

A large version of the CORAL logo, where the letter "O" is a stylized lightbulb with yellow rays and a yellow base.

**Creating OppoRtunities for Adult Learners through entrepreneurial
competences**

CORAL E-BOOK

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Contents

Introduction.....	4
Guide to use CORAL products.....	5
CORAL Research and survey report on self-employment skills based on EntreComp intermediate model	7
CORAL EASW WORKSHOP International report	9
The European panel of interviewees	15
Czech Republic	19
France	23
Italy	28
Malta	34
Poland.....	40
Spain.....	46
Sweden	52
United Kingdom.....	56
Case studies	60
Czech entrepreneurs	60
French entrepreneurs	65
Italian entrepreneurs.....	70
Maltese entrepreneurs.....	75
Polish entrepreneurs	80
Spanish entrepreneurs	85
Swedish entrepreneurs	90
British Entrepreneurs	95

Introduction

This e-book was developed within the CORAL project, an Erasmus+ KA2 project that takes inspiration from the Recommendation “A new skills agenda for Europe” (COM 2016 – 381 Final) which urges to up-skill and re-skill the European labour force with new skills, in order to allow them in self-employment and support adults to acquire a minimum level of key competences and/or acquire a broader set of skills necessary to progress towards an upper secondary qualification or equivalent.

In order to support their up-skilling, CORAL produces a set of tools to assess, develop and recognize entrepreneurial competences. This result is achieved through the realization of 3 products, having as primary beneficiaries long-term unemployed adults and as secondary ones professional counsellors and educators of adults, as well as all the other professional figures involved in supporting activities for adult job seekers.

[CORAL](#) will develop the following tools:

- 1) CORATOOL- Skills Assessment Toolkit for self-employment requirements – an online self-assessment which allows the individualized identification of entrepreneurial competence gaps. The assessment will provide to each beneficiary personalized instructions on how to get access to a development programme of entrepreneurial up-skilling and develop the entrepreneurial competences needed to implement work-related activities typically operated in qualifications referenced at EQF4;
- 2) Online Start-up Academy – an educational pathway for the enhancement, capitalization and up-skilling of entrepreneurial competences designed and implemented in blended-mode according to the flipped-classroom logic. The theoretical and procedural aspects will be delivered through the Start-up Academy MOOC while the experiential laboratories of capabilities empowerment (Start-up LAB) will allow to experience a collaborative peer-to-peer learning process;
- 3) International Piloting and CORAL guidelines: all CORAL tools will be tested in all countries on 320 beneficiaries (40 per country), in order to evaluate their validity and functionality; on the basis of the results of customer satisfaction questionnaires and on input (suggestions and feedback) collected by each partner, the consortium will validate the final guidelines for the exploitation of

the A-MOOC, Start-it laboratories and for the implementation of the appreciative validation to allow the recognition of the learning outcomes.

The direct beneficiaries of CORAL are low-skilled, long-term unemployed (2+ years) adults coming from previous work experiences which can be referenced to EQF level 4. This is a fragile target since the more they stay unemployed the more it becomes difficult for them to find a job. The intermediate beneficiaries are PES, public and private employment agencies and education providers for adults, who can incorporate the Kit within their up-skilling pathways.

For CORAL project, 9 partner organizations (public and private) from 8 countries are combining their expertise in innovative didactics and their competence in the field of adult education:

ALFMED

Universita Degli Studi di Roma Unitelma Sapienza

FYG Consulores

Foyle International Ltd

DANMAR Computers LLC

E.RI.FO – Ente di Ricerca e Formazione

FPEI – Foundation for the Promotion of Entrepreneurial Initiatives

FOXPOPULI

Bit CZ Training, s.r.o

The aim of this e-book is to provide practical information and forms of storytelling that could have a strong inspirational and motivational impact on CORAL participants and to other adult learners interested in self-employment.

