade*
3. "Be more honest with yourself. There were times that I felt I should be or respond in a particular way. I had this focus on how things 'should' be, but life kept throwing things at me. I needed to accept what was in front of me and the person that I am." *Alice Brennan*