



As a CPA and CFP, Pamela has always worked with entrepreneurs helping them to navigate the financial path to success. While living in Boston, she launched a website that promoted children's enrichment. Less than two years ago, Pamela, her husband and their three children moved to Central New York. After the move, a top priority for her was to find activities and programs that were engaging and enriching for her kids who were now in elementary school.

Pamela found technology classes that looked like a fit with what she was looking for, but they were mostly designed for kids in high school. Wanting her children to get something educational out of their screen time, her a-ha moment originated after the family participated in the popular program 'An Hour of Code.' Rather than seek out resources and classes for her kids that didn't exist in the right capacity, she decided to create her own.

"I knew I liked what I saw when the kids tried computer programming. When I couldn't find any classes for them, I decided to create one myself," says Pamela. "If you find a need that is

unmet, the likelihood is that there are many other people that are also experiencing the same unmet need."

Armed with her background in helping new ventures go through the startup process along with a passion for teaching others, she began providing both a beginner and an advanced class specifically targeting children ages 8-14. Her classes teach computer-programming skills in a collaborative work environment and typical projects include creating basic games and animations using customizable features such as characters, colors and even musical elements. "It's amazing to see the look on the kids faces when their animations come together," says Pamela.

Pamela's next steps include offering new programs, enrolling more girls in classes, and continuing to build strategic partnerships with organizations and institutions who can help her to roll out her classes to a greater population. "I feel fortunate to be launching this business doing something I love so it doesn't feel like work," says Pamela.

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*wise words
of wisdom...*

**"Whatever you choose to do,
be the best that you can be."**

– Pamela Puri

WISE HAPPENINGS:

The Building Blocks for Starting a Business

May 5, 12:00 - 1:30PM
May 27, 5:30 - 7:00PM

Roundtable Discussion: Women in Food and Farming Businesses

May 6, 12:00 - 1:00PM

Roundtable Discussion: Women in Business Against the Odds

May 7, 12:00 - 1:00PM
May 21, 12:00 - 1:00PM

Meet the Entrepreneur Series

May 12, 12:00 - 1:00PM

Accounting & Bookkeeping Basics for your Business: Key Terms, Processes and Concepts

May 13, 12:00 - 1:30PM

Roundtable Discussion: Women in Creative Businesses

May 14, 12:00 - 1:00PM
May 28, 12:00 - 1:00PM

Accounting & Bookkeeping Basics for your Business: Taking the Next Step

May 26, 12:00 - 1:30PM

► Check out wisecenter.org/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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