Guide to use CORAL products

The CORAL project developed this volume based on the interviews conducted in 8 different countries with 80 successful entrepreneurs. The stories tell how each entrepreneur has come to business creation, the difficulties encountered, the factors that allowed success and suggestions for aspiring entrepreneurs. The interviews are in the national language of each entrepreneur and subtitled in English.

This guide represents a tool to support the use of videos, for their adoption and exploitation in any educational path aiming at the development of entrepreneurial competences, including the one designed by the CORAL partnership, the Start-up Academy.

The e-book consists of three different parts:

- 1- the first part contains a research on the needs and competences required for self-employment opportunities creation; the research has been conducted in each partner country and involved both desk research and data collection from entrepreneurs working in the Service and Commerce sector. The research aims at providing an insight into the mismatch between entrepreneurs' skills and the actual market needs;
- 2- the second part contains the report of the European Awareness Scenario Workshops conducted at national level during the lifetime of the project; partners involved 160 people, including entrepreneurs, unemployed, career counsellors and professionals to discuss about the competence gaps and needs of the labour market and the opportunities for self-employment. This section of the e-book contains the summary of the main findings of the workshop and provides a list of priorities and an action plan to boost employability and entrepreneurship skills of long-term unemployed adults;
- 3- the third part contains the stories of the entrepreneurs who were interviewed during the lifetime of the project in each country; it provides information on their profile, activity and the process that led them to become "successful entrepreneurs".

CORAL Research and survey report on self-employment skills based on EntreComp intermediate model

The international research done through CORAL partnership is part of the initial phase in developing the CORATOOL self-assessment tool for self-employment requirements and development of the intermediary level of EntreComp competences. There was conducted a research and a survey concerning the emerging and upcoming needs of entrepreneurship competences expressed by enterprises, and by the labour market, with reference to ENTRECOMP framework applied to sectors of : Service and Commerce.

The Entrepreneurship Competence (EntreComp) is a framework that defines entrepreneurship as a competence in terms of knowledge skills and attitudes and the provision tools that enable citizens assess and develop this competence effectively. EntreComp is a common conceptual approach at European level for development of entrepreneurship skills and it supports any initiative aiming entrepreneurial learning, to design practical entrepreneurial experiences in non-formal learning contexts, or to develop tools for citizens to self-assess their entrepreneurial proficiency. EntreComp Framework develops 15 competences on an eight-level progression model, divided in three competence areas: Ideas and Opportunities, Resources and Into action. (Competence Frameworks (CFP), 2016)

The purpose of the RESEARCH analysis is to identify the most requested Entrepreneurship competences for achieving successful self-employment enterprise, through a close examination of existing data. In particular, the survey will have to show which competences are -as named 'Key competences for success' , specifically for long-term unemployed adults, with reference to Service and Commerce sectors.

There were a total of 80 questionnaires filled by Commerce sector entrepreneurs and 94 questionnaires for service sector entrepreneurs with 174 respondents. The report starts with delivering information on labour market: unemployment, self-employment rate, job vacancy rate, rate of self-employment SMEs creation, rate of drop-outs (bankrupt) of self-employment SMEs creation per sector with specific focus on 'commerce' and 'service', continuing with national reports, research results and it finishes with summary and recommendations. The international report was developed by French

partner, Alfmed and gathered national reports of CORAL partnership: Czech Republic, France, Italy, Malta, Poland, Spain, Sweden and United Kingdom and the benchmark analysis developed by Spanish partner, FYG Consultores.

Analysing results from surveyed entrepreneurs across countries provided different answers concerning the three EntreComp competence areas, but overall there was an expressed need to develop entrepreneurs' competences in both the commerce and services sector. Recommendations on which Entrepreneurial competences should be developed throughout the CORAL project will be shown according to the results of the survey in all partnership's eight countries and both Commerce and Service sector.

Main findings gathered across each country of the partnership will be shown below, as well as main results gathered from the total respondents of the eight countries. Data presents results from the surveys filled by respondents from Czech Republic, France, Italy, Malta, Poland, Spain, Sweden and United Kingdom according to the EntreComp framework competences, divided into three areas, each consisting of 5 competences.

