

Behind the success
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A b o u t t h e w o m e n b e h i n d t h e b u s i n e s s

**Who is Laila Deeb?**

A Software engineer from Syria who's been living in Brussels for three years now. Recently I started an initiative called Syrian women In Tech which aims to empower all Syrian tech women in Syria and connect them with experts from all around the world.

How and when did you start SWIT?

I started SWIT based on a personal experience. After graduation, I didn't have the support and knowledge to get into the job market, and I struggled to find a job that matches my skills. After some years of experience, I found a remote job, which was a life-changing opportunity for me. Now I am in a place where I know exactly what I want, and I feel comfortable and confident. Therefore, I want other women interested in, or studying tech in Syria to feel the same, have guidance through their career path, and have a proper remote job.



**Syrian
Women** In Tech



About how Laila's keeps working on her dream

“To me, SWIT is a chance to pay back, an opportunity to help women in Syria and change their lives for the better.

How are you experiencing being a beginning entrepreneur?

It's exhilarating and motivating, even though some nights you stay up late. Still, you don't feel tired at all because you are following your dream. Sometimes it can be a bit challenging because, in the beginning, you need to develop and build a lot of skills. Still, if you have the right idea and believe in it, you will overcome the challenge.

Where do you get your inspiration/motivation from to persevere?

I think the primary source for self-motivation is to surround yourself with the right people. They don't have to be contacts or close contacts; they can be inspirational people you follow on YouTube or Instagram. You can always read about or listen to success stories and role models.

Any tips for other women?

Start step-by-step and don't overthink, especially at the beginning because your idea will shape and reshape many times, so the sooner you start, the sooner you reach your goal.



How do you deal with setbacks, obstacles, or hurdles?

“I think the best thing here is to treat any obstacle or sit back as a learning opportunity. Personally, I try asking for advice from people who went through the same experience or watching a couple of motivational videos. Sometimes I just leave things for a day or two, then I get back to it with a fresh mind.



About the trajectory #SheMeansBusiness



What are some of the things you've learned during your trajectory?

#SheMeansBUSINESS is a great opportunity and support for me. It provided me with not just guidance and tips but also motivation. I am still at the beginning, but so far, I have learned how to organize my project, tips for managing the team, how to look for a co-founder, getting users' feedback, and marketing strategy.

How has Wendy helped you so far?

Wendy helped me with all the previous topics; she also gave me excellent tips and tricks and encouraged me, especially when I was overwhelmed. Recently I connected with Lien as well, and she supported me on the funding and legal side.

“**It provided me with not just guidance and tips but also motivation.**”



Follow Laila's footsteps ...

- ✓ Are you a **diverse womenpreneur**?
- ✓ Playing with a **business idea**, but no idea where or how to start?
- ✓ In need of someone to **guide you** through all the steps?

➤ **Join the #SheMeansBusiness trajectory for free!**

