



shopping guide

Sep 09, 2007

Our Interview with the owner of Woobee Kids

What inspired you to start your business?



There were many inspirations behind Woobee Kids, but by far the most important one was my first born Ava. We live in Seattle and being an outdoor enthusiasts wanted to take Ava outside all year around. I searched everywhere for a blanket that was water resistant, multi-functional, and incorporate the amazing fabrics and colors that are available today in the children's industry. When I could not find it I designed one and parents reactions were amazing.

How do you manage juggling being a mom/wife/entrepreneur? It am often overwhelmed doing it all. The only way I "manage" this crazy life choice is by having a super supportive husband, a high capacity for chaos, and I choose moments of harmony over the pressure to find balance.

What is your greatest success professionally? I have enjoyed wonderful success in under two years. I do consider the greatest success making it through the first year of Woobee Kids. I was so naive. Designing a great product is one thing, running a company is whole different story. I have had to be open to learning an amazing amount in a very short time.

What has been your most difficult challenge? Allowing my house be dirty and not volunteering at my daughters pre-school. When I chose to start Woobee Kids so I could be available for my girls I had this "ultimate mom" vision strong in my head. Letting that vision go so I could run a growing company was very difficult and took a lot of soul searching.

What is unique or special about your business that gives it an edge over your competitors? Mom designed Woobee Kids bibs, burps, and blankets are unique in everyway. A combination of water resistant nylon backing and luxurious cozy front material create durable, easy to clean products that parents will use everyday. The Woobee blanket combines those technical and luxury fabrics with an



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innovative tie design that allows you to attach it to strollers, front packs, car seats, and everything else you can think of.

What is your favorite quote?

Imagination is more important than knowledge.

Albert Einstein

What did it take to get your business up and running?

Belief in my products, bravery, the kindness of other mothers in business, and coffee.

What advice would you give a mom who wants to start her own business?

Do the business plan (even though it can be scary) and make sure your price point is supporting a business, not a hobby.

How did you finance your company?

I cringe typing this...credit cards and the kindness of family. I do not however recommend the credit card route.

Heather Correa is the owner of Woobee Kids; shop at WoobeeKids.com

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