

### What is a Company Inception Story?

An **Inception Story** encapsulates the origin and foundational motivation behind a company's creation, articulated through the founder's personal journey and vision. Here's a refined definition:

- **Origin and Inspiration:** The Inception Story chronicles the pivotal moment or series of events that compelled the founder to embark on the entrepreneurial journey. It highlights the specific circumstances or insights that illuminated the need for a new venture.
- **Visionary Impact:** This narrative often captures a profound desire to effect significant change, improve lives, or address pressing challenges in innovative ways. It reflects the founder's commitment to making a meaningful impact on customers, communities, or key stakeholders.
- **Foundational Purpose and Long-term Vision:** The story provides a vivid illustration of the core purpose behind the company's establishment. It integrates the fundamental reasons for the company's existence and intertwines them with the founder's long-term aspirations, often extending to a visionary 100-year outlook.

### Why an Inception Story is Valuable to Founders and Companies

An effectively communicated company inception story can be a cornerstone for a visionary woman founder in building a high-impact, high-growth company. Here are eight compelling reasons highlighting its value:

- **Enhancing Brand Identity and Cohesion:** A compelling inception story reinforces the brand's identity, values, and mission. It serves as a constant reminder to the team and the market of what the company stands for. This clarity helps maintain consistency in decision-making and brand messaging, which is crucial as the company scales.
- **Boosting Employee Engagement and Morale:** A strong origin story helps employees feel connected to the purpose and vision of the company. It can inspire pride and a sense of belonging, which are key factors in employee satisfaction and retention. This connection is especially important in maintaining morale and motivation as the company grows and the founder's direct involvement with each team member naturally diminishes.
- **Attracting Talent:** In today's competitive job market, talented individuals look for roles that offer more than just a paycheck; they seek meaning and alignment with their personal values. A resonant inception story can attract candidates who share the company's vision and values, facilitating a better cultural fit and reducing turnover.
- **Facilitating Customer Loyalty:** Customers increasingly favor brands with relatable and authentic stories. An inception story that communicates the founder's motivations and the company's commitment to certain values can foster a strong emotional connection with customers. This loyalty can be pivotal in sustaining the business through the volatility of scaling.
- **Drawing Investor Interest:** Investors are not just investing in a business model but in the vision and the team behind it. A powerful inception story can illustrate the founder's resilience, creativity, and commitment, traits that reassure investors of the founder's ability to navigate the challenges of growth.

- **Guiding System and Operational Development:** The core ideas and struggles encapsulated in the inception story can serve as foundational elements when designing systems and operations. They ensure that the company's growth doesn't stray from its original vision but instead builds upon the foundational principles that made the initial concept compelling.
- **Supporting Scalability:** As a company expands from a small team to a larger enterprise, the inception story acts as a scalable element of the corporate culture. It helps new employees understand their roles within a larger narrative, simplifying onboarding and integration into the company culture.
- **Overcoming Growth-Related Challenges:** The story of the company's inception often includes overcoming initial challenges and adversity. This narrative can be a source of resilience and a problem-solving framework for the company as it faces the inevitable challenges of scaling. It reminds the team of their capability to overcome difficulties, encouraging a proactive and persistent approach to new challenges.

### Examples:

Here are examples of company inception stories from woman-founded businesses that showcase their unique motivations, challenges, and visions:

**Spanx by Sara Blakely:** Sara Blakely started Spanx with her life savings of \$5,000 from selling fax machines door-to-door. She was inspired by her own need for comfortable and flattering undergarments that didn't exist on the market, leading to the creation of the now-iconic Spanx shapewear.

**Rent the Runway by Jennifer Hyman and Jennifer Fleiss:** Jennifer Hyman was inspired to start Rent the Runway when she noticed her sister spending an exorbitant amount on a designer dress for a wedding, sparking the idea to create a platform for renting designer apparel at a fraction of the retail price.

