

## **Lottie Whyte**

Entrepreneur & Co-Founder of MyoMaster

**From Side Hustle to Thriving Business: 5 Lessons for Business Success** Lottie Whyte, a dynamic leader and visionary entrepreneur, will share her insights on the transformative power of innovation and resilience in the business world. Drawing from her own journey as the co-founder of industry-disrupting company MyoMaster (as seen on Dragons' Den), Lottie discusses the essential traits and strategies that drive entrepreneurial success, including adaptability, creativity, and a customer-centric approach. Attendees will be inspired by her experiences and gain practical advice on navigating challenges and seizing opportunities in today's rapidly evolving market.