

## LOCAL SHOWCASE

INTERVIEW WITH FRANCISCA GAMERO (INNOVACIONES DISRAS,  
S.L.) ON JUNE 17, 2019 WITHIN THE FEMME PROJECT.

# otostick®

***“The entrepreneurial aspect was instilled in me by my grandfather since I was a child. I loved listening to him.”***

Francisca Gamero, from Rucas, a little village of 700 inhabitants in the Extremadura region, of western Spain, is the mother of two daughters for whom she started her project more than twenty years ago.

Since she was young she always paid a lot of attention to her grandfather when he talked about his business (he started with a little bar-restaurant and an olive oil production). In this childhood, she would learn from his anecdotes and, in addition, she would be an interest in the business world that later led her to study topics related to administration,

and finally to undertake several times.

She had two small businesses of short duration: a grocery store in his town and a textile distributor. She tells how she was able to learn from these cases both from the business management field in terms of negotiation with customers and suppliers, market behaviour, final price choice, collection and payment margins, loans and amortizations, etc.

She defines herself as a constant and persistent person, so finally, after this, she started with the idea of creating the product which would change her professional career: OtoStick Aesthetic Corrector.

***“Training is essential, but we have to recognize that the big businessmen have started from below. Without endurance capacity is impossible”***



**INNOVACIONES DISRAS, S.L.** is located in Don Benito (Extremadura) and refers to the year 2008 as a company dedicated to the research, development, production and commercialization of innovative and high quality solutions for the healthcare sector (especially pharmacies and parapharmacies). 22 people are working in INNOVACIONES DISRAS, S.L. with an approximate turnover of around 2 million euros. Their customers are mostly mothers for anywhere in the world, a very positive response. Francisca showed us more examples where her product has been a great help not only for children, but for adults who go through diseases such as cancer, which makes the pronunciation of the ears more visible, and especially in these situations, strong mood. F. Garmero defines its entity as a very peculiar company. It has 18 web pages of direct online sales to all the world although we know that there are countries where it is difficult for them to introduce their product, for example, France.



In addition, it has been awarded several times among which is:

- **First prize for the best Neex Project - New Extremaduran company** - promoted by the

Junta de Extremadura through the Ministry of Economy, Trade and Innovation and the Society for the Promotion of Entrepreneurs.

- **Excellence in Innovation for Rural Women** by the Ministry of the Environment, Rural and Marine Affairs (MERM).
- Her company is among the 41 Spanish start-ups with the greatest growth potential (selected by La Caixa and ENISA).

The idea arises from the need of their daughters to try correct the appearance of their ears even as babies. She began to use adhesive tape by putting it on at night and changing it several times a day due to the material used.

She made a small market study where she detected that her environment, mainly mothers, shared the same problem and used the same systems to correct the ears of their children. As much as she looked in

pharmacies and internet she realized that there was not a product to correct the ears, just a baby hat very little effective. Realizing that she could help many people and make a budget and

feasibility calculation, she decided to start the idea.

To do this, she joined the Youth Initiative Cabinet, she did a business creation course of more than 500 hours while she taking care of two small daughters, which was not easy if we added the fact that she had not left much of his town, that the displacement was also a challenge.

The beginnings, as one imagines, were not simple. When we ask her about her product she didn't hesitate to admit that it was very difficult to manufacture, she even tells us that they passed through 4 engineering companies without being able to put the product into operation. But precisely from that learning, that development and that training through such failed projects they managed to start the current production process.

***"You always wait for the rest moment, but here you can not get stuck"***

She tells us that the company is currently in a very sweet moment, visualizing a new idea. A good but very hard moment since it implies a strong investment, a high risk but a product analyzed as very innovative. At the beginning she expected to cover expenses, amortize the debts but as Francisca told us: "here you can not get stuck, you have to take risks, risks, risks..."

***"The business theme absorbs you, you have to be aware of it, otherwise you are out of family life"***

When asked, how have you reconciled the company with the family, she tells us that it has been a difficult aspect to overcome, since the project started with 2 little girls. Despite this, now her two daughters are actively involved in the company. In addition, she had to overcome handicaps such as being a woman in the business world. She feel that the respect is different in negotiations and therefore they are more difficult, but when it comes to helping in specific things she has found more support.

For F. Gamero, the greatest professional satisfactions of her business are the possibility of selling a product that makes people happy, which helps them and makes them feel better, and also, to can have 22 people working in that product.

According to Francisca, the part of the company she feels most comfortable working is leadership, not so much with management.

***"No family, no business"***

We ask her for an advice to those mothers that want to begin and carry out a business project. She told us how hard this is and how passionate you have to be about it. At least in Spain, the system rewards the bad entrepreneurs meanwhile it should be thought to reward the good entrepreneurs and foster the hard workers.

Despite all this, she told us that *“to start your own business being mother is necessary to be aware of the effort you have to put into your work. You have to train and learn everybody does it, nobody knows about everything. It is needed a time investment in order to get your company viability plan done. However, you need your own time. Being an entrepreneur doesn’t mean you are not a mother. Without your family there is no business.”*

