

A *Mother* Brand

Press pack

- ONE PAGE BIO AMOTHERBRAND
- ONE PAGE BIO FOUNDER NONIE WHITE

One page bio: AMotherBrand

A one-stop shop that connects & supports mothers who want to build sustainable businesses around their family & thrive.

Our mission is to empower more women with the tools & support to set up their own businesses, to be the mother they want to be and do fulfilling work they love, in a way that works for them.

The #1 reason that mothers want to start their own businesses is to work flexibly around their families... but the truth is that while building a business around your family is doable and worthwhile, it's also hard. Many women give up before they succeed.

Only 1 in 3 entrepreneurs is female in the UK.

- 1 in 3 women who express the desire to start a business (research estimates that's up to 40% of all Millennial mothers), fail to launch.
- Then, those that do launch, face greater challenges and are 5X less likely to scale than men.

From juggling primary childcare responsibilities, to lacking self-belief, confidence, an appropriate network or funding, plus being in danger of burn out... there's a lot for female entrepreneurs who are mothers to overcome. That's where AMotherBrand comes in.

Informed by research into female entrepreneurship, AMotherBrand has a strong business development framework but also a powerful focus on personal development, informed by the science of Wellbeing, Positive Psychology.

The core belief of AMotherBrand is that it's only when we take our whole selves into consideration - as mother, woman and human being - and we work on optimising our wellbeing, that we can create a flourishing life and business.

The Membership provides a like-minded community, a step-by-step pathway to follow to build a flourishing business, online accountability & co-working, with monthly expert-led training and live coaching opportunities.

A *Mother* Brand

The go-to platform for mothers who want to build a business around their family & thrive.

Founder, Nonie White



Nonie is a mother, an entrepreneur & mentor, passionate about helping women find ways to do work they love that works for them, social entrepreneurship & Positive Psychology.

After graduating from Cambridge in 2001, Nonie began her professional career working as a freelance television documentary film Producer / Director. Nonie focused on films that sought to make a social difference but when she wanted to start a family, she sought a more family-friendly career.

In 2013 Nonie gained a Masters degree in Social Entrepreneurship from Goldsmiths, University of London, yet her first attempt to launch a business failed. Subsequent research into female entrepreneurship revealed that she was far from alone in the challenges she'd experienced. There exist many barriers to success, especially for mothers. From these findings, the idea for A Mother Brand - as a platform that addresses them and empowers more women to build their own sustainable businesses - was born.

It didn't take long for Nonie to realise how much mothers prioritise everything but themselves & when their wellbeing suffers, so does their business. That's why AMB is a mixture of business development & personal development, informed by Positive Psychology, the science of wellbeing. We believe you can only create the flourishing life & business of your dreams if you are mindful of your whole self & prioritise your wellbeing.

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