

**FEATURED
ENTREPRENEUR**

Amy Wyant & Justina Kane
President/CEO & COO, Tech Geekery

Amy Wyant and Justina Kane met in elementary school in a small town near Cooperstown, NY. Growing up, one of their favorite activities to do was to make up businesses to “run.” From building banks to bookstores, the pair would create this business space and would have their brothers “shop” in their stores. Little did they know at the time that their childhood activity would become a reality later in life.

Fast forward to college—Amy dreamed of becoming a marine biological archaeologist and Justina was studying child and family studies. While in school, Amy took a work study job at the university help desk, who hired her because of her sharp people-skills and allowed her to get the tech “bug”. Amy excelled in this position because of her nontraditional experience in tech and ended up taking a job working in California after graduation. After a while, Amy realized that her and her husband were spending all of their money and time off to fly back to Central New York so they moved back home. Working in a new job setting, Amy realized something crucial—her customers needed something that the business couldn’t fulfill. She launched Tech Geekery with a mission to help entrepreneurs and small businesses focus on the actual business, while their team focused on the tech (such as hardware, software, network maintenance, planning and implementation).

“We meet people on the worst day of their technological life,” says Amy. “The goal is for our clients never have a day like that again.” Originally joining the team as a consultant in its first year of operations, Justina quickly moved to being a part-time employee and most recently becoming a part-owner—all in less than three years. “I can’t imagine not being an entrepreneur now that I’m here,” says Justina. For both women, honesty is key to creating a growing and successful business. Often out team gets together to have “temperature” meetings to ensure that everyone on the team is happy and wants to be doing what they’re doing.



When getting started, Tech Geekery worked with a mentor at the WISE Women’s Business Center who helped them make the right connections and meet potential new clients. “After we decided to remain a small business, we stopped marketing efforts and sent an email to our VIP customers noting that we were going to focus on them,” recalls Amy. “And that ended up tripling the business—we didn’t expect that.” After deciding that growth was now in their future, Amy and Justina got assistance with their business plan and reorganization and the team now employs six individuals with plans to add two more employees in the near future. Moving forward, Tech Geekery aims to revolutionize the way business is done in the tech world.

*words to
the wise...*
“Find the right person to ride
the roller coaster with and do
what’s right for the customer.”
—Amy Wyant and Justina Kane

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WISE HAPPENINGS:

**The Building Blocks for
Starting a Business**
May 3rd, 12:00-1:00pm
May 25th, 5:30-7:00pm

**Women as Career
Changers Roundtable**
May 5th, 12:00-1:00pm
May 19th, 12:00-1:00pm

Meet the Entrepreneur
May 17th, 12:00-1:00pm

**Women in Creative Businesses
Roundtable Discussion**
May 12th, 12:00-1:00pm
May 26th, 12:00-1:00pm

► 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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