

Building Homes to Building Communities - Dubai Homepreneurs Success Story

Host: Rupa Jha , Founder and CEO of Black Swan Business Set Up Services

Guest: Bilna Sandeep, Director of mavenpdc, Founder of hom epreneurs club

Glimpse of the Podcast

In this episode of *Business Blueprint*, host Rupa Jaa sits down with Bilna Sandeep, a trailblazing entrepreneur and founder of Homepreneur Club, to discuss her journey of empowering women entrepreneurs. Bilna shares insights on building a global community, the importance of trust and intuition in leadership, and the challenges of scaling a business while nurturing a team. She emphasizes the value of personal growth, continuous learning, and the power of vision boards, all while making bold moves to take her business international. Tune in for inspiring advice on overcoming obstacles and leveling up in both business and life.

Rupa:

Hello and welcome to the Business Blueprint podcast, powered by Black Swan Business Setup Services. I'm your host, Rupa Jaa, and today we have an inspiring episode lined up for you. Our guest is someone who has broken barriers and built a thriving community for women entrepreneurs. She's a serial entrepreneur, the founder of Homepreneur Club, a marketing agency owner, and a podcast host who is changing the narrative for women in business—Bilna Sandeep! Welcome, Bilna!

Bilna:

Thank you so much, Rupa! I'm thrilled to be here. I've been looking forward to this conversation.

Rupa:

Absolutely! You're empowering women entrepreneurs across the GCC and beyond. I've seen the impact of Homepreneur Club, and it's truly inspiring. Let's go back to the beginning. What inspired you to start this community?

Bilna:

It all started with my personal journey. After becoming a mother, I struggled with the traditional

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9-to-5 work structure. I realized that many women were in the same boat—wanting to pursue their career dreams but not wanting to compromise on family commitments. That's when I decided to create a platform that empowers women to be entrepreneurs while maintaining the flexibility they need. That's how the Homepreneur Club was born.

Rupa:

Wow! I love how you turned a personal challenge into a community that now empowers so many women. Speaking of challenges, entrepreneurship isn't easy, especially for women. What were some of the early struggles you faced?

Bilna:

Oh, there were many! One of the biggest challenges was gaining acceptance. People often questioned the credibility of a community focused on women entrepreneurs. They would say, "Is this just a hobby group?" But I was determined to prove them wrong. I had to fight the stereotypes and show that women can build profitable businesses from home. Another challenge was balancing work and family. There were days I wanted to quit, but my vision kept me going.

Rupa:

I can imagine. Breaking stereotypes isn't easy. But look at how far you've come! Today, Homepreneur Club is not just about local networking; it's going global! How did you scale up so effectively?

Bilna:

Scaling wasn't easy, but consistency was key. We started small with local networking events and workshops. But we always had a bigger vision. This year, we're taking our monthly networking events global, calling it "Global Connect." We even had our first international member from New Zealand join us. I believe if you create real value, people will connect no matter where they are.

Rupa:

That's incredible—Global Connect! Going international is a massive step. But with scaling comes the challenge of building a reliable team. Many women entrepreneurs hesitate to delegate. What's your approach to building and managing a team?

Bilna:

That's such an important topic! I've seen women who scale brilliantly with great teams and others who struggle because they fear letting go. I was one of them. I remember a conversation with you a couple of years back, Rupa, where you told me, "Once you cross a stage where you have money, you can buy time by hiring people, but trust is not something you can buy." That stuck with me. It taught me to focus on trust and attitude over talent alone. When hiring, I look for coachability and cultural fit more than just skills.

Rupa:

Yes, trust is the foundation! And it's so common for women to hesitate in delegating because of

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that “perfectionist” mindset. But if we don’t let go, we can’t grow. I love how you focus on coachability. You mentioned cultural fit. How do you build a work culture that motivates your team?

Bilna:

For me, it’s about creating an environment of growth. I can’t always compete on salary, but I offer opportunities for learning and transformation. I want my team members to leave as better versions of themselves, even if they eventually move on. And that’s okay with me because they become my brand ambassadors. It’s about nurturing talent and letting go when they outgrow the role. It all comes back to you in abundance.

Rupa:

Absolutely! Women are natural nurturers, and sometimes we mentor our team so well that they outgrow their roles. But that’s a good thing—it shows great leadership. But let’s be honest, sometimes people take advantage of women entrepreneurs. Have you faced situations where people underestimated or tried to manipulate you?

Bilna:

Yes, definitely. Especially when people see a small company run by a woman, they assume it’s easier to manipulate. But one superpower we women have is intuition. I’ve learned to trust my gut feeling, whether it’s about a business partnership or a hiring decision. Every time I ignored my intuition, I regretted it. But when I trusted it, even without data, it led me to the right opportunities—like expanding into new markets.

Rupa:

Intuition truly is a superpower! I feel the same way. Speaking of expansion, you’re taking Homepreneur Club global. Tell us more about this exciting journey.

Bilna:

Yes! My personal theme for 2025 is “Level Up.” I do vision boards every year, and this year it’s all about leveling up in everything I do. We’re expanding our monthly networking events to a global audience under the name “Global Connect.” We’re also planning an annual Global Expo to bring women entrepreneurs and international supply chains together in Dubai. I always say, “Dubai is the stage, and the world is the audience.” That’s the vision for Homepreneur Club.

Rupa:

That’s monumental—going global! You’re not just building a community; you’re creating a movement. It’s truly inspiring. But this journey isn’t just about business; it’s also about personal growth. What’s your secret to staying motivated?

Bilna:

Honestly, it’s my vision and the impact I see. Every time I see a woman grow her business, gain confidence, and achieve financial independence, it drives me to do more. Also, I believe in continuous learning. I’m always seeking ways to improve myself and my business. And, of course, my vision board keeps me focused on my goals.

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Rupa:

Vision boards are powerful! I resonate so deeply with your journey, Bilna. Every time we talk, it feels like I'm looking into a mirror. Your experiences echo my own.

Bilna:

I feel the same, Rupa! Every conversation with you inspires me. I always leave with new insights and ideas. It's truly empowering to connect with like-minded women.

Rupa:

Likewise! And I'm sure our listeners are feeling the same way. Your journey, your vision, and your resilience are truly inspiring. Before we wrap up, do you have a message for aspiring women entrepreneurs?

Bilna:

Yes! Don't be afraid to dream big, but remember to take action. Learn to let go and trust your team. And most importantly, trust your intuition—it will guide you even when logic doesn't.

Rupa:

Beautifully said! Thank you, Bilna, for sharing your journey, insights, and dreams with us today. I'm sure our listeners have a ton of takeaways. And for all the women entrepreneurs out there, if you're looking to grow your business, especially in the GCC or globally, check out the Homepreneur Club. It's a community built around your needs and designed for your growth.

Bilna:

Thank you, Rupa! It was an absolute pleasure being here. I'm excited to see more women leveling up together!

Rupa:

Absolutely! And that's a wrap for today's episode of Business Blueprint, powered by Black Swan Business Setup Services. This is Rupa Jaa, signing off. Until next time—keep leveling up!

Thanks for downloading this podcast script. We hope you have learned something new from here! If you have any questions regarding this podcast, do let us know.



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