

AN INTERVIEW

**"Nobody seems to admit it, but  
being an entrepreneur is really  
hard sometimes"**

**TANIKA KENENS**

*Founder AlterEdu*

**#She  
DIDIT**

## Be aware of your inner power

The perfect study or preparation for an entrepreneur doesn't exist. Even though when people tell you that university is too high level for you, or that you can't make it in this or that job, **you're the one who knows best what your inner power is.**

That's what Tanika experienced, **struggling with health issues** at school, and not being able to find the right job afterwards. Passionate about languages, she started her first business HelloLanguages, focused on language acquisition. But she discovered in that first business something that triggered her even more: **the way that people learn** new things and skills. Her fascination for cognitive science was born.

AlterEdu is her second business and sheds a new light on employee's skills. Tanika turns the world of HR around with this start-up that offers a model to look in an alternative way to people's qualities. **Just like she would have wanted for her younger self.**

***“Every month I end up with a bucket of icecream scrolling through jobsites, asking myself why I became an entrepreneur. After that I realize why I do what I do.”***

– TANIKA

# Your business needs to be within you

Very often, a **business idea comes from a personal experience**, and that's certainly the case for Tanika. From her disappointments, she built a way for others to be estimated in the right way when it comes to learning skills: *"I think you need to have something personal in your business idea, because leading a **business is chaos and has ugly parts**. At that point, you need to have something that is worth it not to quit. That one thing that is close to your heart and keeps you going"*.

In the meanwhile Tanika's been a business owner for 10 years, and looking back at her younger self she sees the evolution. When you start, you are naive about other people's intentions. **Surrounding yourself with the right partners and network is key**. I wish there would have been something like #SheDIDIT in my time.

Now she can see herself as a rolemodel, although she looks up herself to scale-ups that are ahead of her, too. Entrepreneurship has become her mindset and great skill: "I always keep looking for solutions; if that means that you have to **jump into the unknown and hope that there will be a trampoline**, then I'll do that".



## TANIKA'S GOLDEN RULES

**Be sure to make co-founder agreements, even when it's your dad or sister.**

**Don't think in terms of monthly income but in terms of a year. During some months nothing seems to sell, but after that you'll have loads of new work.**

**Be sure to manage your stress levels and your financial insights. Both will help you being an entrepreneur!**