



'Femgineer' Aims to Empower Technology Specialists

Kimberly Eddleston (Northeastern University)

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Poornima Vijayashanker is the founder of Femgineer, an educational business that empowers forward-thinking techies of all backgrounds and promotes inclusiveness in the high-tech industry. She was also one of the founders of the budgeting site Mint.com and later started Bizeebee, a company that provides software that helps membership-oriented businesses like fitness studios manage customer information. In this interview with EIX's Kim Eddleston, Vijayashanker talks about her first childhood entrepreneurial experience selling popcorn door to door; how she gave up a steady paycheck to turn Femgineer from a blog into a thriving business; and about why entrepreneurs must be open to coaching.

[Link to video](#)

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Additional search terms: women, feminism, female founders, women business owners, women in tech, glass ceiling, sexual discrimination, bias, opportunity, coaching