**Honest Company by Jessica Alba:** Jessica Alba founded the Honest Company after her first child was born and she had an allergic reaction to a detergent. Motivated by the lack of eco-friendly, non-toxic baby and household products, she started a company that prioritized health and sustainability.

**23andMe by Anne Wojcicki:** Anne Wojcicki co-founded 23andMe with the goal of making genetic testing accessible to everyday consumers, allowing people to learn more about their heritage and health predispositions directly without the need for a healthcare provider.

**Bumble by Whitney Wolfe Herd:** After leaving Tinder, Whitney Wolfe Herd created Bumble, a dating app that empowers women by requiring them to make the first move. The company was born out of her desire to create a safer, more respectful online dating environment.

**Canva by Melanie Perkins:** Melanie Perkins founded Canva based on her observation that graphic design software was too complex and inaccessible. Starting first with a school yearbook design business, she expanded her vision to democratize design through an easy-to-use online platform.

### PART ONE - PREPARATION QUESTIONS.

#### 1. What is the story of how your company began?

Savvy Kids began when **Maya Thompson, a mom of two**, watched her five-year-old daughter Sophie struggle to tie her shoes one hectic morning before school. What should have been a proud milestone dissolved into tears and frustration. Searching for solutions, Maya found only clumsy gadgets or generic practice toys—none designed with kids' actual needs in mind. Determined to turn that discouraging moment into a joyful milestone, she created wider, color-coded shoelaces that helped children learn step by step. From that moment, Savvy Kids was born.

#### 2. What were the series of events that sparked your company's inception?

The spark came that morning in 2018 when Sophie sat on the floor, overwhelmed, while Maya felt torn between helping and letting her daughter figure it out. The frustration was contagious: Sophie's tears, Maya's guilt, and the stress of being late. That night, Maya sketched her idea for shoelaces designed for little hands—fun, colorful, and easy to follow. Over months, she tested prototypes with Sophie and other neighborhood kids, and every time a child said "I can do it!" Maya knew she was creating something transformative.

#### 3. What were the hopes and dreams the founders imagined would be possible?

Maya hoped to create more than a shoelace—she wanted to create a **movement of playful learning that built confidence and independence for children everywhere**. She dreamed of mornings where parents felt pride instead of stress, schools where learning tools felt like play, and communities where families could unite around raising resilient kids. Long-term, she envisioned a line of fun, skill-building tools that transformed everyday struggles into joyful milestones, one small victory at a time.

#### 4. Was there a person or situation that inspired the founding of the company? If so, who were those people or situations, and how did they influence the founding of the company?

Yes—the defining moment was Sophie's breakdown that morning. Tears streaming, shoes untied, and confidence fading fast. For Maya, it was more than just shoelaces—it was a symbol of how everyday struggles can either build children up or wear them down. Sophie's struggle inspired Maya to act, not just for her daughter, but for families everywhere who deserved tools that made learning fun, empowering, and joyful.

### 5. What was the transformation you hoped the company would offer these constituents?

- **For children:** moving from tears and discouragement → to independence, confidence, and joy.
- **For parents:** shifting from guilt and stress → to pride and shared celebration.
- **For schools and communities:** turning skill-building into fundraising and classroom tools that unite families and teachers around playful, confidence-building learning.

The transformation Maya envisioned was simple but profound: **children empowered to say “I can do this!”—and families, schools, and communities celebrating together as those joyful milestones unfolded.**

### 6. What did the founder [s] hope to create for others and the world?

Maya hoped to create a world where playful learning fuels confidence, independence, and resilience in every child. She wanted families to share in these moments with joy, schools to integrate tools that made learning fun and effective, and communities to unite around the shared purpose of raising confident, capable kids.

### 7. Why did the founder [s] start the company? What was the deep and profound reason worthy of all the work, risk, and sacrifice? What did they hope to achieve? Overcome? What did they believe they could make better in the world?

