



Risk-taking is a topic that people have widely differing views on. We'd love to hear your thoughts.

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What's more risky?

SAN DIEGO'S MOST  
INSPIRING STORIES

INTROVERTED  
ENTREPRENEUR SUCCESS

event-planning business in the time of social distancing, maybe? While we know this may sound crazy, and we've been told it's not a good time, hear us out. We were both at a point in our lives that we were craving an outlet to be creative, passionate, and dedicated. Coming off the hardest year of her life, Margot had lost her mom and her job in a matter of a couple of weeks and was left waiting for the universe to deliver anything good. Elizabeth had been at her 9=5 for eight years and was seeking opportunities to use her creativity and passion for people to get out of a lingering rut. After numerous chats, initially fueled by wine, we realized that this is something we both needed and could actually make happen. Instead of viewing the pandemic as a showstopper, perhaps we could see it as an opportunity.

COVID left so many women craving human interaction, time for themselves, and fun. It left so many women out of work or facing reduced hours. These women were trying their hands at their own side hustles and were struggling to find ways to make it work in the current climate. We soon discovered that we could provide a platform that gave everyone involved exactly what they needed. By planning mini-day events, we could build our business, establish relationships with women-owned businesses that could run activities and provide products and services, and give women a safe place to gather for Metime... and Wetime. We could limit the number of people to be COVID safe AND take a little pressure off of ourselves. Like so many people, we learned to think divergently and creatively. It was unexpected, but we made it work. The past year has shown all of us what we are truly capable of. And our little MEandWEco is no exception!

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