

## BURCU'S STORY

### "MY ENTREPRENEURSHIP STORY"

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*Dreams are reflections of real life.  
Imagine the highest as possible;  
because there is more than you imagine.*”  
*Burcu*



Almost all of us, from time to time, set up sentences that start with the words "if I had an opportunity" or "I wish there was something like this". However, instead of saying 'If I had the opportunity' the important thing is to create opportunities for our own ideas and dreams. Nowadays, there are many entrepreneurship ideas in the back of many people's minds and some of them are utopic and some are logical. Because easy and quick access makes us even more encouraged to bring our ideas into action. Today, a very favourable environment to help us develop these ideas has formed. Thanks to internet, it is very easy and cost-free to access information and transmit our ideas and what we do to people. Even though people are more determined to actualize their ideas when they hear success stories by entrepreneurship, most of the time they

just stay in friend conversations.

Many entrepreneurs who see entrepreneurs written in capital letters on magazine covers and aspire them think that they can do it in a magical way and very quickly. They think that the love of entrepreneurship is a simple victory that is easily accessible with little excitement and courage. However, when they realize that achieving this triumph is through resolution and determination, they quickly get tired. Furthermore, when they see the difficulties or the work they give up before long. Here I am one of those who do not give up. Owing to maybe tenacity, obligation, imagination and maybe hard work; I always try to reach the light at the end of the tunnel.

My entrepreneurship adventure that I have unwittingly laid the foundations of goes back to my college years when these excitements have started. At the beginning of my university education, while I was studying in Mathematics department, I was thinking of being a teacher and teaching private lessons. However, my interest in innovation and technological products led me to become an engineer. While I was a senior student in electronics engineering, the paper I wrote during my final project received the "Best student paper" award at ELECO 2010. Then I received the Techno-Entrepreneurship Capital Support by the Ministry of Science, Industry and Technology with the same project. With this support, I set up a company in 2011 and continued to work in the field of engineering. I got an achievement scholarship from the university that I graduated from, I started my post-graduate and continued the company activities in the university campus with the help of free office support of the same university. We are currently carrying out our studies with the support of three of my colleagues graduated from the same university. Besides, I am working as a faculty member at Ankara University and I am serving as an assistant principal. I run different projects with students and encourage them to entrepreneurship and we work on research and development project parallel to the technology trends.



Acting as an entrepreneur in life leads me to make short and long-term plans for life, to use the resources optimally, to improve human relations and to transfer the experiences I achieve in my work to efficient channels.

In addition to the students I mentor in academic life, I try to help women access the information and training opportunities they need to, enable them to become entrepreneurs and use their potentials. It is my greatest excitement to realize my own dreams and to influence people's and especially women's lives positively. I organize places where the lessons are taught by the volunteers for female students who are getting prepared for the examination but don't have a chance to take lessons and I encourage women who couldn't demonstrate their talents to this day and who are dependent on others.



Today, it has become very important for women and society to increase their activities in working life day by day. Especially when the women are more educated, determined, and ambitious, it enables her to strengthen her economic independence and position in society. The most important fact that provides this power to women is entrepreneurship. With entrepreneurship activity, the women achieve material and moral gains on one side and on the other side achieve the opportunity to turn the judgments about sex discrimination against many women into their favour with the features of independence, financial opportunities, social services, job security, family employment and challenge.



Although it seems difficult or unsustainable for a variety of reasons to pursue our dreams throughout our lives, in fact, the real key to success is this.

That's why entrepreneurship is so close and warm to people and it's the real way to pursue our dreams. We may have the goals such as being a successful person, being a successful woman, being a successful engineer, being a successful entrepreneur.

In order to reach these goals, we must define our dreams and determine a plan to achieve this dream. We must continue our way step by step, with determination, stubbornness, enthusiasm, joy and pleasure, determining our accessible milestones in this plan. When we pursue our dreams and when we





**try to do what we enjoy, in fact, without realizing it, perhaps we have reached all our goals.**

**At the end we will have worked to reach our dreams, developed while working, progressed further at each step, and finally accomplished absolutely, and most importantly, we will have been happy.**

**EDITOR's NOTE:**

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