Maya started Savvy Kids because she believed **confidence is a child's superpower**. She saw how quickly frustration could chip away at a child's spirit, and how equally quickly joy could restore it. She was willing to take the risk because she knew these small wins—like tying shoes—were not small at all. They were the foundation for independence, resilience, and lifelong learning.

### 8. Is there a story behind the name of your company? If so, what is the story?

Yes. The name **Savvy Kids** reflects Maya's belief that children are clever, capable, and resourceful—they just need tools that match their stage of development. “Savvy” honors their natural intelligence and curiosity, and the brand exists to unlock that potential with playful, confidence-building tools.

### PART TWO – INCEPTION STORY MAD-LIB.

Utilize this template as a starting place to help you create your Company Inception Story.

Ever since [year] when our founder, [founder's name] [had this profound experience] and discovered [core constituents] [having a tremendous need for specific core need/pain/problem], [the organization] has been dedicated to supporting [core constituents] in experiencing [outcome transformation/core purpose].

All these years later, we are now serving [number of customers/constituents] in [locations], and we remain dedicated to helping [core constituents] overcome [specific core need/pain/problem] so they can experience [outcome/transformation/core purpose].

In the space below, go ahead and write your Company Inception Story.

Ever since 2018, when our founder, Maya Thompson, watched her five-year-old daughter Sophie break down in tears trying to tie her shoes, Savvy Kids has been dedicated to turning everyday learning moments into joyful milestones.

That morning, Maya realized kids needed tools designed for their small hands and big imaginations—not scaled-down versions of adult products. Inspired by Sophie, she sketched the first idea for wider, color-coded shoelaces that guided kids step by step and transformed frustration into confidence.

All these years later, Savvy Kids has grown into a movement helping families, schools, and communities celebrate independence and confidence. Through fun, skill-building shoelaces and plans for an entire line of playful learning tools, we remain committed to our Core Purpose: to empower children to build confidence and independence by turning everyday learning moments into joyful milestones.

Our vision is clear: a world where playful learning builds confident, independent children everywhere. Families enjoy milestones with pride and joy, schools integrate fun learning tools into classrooms, and communities unite around raising resilient kids.

**PART THREE – VISION TEST**

Using the attributes below, test the Inception Story You Created, and make any changes or edits.

**Vision Test:**

|            |           |   |
|------------|-----------|---|
| <b>YES</b> | <b>NO</b> | <b>PAST, PRESENT, FUTURE.</b> The story will tie together past, present, and future into one cohesive story.  |
| <b>YES</b> | <b>NO</b> | <b>WHO WE SERVE.</b> The story will depict the people we serve and the needs we aim to address.   |
| <b>YES</b> | <b>NO</b> | <b>CONNECTS CORE PURPOSE.</b> The story relates the Core Purpose with those we serve and creates clarity about why that Core Purpose is necessary.  |
| <b>YES</b> | <b>NO</b> | <b>CONNECTS VISION.</b> The story shares the vision of what the company hopes will become possible for those we serve.  |
| <b>YES</b> | <b>NO</b> | <b>CONNECTS PROGRESS.</b> The story shares the important results and progress already achieved by the company.  |
| <b>YES</b> | <b>NO</b> | <b>IMPACT GOAL ENROLLMENT.</b> The story articulates the inspiring long-term goal the organization is working to achieve right now. This goal, within the story, enrolls others to want to be a part of achieving the desired result. |

Write the finalized version of your Inception Story below.

In 2018, founder **Maya Thompson**, a mom of two, watched her five-year-old daughter Sophie break down in tears while trying to tie her shoes before school. What should have been a proud milestone turned into tears and frustration. That morning, Maya realized kids needed tools designed for their small hands and big imaginations—not scaled-down versions of adult products. Inspired by Sophie, she sketched her first idea: colorful, wider shoelaces that guided children step by step and turned frustration into confidence. From that moment, **Savvy Kids was born**.

