

Sophie Abrahamovitch

Speaker: Sophie Abrahamovitch

[Text on screen] Walk With Me

It's always excitement for me. I love problem solving and I love moving the business forward. I think it's really key to always be creating momentum.

[Text on screen] Sophie Abrahamovitch, CEO and Co-Founder of Dusk

My name's Sophie Abrahamovitch, and I'm CEO and co-founder of Dusk. We connect hospitality venues and drinks brands looking to engage Gen Z, by offering our 1 million users one free drink every single night.

And at first, the bars were covering the cost of the drinks. We knew we could do a better job for them if we found a way to cover that fee. And the drinks brands were the missing piece of the puzzle.

For me, pivoting feels natural. It feels like a really positive next step for the business.

I feel like we are problem solving, building layers on the business to create the perfect product market fit and to answer problems for our brands.

In the startup, momentum is more important than perfectio. Get fast feedback and keep things moving forward. The worst decision is no decision.

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