Transcript of Natasha D'Souza, Technology Entrepreneur

The coolest thing about my job is… I get to turn new ideas into successful innovations!

A technology entrepreneur is somebody that solves a problem a problem through the use of technology, and workflows. My company, virtual IC helps clients leverage the latest technologies. I spend part of my day being a consultant, where I build technology solutions for my clients, and I build interactive games for young children. I identified the need to connect the healthcare, education, and special needs community to help children interpret feelings and emotions. And so we built and interactive game, it started off with a therapy app, "Discovering Emotions with Zeely" that provides children with engaging content, but at the same time provide real-time data to the therapist, parents, and educators.

I started off by going out and talking to potential customers across North America, and getting their feedback, understanding, what their day-to-day work-flow would be like. From that step I created something called wireframes that I could use to communicate with the technical team and the animators as a way of saying, "here's the ways how you build this idea that's in my head."

The best part of my job is to take risks, and make ideas come to life. I don't always have the know-how, or their solution, but I'm a natural problem solver, and that's the engineering side of me, so I love to look at the world and say: "How can we do it better?" "How can we make it better?"

I did my Bachelor's in Electrical Engineering, and I worked in the industry for several years. I went back to do my Master's in technology innovation management, where I learned technology entrepreneurship and business. I've also run a consulting company which really opened up my eyes to the world out there. My advice for girls is to try out different clubs and activities, learn about different things. What are you good at? What do you need to improve on? Be a lifelong learner, and most importantly, do not be afraid of the unknown!