Today, **Savvy Kids products are helping families, schools, and communities across 10 states and 30 school districts celebrate joyful milestones**. With over 100 Ambassadors sharing our shoelaces as both educational tools and school fundraisers, children are learning faster, parents are experiencing more pride than stress, and schools are raising funds to strengthen their classrooms. Each small win is multiplying confidence, independence, and joy.

Tomorrow, **Savvy Kids envisions a world where playful learning builds confident, independent children everywhere**. Families delight in milestones with pride and joy. Schools weave fun, effective tools into classrooms. Communities unite around raising resilient kids. Our mission is simple but profound: **to empower children to build confidence and independence by turning everyday learning moments into joyful milestones—one small skill at a time**.

***Congratulations on writing your Company Inception Story!*** Feel the power of putting these words together! Be sure to include a concise version on your [4-Page Growth Plan™](#) now.



# Company Stories Builder

## Example: Savvy Kids



### PART FOUR – SHARE YOUR STORY.

Decide on three specific ways you would like to share your story right now. Also specify by when you will complete the action.

|   | Ways to Share Your Company Story  | Owner  | By What Date   |
|---|---|--|--|
| 1 | <b>Internal Share – with our team</b> <ul style="list-style-type: none"><li>Share the Inception Story at the next Ambassador training session.</li><li>Invite Ambassadors to reflect: <i>"What part of this story resonates most with you when talking with parents and schools?"</i></li><li>Build the story into onboarding materials so every new Ambassador connects to the company's deeper purpose.</li></ul>                                       | Maya, CEO<br>Joseph, Ambassador Coordinator          | 9/15/2025  |
| 2 | <b>External Share – with your community</b> <ul style="list-style-type: none"><li>Publish the Inception Story on the "About Us" page of the website.</li><li>Share it in the next customer newsletter and parent Ambassador toolkit.</li><li>Feature the story in school fundraising brochures to highlight both educational value and community impact.</li></ul>  | Zoya, Marketing Lead<br>Louise, Partnerships Manager | 9/30/2025  |
| 3 | <b>Personal Share – one-to-one</b> <ul style="list-style-type: none"><li>Maya commits to sharing the story in at least one personal conversation each week—with a potential school partner, mentor, investor, or fellow parent.</li><li>Use it as an opening bridge: <i>"Can I share why I started Savvy Kids?"</i>—a simple, authentic way to spark trust and connection.</li><li>Track weekly shares in a founder journal for accountability.</li></ul> | Maya, CEO<br>Sales Team Members                      | Start 9/15/2025<br><br>Track weekly through 12/31/2025 |

### PART FIVE – GATHER OTHER STORIES.

What are other important company stories that would be valuable to re-tell? Reflect and write on these questions:

#### 1. What is the story of your first customer?

Savvy Kids' very first customer was a mom named **Angela**, who discovered the product through an early Ambassador event. Her son, **Mateo**, had struggled for months to tie his shoes, often melting down before preschool. Angela bought a pair of Savvy Kids laces with cautious hope. Within a week, Mateo ran into the kitchen shouting, "Look, I did it myself!" He tied his shoes proudly in front of his family. Angela sent Maya a thank-you note with a photo of Mateo's grin—proof that the product worked and confirmation that Savvy Kids was on the right path.

#### 2. What are your favorite customer stories?

- A kindergarten teacher in **Ohio** outfitted her whole classroom with Savvy Kids laces. By spring, nearly every child could tie their shoes—a milestone that usually stretched into first grade.
- A **principal in Texas** introduced Savvy Kids shoelaces as a school fundraiser. It became their best-selling fundraiser, surpassing cookie dough and candy, because it solved a real problem for parents while raising money for classrooms.
- A mom wrote: "My daughter used to cry every morning about her sneakers. Now she insists on tying them herself, and even teaches her little brother. It changed our mornings."

#### 3. What is a story of how a customer's life or circumstances were transformed by some aspect of your company's products or services?

