**Media Release: 25 July 2021
Women helping women**

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**Onward and Upwards - the Start-Up for Start-Ups**

In the start-up space the stats for women aren’t great. Most funded projects are started by men and funded by men.

The Lift Women team is working to change that with their female founder crowdsourcing platform.

Solopreneur Jen Paynter, the creative yogi behind the [Feelix Yoga Strap](https://www.108yogaroad.com/) is proud to be the first project on the platform.

Coming straight off the back of a failed kickstarter campaign she was optimistic about reaching her funding goal with Lift Women.

“On Kickstarter I was competing with 44,000 projects, there are lots of games, gimmicky tools and products. My project was page 80 or something equally invisible.

Coming over to [Lift Women](https://www.liftwomen.com.au/) I’m with a much cosier group of projects. The space feels more personal. There’s more visibility of the creators themselves and their processes.

I’m thrilled my flexible yoga carry and stretching straps are almost 80% funded with two weeks to go.

The pieces I’m making are all finished by hand. I want to share them with people who care about those types of details and I think this is where I’m going to find them.”

The Lift Women team created the platform to showcase women and support them on their start-up journeys with plans in the works for training and grants.

Jen says “It’s been really fun being a bit of a test bunny as a user exploring the site as it was in production and building alongside. This isn’t just women helping women but start-ups supporting each other.

We’ve had a few hiccups with banners vanishing and I forgot to add postage which caused a bit of a scramble to redefine the rewards particularly for international yogis as Australia is so far away from, everywhere. But the team has been very supportive and the site looks gorgeous!"

Perhaps that’s the difference in the gender wars competition versus sharing resources and knowledge.

Regardless it’s certainly going to be one to watch.

You can check out the [Feelix Yoga Strap here](https://www.liftwomen.com/projects/feelix-yoga-strap-the-flexible-carry-and-stretching-strap/)

And view the platform and other women led [projects here.](http://www.liftwomen.com.au/explore)

