



Aviva Weiss

CEO, Fun and Function



An occupational therapist by trade, Aviva Weiss is CEO of Fun and Function, which creates therapeutic products for special-needs children to help them maximize their potential.

What's been your biggest challenge?

It took us a long time to understand the workings of running a company. It took a long time to break even and be profitable. You have to believe in your mission—that you're offering something that's valuable. Another stressor is balancing family and work.

What accomplishments are you most proud of?

The emails we get from families helped by these products are incredible. It's intensely gratifying to be able to provide for your family while also helping other people.

What's next for your company?

We're currently rolling out programs in schools. They're sensory based, and they promote inclusion and self-regulation. I'd love to take them across the country. Our tagline is "Empowering Different." Being different gives people a competitive advantage, so knowing what that is, and doing something with it, is really amazing.