One dad shared the story of his son, **Liam**, who had a fine motor delay. Tying shoelaces had felt impossible. After trying Savvy Kids laces, Liam tied his shoes for the very first time at age seven. His dad wrote: "That moment gave Liam confidence to try other things—zipping his jacket, opening snack bags, even pouring his own milk. It wasn't just about shoes; it was about believing he could do hard things." The product became a gateway to greater independence for Liam and relief for his family.

#### 4. What are your favorite employee stories that depict team members going above and beyond in service of others?

During a large school fundraiser in **Florida**, an order was mistakenly delayed. An Ambassador named **Lena** drove two hours to personally deliver shoelaces to the school so the kids could have them in time for their event. She stayed to demonstrate how to use the laces, answering questions from parents and teachers. Her commitment not only saved the fundraiser but turned it into one of Savvy Kids' most successful campaigns.



### 5. What is a story of a team member helping a customer overcome a challenge or achieve an important desire?

A parent contacted customer service saying her child was left-handed and struggled with standard instructions for tying shoes. A Savvy Kids team member, **Carla**, recorded a short video tutorial showing how to adapt the laces for left-handed kids. The mom replied that her daughter felt seen for the first time, and within days she tied her shoes on her own. The personal touch created a lifelong customer and advocate for Savvy Kids.

### 6. What has your company had to overcome to grow and survive?

When the pandemic hit, in-person school fundraisers and Ambassador events came to a halt. Sales dropped overnight. Instead of waiting it out, Maya and her team created the **"Home Learning Bundle"**—a direct-to-consumer package with shoelaces, stickers, and playful practice tips. They encouraged families to send in "first tie" photos, building a community online. This pivot not only saved the company but expanded Savvy Kids' reach nationally.

### 7. What has your company achieved that makes you and your team feel a deep sense of pride?

When Savvy Kids hit the milestone of **10,000 pairs sold**, Maya invited families to send photos of their children tying shoes for the first time. The office filled a wall with smiling faces—kids from across the country, each one celebrating independence. For Maya and her team, it wasn't about sales numbers—it was about the ripple of confidence spreading across families, schools, and communities. That wall became a daily reminder of why Savvy Kids exists: to empower children, one joyful milestone at a time.

# Company Stories Builder

## Example: Savvy Kids



### PART SIX - SHARE OTHER STORIES.

Decide on three specific ways you would like to share your other company stories, and by when you will complete the action.

|   | Ways to Share Your Company Story   | Owner  | By What Date   |
|---|--|--|--|
| 1 | <b>Internal Share - with our team</b> <ul style="list-style-type: none"><li>Share one new customer or Ambassador story at every monthly Ambassador call.</li><li>Add a "Story Spotlight" to the private Ambassador Facebook group or team email, so stories are easily shared and celebrated.</li><li>Include 3-5 "core stories" in onboarding materials so every new Ambassador feels connected to purpose and impact from day one.</li></ul>                                 | Maya, CEO<br>Joseph, Ambassador Coordinator              | Start 9/1/2025<br>Ongoing                              |
| 2 | <b>External Share - with your community</b> <ul style="list-style-type: none"><li>Publish one family or school success story each quarter on the website/blog.</li><li>Share "mini-milestone" wins monthly on social media with photos (e.g., "First Tie Fridays").</li><li>Feature one Ambassador "Hero Story" per semester in school fundraising newsletters to inspire other schools and families.</li></ul>  | Zoya, Marketing Lead<br>Louise, Partnerships Manager     | First release 9/15/2025<br>Quarterly cadence           |
| 3 | <b>Personal Share - one-to-one</b> <ul style="list-style-type: none"><li>Maya commits to sharing one meaningful customer or Sophie-inspired story in every investor, partner, or school leader conversation.</li><li>Sales team integrates a "story opener" slide into every school or district fundraising pitch deck.</li><li>Customer service team shares at least one relevant story during onboarding calls with new Ambassadors to build trust and excitement.</li></ul> | Maya, CEO<br>Sales Team Members<br>Customer Service Team | Start 8/15/2025<br><br>Track weekly through 12/31/2025 |