



SAVANNAH DE SAVARY

BEHIND THE SCENES AT BUILT-ID

At “Expectations Vs Reality,” part of the IE NextGen Programme, Savannah de Savary joined us to provide behind-the-scenes insights on her entrepreneurial experiences at Built-ID. She is the CEO and founding partner of Built-ID, and showcased her business while revealing the reality of navigating a career in tech ventures. Built-ID is a social impact tech company that focuses on building sustainable places for a better future. They accelerate collaboration and beneficial relationships between decision-makers and communities, by connecting diverse groups of people.

IN CONVERSATION WITH SAVANNAH DE SAVARY

One of Built-ID’s company mottos is resilience vs ego. According to Savannah, “success in business is about grit, determination and tenacity. You must not look down on people on your way up because one day you may become them.”

At Built-ID, Savannah maintains this mindset of respect and equality. While Savannah is a self-proclaimed example of a CEO who works more than their employees, she thinks they value work ethic over going home at 6 pm. At Built-ID, there isn’t a culture of some working hard and others hardly working at all, and they all have a work-life balance. Savannah says that “staff mental health matters” to the team.

Part of this balance means saying “no” is an important skill. Savannah reflected on having to turn down an opportunity from a Saudi Arabian prince who wanted to implement Built-ID in a new city. Savannah maintains that purpose should always come above profit, and if you can’t add value to a project, you should let it go. This, she asserts, can in turn make your company more attractive to other potential clients.

In closing, Savannah passed on her five “holy-grail” rules for success in the world of entrepreneurship:

- Don’t take yourself too seriously,
- Respect people who are going down when you are on your way up
- Leave your ego at the door, Believe in solving problems.
- Be a boss who is accountable for the livelihood of others.