

**FEATURED
ENTREPRENEUR**

DeBorah A. Little
CEO & Inventor, Lil'MorStix



An entrepreneur by nature, DeBorah A. Little has spent the majority of her professional life working for herself, rather than for someone else. Her first venture into entrepreneurship was 25 years ago when she owned a real estate sales company that grew into a sales, appraisal, management and investment firm. She eventually transitioned into a corporate management setting, but wanted to keep the entrepreneurial spirit in her life. DeBorah started her own consulting firm – Touchdown Presentations – which allowed her to do what she loves best – teach others.

After DeBorah relocated to Syracuse – her hometown – she enrolled as a full-time student at Syracuse University to pursue her undergraduate degree and follow her entrepreneurial dreams. While applying makeup one morning before class, she became frustrated that she ran out of lipstick while there was clearly some left at the bottom of the tube. After doing some initial market research, DeBorah found that 30% of all lipstick, concealer and blush that comes in tube forms gets wasted and thrown away due to its packaging. With that discovery, her new business idea for Lil'MorStix was in full swing.

“To be an entrepreneur, you must be flexible, persistent and have a positive attitude,” DeBorah says. With that in mind, DeBorah partnered with fellow students to begin thinking about specifics like product design and manufacturing options, while also utilizing entrepreneurial resources provided by Syracuse University (such as the Student Sandbox, Couri Hatchery, WISE Women's Business Center and seed funding competitions). “As an entrepreneur, you will hit a brick wall at some point,” DeBorah says. “It's your responsibility to climb over that wall and keep moving—believe in yourself and your product.”

DeBorah and her team are poised to launch their revolutionary product this month, expanding from an inventory of several thousand to tens of thousands units. Lil'MorStix has committed to supporting women entrepreneurs and utilizes local businesses, including its designers and manufacturers. “We have many big ideas for the future,” says DeBorah.

“Some days being an entrepreneur is easy and on other days, you'll lose a lot of sleep,” she says. “But when you believe with everything you've got, you will succeed.”

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*wise words
of wisdom...*

“Believe in your own success.”

– DeBorah A. Little

WISE HAPPENINGS:

**Roundtable Discussion –
Women in Creative Businesses**
Sept 11, 12:00 - 1:00PM

**The Building Blocks for
Starting a Business**
Sept 9, 12:00 - 1:00PM
Sept 24, 5:30 - 7:00PM

**Mastermind Groups –
How They Can Grow
Your Business**
Sept 16, 12:00 - 1:30PM

Meet the Entrepreneur Series
Sept 18, 12:00 - 1:00PM

► Check out wiseconference.com/events for a complete list of upcoming events!

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

All events, unless otherwise indicated, are held at the **WISE Women's Business Center @ The Tech Garden** // 235 Harrison Street // Syracuse, NY 13202
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