

# Corrine Heck

Daytona Beach, Florida



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## *Learn about Florida Entrepreneur Corrine Heck:*

Corrine's company provides customer relationship management software for the floral and event industry. The platform allows you to manage clients and portfolios, create customized contracts, source flowers and supplies, track inventory and business performance. In the 9 years Corrine has been building this company she has bootstrapped most of her business expenses by following the strategies suggested in the book *The Lean Startup*.

She honed her presentation skills and has delivered investor pitches at the Florida Venture Forum, 1 Million Cups and others. She also was a client company at the UCF Business Incubator Volusia County. Her advice for fellow entrepreneurs is that the journey is amazing but really requires a lot of hard work, grit, no sleep or vacation time and thick skin

when raising capital.

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