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**ENTREPRENEURSHIP AND
CREATIVITY:
✨KRISTI'S EXPERIENCE✨**

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Kristi Kuusmik has been an entrepreneur since 2008. What she loves most about running her own business is the **freedom to follow new ideas** — trying out anything that comes to mind and letting creativity lead the way.

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✨ HIGHLIGHTS OF BEING AN ENTREPRENEUR

One of the highlights of having a business is the diversity. The work is varied, the clients are different, and no two projects are the same. This variety keeps things exciting and constantly pushes her to learn and grow.

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KRISTI'S MESSAGE

Her advice for future entrepreneurs is simple but powerful: **go for it!**

If you have an idea, don't overthink it — start, experiment, and see where it takes you.

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KEY TAKE-AWAYS

**Creativity + courage to follow your ideas can
take you further than you think!**

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