

A woman with pink nail polish is smiling and holding a wooden frame filled with a large number of bees. The background is a blurred green field.

Lenovo

# Hustle Like a Hive

 Windows 10

Lenovo recommends  
Windows 10 Pro for business

Beekeeping is an ancient practice that dates back to the very roots of agriculture. However, since its beginnings, not much has changed. For years, the industry has been stuck in the ways of the past. And, recently, the national population of bees has started to feel the effects—with the national average of bee populations dropping by 40% every year.

But, one business, founded by a young entrepreneur, decided to take a stand and do something about the alarming loss of bees. Meet Leigh-Kathryn Bonner—Beekeeper, Small Business Owner, entrepreneur. This is her story. This is Bee Downtown.

## Entrepreneurial Passion

For Leigh-Kathryn, beekeeping isn't just a job or a way to make a quick buck—it's a passion. As a fourth-generation beekeeper, she was surrounded by bees from a very young age, where she discovered her love for the industry.

However, when she went off to college, Leigh-Kathryn ran into a problem. Her school wasn't about to let her keep thousands of bees in her dorm, but she didn't want to give up on pursuing her passion. From this challenge, Bee Downtown was born. Leigh-Kathryn approached corporations surrounding her school, asking them to grant her permission to maintain beehives on their campuses. Armed with the knowledge that bees thrive in urban environments, and one year of backing to get her business off the ground, Leigh-Kathryn hit the ground running. And, as the year evolved, she realized something extraordinary:



“What we found was that all the employees became infatuated with the bees, they wanted to come out, they wanted to put on suits and work the hives. People loved the bees just as much as I did, and so did the corporations that we worked with. That’s when I knew we had something really special on our hands, and things sort of snowballed from there.”

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Soon enough, Leigh-Kathryn’s beekeeping business transformed from a beekeeping business to a year-round, interactive employee engagement and leadership development program for large corporations and their employees.



## The New Workforce

At just 21 years old, Leigh-Kathryn was at the helm of a fully functioning business with multiple clients. And now, her efforts have helped Bee Downtown hit one million in revenue for the first time—while making it onto both the Forbe’s and INC 30-Under-30 Company lists. But, her success doesn’t stop there. Bee Downtown has triumphed in the beekeeping space, completely transforming this agricultural industry with a hive rate loss at an astonishingly low 18%, compared to the 40% national average.

When asked about what it means to her to be a Millennial Small Business Owner (SBO), Leigh-Kathryn likened it to being like a honeybee.

“Honeybees are 110 million years old; they’ve adapted to the environment they operate in. And, similarly, Millennial Small Business Owners do the same. People view us as lazy and disloyal, but the opposite is true. Like the bees, we adapt and innovate to accommodate for the demands of the job, the job market, and the future.”

## Modern Day Tools for Modern Day Business

As a young entrepreneur with a modern take on an age-old business, Leigh-Kathryn’s day involves jetting around high profile cities like Atlanta, with activities ranging from working in the hives, to meeting with CEOs, to spending time in her office. And, sometimes her day necessitates accomplishing all of these tasks in a mere matter of hours.

Running a business is demanding. And, running a business with hundreds of hives across multiple company campuses, with employees up and down the east coast, means Leigh-Kathryn doesn't only need technology—she depends on it. And, as her business became more and more demanding, she needed a partner, and a modern technology solution that could keep pace with her modern business.

**I need a device that can easily move with me as I travel from client to client, head out to one of my hives, or work from a coffee shop. And, with ThinkBook, I have a device that can meet all my business needs.**

Now, whether she's in the office or out in the field, Leigh-Kathryn always has her ThinkBook by her side. And it works like a seamless extension of her business, reflecting her company values, and helping bring them to life.

“Beekeeping is a very, very old agricultural process and there's not that much innovation or technology in it. But we are a modern take on Beekeeping. We are a startup, and reliable resources are a must. We love the ThinkBook at Bee Downtown because it can hold a long charge, it's sturdy, and it works seamlessly with our existing technology and network. Bee Downtown is a modern workplace, and just like we've worked to transform the industry, ThinkBook has really been a transformational device for me and my team.”

With the Lenovo ThinkBook, Leigh-Kathryn has once again found a way to innovate the beekeeping industry and is using it to great effect. One woman's dream of reintroducing bees to cities has seen million-dollar success. Bees are thriving. And so is her business. All with a little innovative help.

To learn more about Bee Downtown and the ThinkBook visit [solutions.lenovo.com/thinkbook](http://solutions.lenovo.com/thinkbook)

# ThinkBook



## Leigh-Kathryn's Favorite Product

Less than 5.5mm thin, the ThinkBook 14s packs the latest intel processors, SSD memory, and more.



## Leigh-Kathryn's Favorite Product Feature

Skype Hot Keys that allow for easy connection to calls through dedicated keys.

