Meet Inspiring EIT Community Women Leaders and Entrepreneurs

What’s next for you and your company?
To keep it brief, currently we are looking for new investment to start more substantial production of the new series of our belt that has some additional features.

What is the most important advice you could give other young women following in your footsteps?
Life is much easier if you are an optimist. Things never develop exactly as planned, but it is in this chaos that new opportunities arise, so give them a chance! Don’t be afraid, you will learn a lot from every experience! Don’t hesitate to admit if there is something you do not know (yet), and to ask for help. Your network is always there to support you.

Have you had to overcome any obstacles as a female entrepreneur?
Being a female entrepreneur has had no disadvantages for me. On the contrary, being a predominantly female team working on hardware is still so rare that we gained additional (media) attention. The only obstacle I encountered was that some businessmen still consider women a ‘risk’ as they are likely to have children and take leave. Luckily this is only the minority of companies, and the young mums in our team proved that having children and being a successful entrepreneur at the same time is possible!

Who are three inspirational women in your field and why?
Does it count if I say I’m very impressed with my three co-founders? They are three great women sharing my vision for feelSpace. Each of them has a unique set of skills and strengths that make up a great team! Even when things get tough, they fight for our common dream to make navigation easy for everyone. It’s a great pleasure to work with them.

Tell us a bit about yourself and your connection to the EIT Community.
After finishing my Master’s degree in Cognitive Science I wavered as to whether to continue with research or to do something more practical and implement something myself to improve people’s lives with it. In the EIT Digital Doctoral School in Trento and the ICT Doctoral programme I developed the optimal skills to do both during my EIT Digital PhD, I learned to think like an entrepreneur and finally decided to become one by co-founding feelSpace.

Tell us about feelSpace and how you came up with the idea.
The feelSpace project has been investigating whether people can learn a new “north-sense” with the help of a compass belt that indicates north through vibrations and improves the orientation of users. During an internship in Osnabrück in 2015 we prepared the foundation of the feelSpace start-up. We launched our company to develop a user-friendly navigation device that actually helps people, especially the visually impaired, to orientate themselves with the help of vibrations.

Julia Wache
EIT Digital PhD Alumna, EIT Change Award nominee 2017 & co-founder of feelSpace

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