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June 25th 2014: Voice from the Trenches: The PrevaLeaf Start-Up Story

Currently in the trenches starting a new company, Rebecca Posten, CEO of PrevaLeaf, describes the reality - in real time - of being an entrepreneur with a unique personal care products company. She will describe the journey of starting with an initial proprietary technology to the creation of a brand family of natural, innovation products to help women throughout their lives. She will explain how her team uses Lean Start-Up principles to be flexible, to thoughtfully test the market with MVP's (Minimal Viable Products), and to "pivot" along the way. With their focus on Lean methodologies, she

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Featured Guest



Dr. Rebecca Posten

Dr Rebecca Posten has always had a passion for women's health and wellness. After focusing on women's health and ObGyn in her medical training, she worked at McKinsey & Company (working with pharma, biotech and medical device

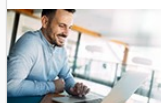
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