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ENTREPRENEURSHIP AND DIVERSITY:

✦ **KATI'S BUSINESS** ✦

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Kati Vaas has been an entrepreneur since 2003. What she loves most about it is the **freedom** — choosing what to do, how to do it, and when. No one tells her what the limits are.

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✨ **ADDED VALUE OF HER BUSINESS**

The highlight of her business is its **diversity**. Kati works across many **creative** areas: wood furniture production, a design studio, a plant studio, graphic design, and organising local design days in Pärnu, Estonia. Doing different things keeps her work exciting and constantly evolving.

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KATI'S MESSAGE

Her advice for future entrepreneurs is simple and bold: **Start. Go for it.**
You don't need everything figured out — learning happens along the way.

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KEY TAKE-AWAYS

**Freedom, creativity, and diversity can help you
build something unique.**

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