

Katie Shea, 24, and Susie Levitt, 24

Creators of CitySlips

Every time these two friends hung out, they'd wind up battling around ideas for a business, but nothing really stuck as serious. Until, while complaining about their aching feet at the end of a long night in heels, they got it: flats that fit in your clutch. Even better, they packaged

the shoes in a pouch that unfolds into a bag to carry your heels. Since launching, their shoes have been shown on *The Today Show* and are sold in places like DSW, Neiman Marcus, and Bliss Spas.

THEIR NUMBER ONE TIP:

Get free advice wherever you can. "We were in college and had no idea how to start a company. We literally asked our professors how to create

a business plan," says Katie. "We also contacted businesswomen we respected, invited them to coffee, and picked their brains. We found that people were always willing to give tips and advice; you just have to ask."

a social-networking site for Indians, but it didn't survive," she says. "If anything, it gave me the drive to make sure my next business really succeeded."



Now, they have a high-end and a low-end version.

