

KIWI ENTERPRISE

News from the country's shakers, movers and innovators.

BY MATT PHILP

Q&A

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FOUNDER AND
CEO OF INVESTMENT
MANAGERS, PIE FUNDS

A Kiwi money-management entrepreneur shares what he's learned over the years.

What's the most valuable business lesson you've learned? The gap between success and failure is narrow, especially at the start. You avoid failure by fearing it then moving forward. The only place success comes before sweat is in the dictionary.

What are the most important attributes for success? Hard work and leadership are a given. However, you also need a willingness to take risks and be bold, to think outside the square and be able to infect others with your passion.

How do you foster innovation? By encouraging creativity and listening to every idea team members contribute.

What does New Zealand business need more of? This is a really good place. New Zealand is ranked number one, the easiest country in which to do business.

What's your best advice? Not everyone is an entrepreneur. It can be a lonely place. Follow your passion, whatever that is.

What are you most proud of? In life, my wife for overcoming three strokes and a long-term illness to go on to achieve what she has with our family, the JUNO brand and her life. In business, for making more than \$250 million investment gains for Kiwis in the past decade.

What are your ambitions? Capitalism has no ethics – I recognise this. So people must make a difference. Therefore, our focus is not just making money for Kiwis but also improving financial literacy. piefunds.co.nz



Inside jobs

"We like to think of ourselves as ghosts," says Lizzi Whaley, CEO of commercial fit-out and interior design specialists Spaceworks. "If you go into a [building] and know it's a Spaceworks fit-out, then we've failed." It's the fine art of disappearing and clearly something Spaceworks has mastered: the Auckland-based studio counts Google, Huckleberry and Chanel among its clients. Recently, it created the new Unleash Space, Centre for Innovation and Entrepreneurship at the University of Auckland and it is currently engaged in Skyline Queenstown's epic four-year refit project. spaceworks.co.nz



DOGGIE BAGS

Many dog owners will have experienced it: pet-food guilt. It's that feeling you have as you serve a handful of sliced ham to your beloved pooch because you've been too busy to get to the vet's for decent dog nosh. For working mothers and dog owners Charlotte Marshall and Annika Bennett, that sense of guilt gave rise to a business idea. Paw Paw is a nationwide service that delivers hand-picked food, treats and chews to your doorstep to meet your hound's nutritional needs for a fortnight – think of it as My Food Bag, but for Fido. pawpaw.co.nz