

**Meet the Young Teenpreneur Who Is contributing to the sweet-tooth industry through her healthy options and baking cakes for charity so every child can enjoy a cake on their birthday**



**Name: Nia Mehta**

**Age:13**

**Occupation: Student of Maharaja Sawai Bhawani Singh School, Jaipur**

**Entrepreneurial Venture:** SweetToothByNia

**Website:** [www.sweettoothbynia.com](http://www.sweettoothbynia.com)

**Instagram:** @sweettoothbynia

**The business:** Premium handcrafted eggless all-natural, homemade Health-Conscious bakery products and chocolates with no preservatives

**USP: Eggless | Vegetarian | Healthy Guilt-free Desserts | Always Fresh**

**In 20 years, I will be ...** “Either running my own successful and innovative bakery or working as a consultant in the Big5 and owning an animal shelter to take care of abandoned animals and pets”

**Best advice I’ve ever received:** “Be Unstoppable because you have infinite potential and an aura of doing great things”

**My entrepreneurial Journey** (How did I discover my passion for baking and all things sweet): I have grown up seeing my parents move from corporate to entrepreneurship. There were always exciting conversations around their start-ups, logo making, designing products and it seemed like a magic fairytale. Ours has mostly been a tech-free home. We weren’t given our own Ipads or laptops or phones, instead we were encouraged to play outside, learn instruments and play tons of boardgames. My mother always looked for innovative ways to keep us busy, especially during our vacations so our TV time would get reduced and we would be engaged in something creative. When I was 11 years old, my mother (who is a trained chocolatier) taught me how to make Belgian chocolates. We made tons of chocolates to give away during the festive season holiday. She said, we can buy anything from the market but if you can use your skill set and put in your time to make something yourself - it will always have a special meaning for the receiver and you will feel happier. That was my introduction to creative sweetness.

Everyone loved and appreciated the various flavoured chocolates we had made. There was green tea infused chocolates, mango, paan flavour, coconut, fruit and nut and raspberry chocolates.

After that, I started to make chocolates for birthday gifting and got better with each box! At the age of 12, my mother, who is also an entrepreneurship coach, asked me if I wanted to learn how to start my own company, run it like a professional and earn some money through making desserts. I've always admired my mother and looked upto her, and this was going to be amazing. I knew it.

So she enrolled me in her **Entrepreneurship bootcamp at [www.selfachievers.com](http://www.selfachievers.com)** and we started with the ideation. Idea formulation is one of the main aspects & plays a vital role in the entrepreneurial journey. Luckily for me, my idea stemmed from my passion for baking and enjoying it. So she asked me to brainstorm on names that I felt identified with my business and resonated well with me. That's how SweetToothByNia was founded. Then she asked me to create my own logo. So I drew the logo on a chalkboard and took a chalk colour palette to design my colour theme. What you see as my logo on my website is hand sketched and designed by me.

After we were done with the name and the logo, I commenced my entrepreneurship bootcamp three weeks training. My mother taught me how to take out costing for each product (Cost Management), how to price it (pricing), packaging, marketing, branding, content writing, starting an instagram page, innovating in baking to make my products unique, training, accounting my costs and receivables and having a charity side to my small venture.

Once all of that was done, my parents helped to get my brand materials, stickers, and packaging printed. Everyday, I learnt something about running a business from her. YouTube trained me for my skills. I have learnt so much from there.

I keep receiving orders for my cakes and muffins and chocolates. In 2020, I shipped out 70 boxes of Belgian chocolates for a corporate order and for personal orders.

Baking is therapeutic for me. I lose my sense of time when I am baking. I love to experiment with recipes and create something new of my own. I love the confidence my family has shown in me. For their 20th Anniversary party, my parents handed over the entire dessert counter to me. I baked 5 cakes. It included a lemon cake, Two tier fruit cocktail cake, oreo and hazelnut cream cupcakes, Double fudge chocolate cake, and Frosted Vanilla cake. It meant so much to me that I was a part of their big celebration by contributing my skills and expressing my love and appreciation for them through my cakes.

My favorite has been Tiffany & Co. GreenBox fondant cake that I made for my mother on Mother's Day. It totally brightened her day!

During my days off from school, vacation, I take more orders. Baking helps me to stay focused and also stay away from television and technology overbearance. I spend my free time creatively, doing what makes me truly happy.

My biggest champion is my brother. He loves to eat and I enjoy making the desserts and cakes for him.

On my Thirteenth Birthday I received a private message card from Nigella Lawson. That's my treasured gift! She has been my inspiration and motivation for trying my hand in baking. I watched every episode of her on Masterchef Australia. I hope that someday I am able to bake with her.

I hope to continue baking and filling people's lives with the awesomeness of sweetness. I want to pursue my studies in Business, do an MBA so someday I have the right creative and business skills to open and run my own awesome bakery!

**“There are so many forms of love. Spending time with friends, caring for someone. I enjoy showing my love and appreciation by baking a cake for somebody and putting the time in the creation. I love seeing the joy on their face”**

**My Family:** I live with my parents Alop & Nidhi Mehta. They are global citizens and entrepreneurs. They both live their passions to the fullest. My dad is a car enthusiast and modifies cars in his free time and builds them into race cars. My mother is a danseuse. She quit her job after her MBA to start dance fitness studios in silicon valley. She now conducts dance workshops, corporate team building workshops globally for gyms, studios and corporates. My brother Arjun (AB) is in Grade 11. We go to the same school. He is the one I look upto. He encouraged me to play competitive cricket and soccer and I am often the only girl in their teams. I play tennis and Basketball. We both skate and we own three dogs we love a lot. My brother is my taster and critique. He motivates me and guides me. I live with both sets of my grandparents and enjoy their love and teachings.

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The entrepreneurial Siblings!