She is an open source hardware advocate, founder of Adafruit and was voted "Entrepreneur of 2012". Who is Limor Fried?

[MagPi] First our congratulations on being awarded Entrepreneur magazine's "Entrepreneur of 2012" last month. Do you think this is the first sign of mainstream acceptance of "hacking", in its true definition and the "maker" movement in general?

[Limor] Thank you so much for the kind words. The Raspberry Pi community deserves a lot of thanks as well, all of the voting was via the internet and the Pi community really rallied for us! I believe the maker movement is past the "is this a real thing?" stage. About 6 years ago I was invited to a conference about the new maker movement that had just started to happen and a very large company made a point to say Adafruit was not a real company. It's been a challenge every day to prove a great business can support a great cause like open-source. Being awarded Entrepreneur magazine's "Entrepreneur of the year" means there are less barriers for someone starting out now. They don't need to hear something is not possible or not real, they can see there are unlimited opportunities for making and sharing - and running a successful business.

[MagPi] We're getting a little ahead of ourselves. Let's take a step back. You are the founder and engineer of Adafruit, the New York based company that you formed in 2005 after you graduated from the Massachusetts Institute of Technology (MIT) with a master's degree in Electrical Engineering and Computer Science. What inspired you to start your own company rather than "cut your teeth" with an industry employer?

[Limor] Running your own company isn't for everyone, I wasn't even sure it was for me at first, but the freedom and flexibility to pursue whatever you want and work on the important things is seductive and rewarding. There's a ton of risk of course, but the biggest risk is regret later if you don't at least try. There's never been a better time to run a company that celebrates smart people, smart communities and learning. The demand for efforts like the Raspberry Pi has totaly changed Adafruit. Anyone can learn to design electronics, write code and have multiple ways to get the products in the hands of customers. One of the things about running a company is you can take on some projects that at first do not seem to have impact on the bottom line, but you can take the risk. Many of the projects we do at Adafruit would never be approved by a big company solely focused on a few products. We have over 1,200 products and some of them are purely experimental.

[MagPi] Your nickname is "Ladyada" which I am assuming has some relation to Lady Ada Lovelace, the world's first computer