

*Authors*

# Lauren Bacon & Emira Mears



Lauren Bacon and Emira Mears met while working for a website design firm in Vancouver, on what turned out to be the eve of the dot-com bust. It wasn't long before they decided they weren't cut out to fulfill other people's dreams, and over regular sushi lunches and after-work coffee dates, they hatched a plan to become their own bosses. Less than six months later, in February 2000, they founded Raised Eyebrow Web Studio Inc.—a successful, mission-driven business that primarily serves not-for-profit organizations, women-run small businesses and arts groups. Their combined experiences working in small, start-up, high-tech companies in the 1990s, where everyone did a little bit of everything, from company invoicing to coordinating large office moves—along with work and volunteer stints in the non-profit sector, where job descriptions were equally fluid—emboldened them enough to take the leap. And they sensed that they'd watched others make enough mistakes along the way to translate some of those lessons into successes.

As business partners, they set out with goals that would be considered modest and unremarkable within traditional business models: build a successful business that would pay them both competitive salaries and allow them the freedom to pursue their personal lives. In six years, they have not only built a highly successful business which now employs an additional staff person; they have also consistently turned a profit. And as an added bonus along the way, they went from partners in business to best friends, who were just crazy enough to also co-author a book.

Their website: [www.laurenandemira.com](http://www.laurenandemira.com)

