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What skills from your time in consulting did you carry over to the world of sauce? Problem-solving was the most important thing. Starting a business is just a series of challenging, long-term problems. School doesn’t really train you in how to break down problems into small, digestible chunks and attack them one by one. That’s the key to building something over the course of months and years, and it’s not easy. **What advice would you give to someone who is considering starting a business for the first time?** One thing that we benefited greatly from was working on Sir Kensington’s while still at our other jobs. We spent about two years incubating and developing the idea at nights and on weekends, and bouncing ideas off friends and colleagues. This allowed us to take our time in writing the business plan and making bigger strategic decisions, like design and research/development, and not feel rushed. If you’re considering switching careers, try not to quit and then start the ideation process — make them overlap.



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LEARNING IN WHAT DO YOU DO WHEN YOU GROW TIRED OF YOUR WORKING LIFE BUT WANT TO MAINTAIN A SENSE OF PROFESSIONAL CONTINUITY? FOR PHYSIOTHERAPIST **ANDREW RONCHI** THE ANSWER LAY IN DEVELOPING A PRODUCT FOR THOSE IN THE SAME FIELD.



As CEO of *dorsaVi*, an ASX-listed company that sells wearable sensor technologies, Andrew Ronchi is now primarily a businessman, not a therapist. But his advanced knowledge of physiotherapy allows him to be an effective advocate for his products, and the connections he built up over years have created reliable income streams for *dorsaVi*.

The sensors that *dorsaVi* markets allow physiotherapists to take readings of a patient’s posture and movements while they are going about their day-

to-day lives, improving diagnoses and treatment outcomes.

“The foundational work that I did as a physio was critical in understanding the gap in the market and therefore the opportunity,” he says, “but on a more basic level it helped me understand anatomy and movement, so I could explain to other physios how the product would work.”

His former life in clinical practice has helped the CEO in more general ways, too. “As a physio, you have to engage with your patient, and you have to listen,” he says. “It’s the same when you’re dealing with investors.”

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