

# wise

WOMEN IGNITING THE SPIRIT OF ENTREPRENEURSHIP

## FEATURED ENTREPRENEUR

**Lindsey Briggs**

Founder and President, Social U

Entrepreneurship is all about consistency and balance—whether it is between work, home, school, or networking events, it requires organization and drive. In Lindsey Briggs' case, she has become the ultimate hustler, now balancing a full-time job with a school fellowship and her own entrepreneurial venture, Social U. Though she often is busy and managing many projects simultaneously, she continues to follow her entrepreneurial dreams and create a balance for everything to work together cohesively as one entity.

After earning an undergraduate degree in information management and a graduate degree in broadcast digital journalism, Lindsey was on the search for a full-time job, and freelance reporting while taking on an internship in social media. In her spare time, she helped a few local business owners build a social awareness of their small businesses, focusing on social media. Lindsey saw the importance of building brand awareness by creating video content that provokes conversation online. The results were instant. Not only did businesses she trained see a jump in

clientele, but meaningful conversation began online with similar niche businesses across the country.

Wanting to combine her education (information management) and what her passion was (videography and journalism) she was able to marry the two and form Social U, a company that helps other small businesses be more connected, aware and engaged socially. Realizing that she needed to have a specific target audience, Lindsey now caters primarily to women-owned businesses. "I want to give back to other women in business," she notes. "Using my talents, I can help them tell their story." Having experienced what women entrepreneurs go through, she realizes the specific challenges that they face.

Although still in the start-up phase, Lindsey has big dreams for Social U. "There will be challenges along the way," she says. "But there's no limit to what you can accomplish if you stay faithful to your vision... it's not how you start, but how you finish."

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*wise words of wisdom...*

*"To whom much is given, much is required."  
- Lindsey Briggs*

## WISE HAPPENINGS:

### The Building Blocks for Starting a Business

**WHEN:** October 2, 12:00 - 1:00PM, October 24, 5:30 - 7:00PM  
**WHERE:** WISE Women's Business Center at The Tech Garden, 235 Harrison St., Syracuse

*You are unique! And so is your business idea! But how can you translate all of that into a business?*

### Women's Roundtable Discussions - Women in Creative Businesses

**WHEN:** October 4, 18, 12:00 - 1:00PM  
**WHERE:** WISE Women's Business Center at The Tech Garden, 235 Harrison St., Syracuse

*As a woman in business, you value the support of other women professionals. Talk out the challenges with 10 other women over lunch!*

### Women's Roundtable Discussions - Women in Food and Farming

**WHEN:** October 11, 25, 12:00 - 1:00PM  
**WHERE:** WISE Women's Business Center at The Tech Garden, 235 Harrison St., Syracuse

*As a woman in business, you value the support of other women professionals. Talk out the challenges with 10 other women over lunch!*

### WISE Women's Business Center Official Ribbon Cutting

**WHEN:** TBD (Watch our social media and email!)  
**WHERE:** WISE Women's Business Center at The Tech Garden, 235 Harrison St., Syracuse

*A women's business center... run for women, by women.*

**WISE Women's Business Center** // The Tech Garden // 235 Harrison St. // Syracuse, NY 13202 // (315) 443-8634 // [jmlenwea@syr.edu](mailto:jmlenwea@syr.edu)

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