Key entrepreneurial competences requested by the labour market according to surveys done in Czech Republic, France, Italy, Malta, Poland, Spain, Sweden and United Kingdom are identified below according to three EntreComp competence areas.

Competence Area Ideas and Opportunities

A successful entrepreneur should be able to:

- Identify opportunities to solve problems in alternative ways
- Explain what makes an opportunity for value creation
- Experiment with different techniques to co-generate alternative solutions to problems using available resources in an effective way
- Be driven by his vision for value creation to devote effort to transform ideas into action
- (co-)develop an inspiring vision for future that engages others
- integrate diverse contributions for value creation
- identify the impact of pursuing opportunities on the target group and on the surrounding community

Competence Area Resources

Key success-factors for entrepreneurs are the abilities to:

- judge his strengths and weaknesses and those of others in relation to opportunities for value creation

- commit to fulfill his needs, desires, interests and goals
- set challenges to motivate himself
- reflect on the social incentives associated with having sense of initiative and generating value for himself and others
- experiment with different combination of resources to transform his idea into action
- Draw up a budget for a standard value-creating activity
- explain that value-creating activities can take different forms and can have different structures of ownership
- Not get discouraged by difficulties
- Use various channels to effectively communicate value-creating ideas, including social media

Competence Area Into Action

In order to be able achieve success entrepreneurs should have the skills:

- Use a proactive approach in facing challenges, addressing unmet needs and seizing value creation opportunities
- create an action plan which identifies the necessary steps to achieve his goals
- critically evaluate the risks associated with an idea that creates value, taking into account a variety of factors
- tell the difference between acceptable and not-acceptable risks
- work with a diversity of individuals and teams
- reflect on failures, identify their causes and learn from them.

CORAL EASW WORKSHOP International report

CORAL Project partnership used the EASW methodology as well as Job Requirements Approach (JRA) and EntreComp framework for identifying the job requirements / competences to become entrepreneurs. The European Awareness Scenario Workshop (EASW) is a method which allows promoting debate and participation. The EASW methodology outcomes were to produce after debate and working in groups of the four categories of participants a set of initiatives containing: an agenda of priorities, objectives, actions and expected results with relevant quantitative and qualitative indicators. The results from the workshops will be used in the first tool

developed by CORAL – CORATOOL - Skills Assessment Toolkit for Self-employment Requirements and in the second output: content of the Start-up Academy MOOC.

The aim of the workshops was to identify the entrepreneurial skills that is difficult to find in the labour market and map the process sequences where the self-employment skills mismatch appear as more frequent and establish a list of priorities and an action plan to boost employability and entrepreneurship skills of long-term unemployed adults.

The partnership of the project organized 8 EASW workshops in presence and online during the period between March, May, June, and July 2020 in 8 countries: Czech Republic, France, Italy, Sweden, Malta, Spain, Poland and Northern Ireland. with 4 target groups: 36 entrepreneurs, 52 unemployed/ job seekers, 39 operators of public and private employment service, 32 adult educators/trainers, with a total of 159 participants. CORAL workshop's objective is to encourage participants to share their knowledge, experience and opinions with regards to EntreComp framework, cognitive skills, identify similarities and differences among target groups' visions on various entrepreneurial skills identified as important for entrepreneurs and at the end, come up with and agree upon an action plan.

Main conclusions drawn from the CORAL EASW workshops are:

1. EntreComp entrepreneurial skills to be tested and developed are:
 - a) Ideas and Opportunities:
 - Spotting opportunities
 - Creativity
 - Envisioning
 - Ethical and sustainable thinking
 - b) Resources:
 - Self-awareness and self-efficacy
 - Motivation and perseverance
 - Mobilizing resources
 - Financial and economic literacy
 - Mobilizing others
 - c) Into action
 - Initiative taking

- Planning and management
 - Coping with uncertainty, ambiguity and risk
 - Working with others
 - Learning through experience
2. Focus of the action plan should be on:
- a) Agenda of priorities:
- Adapt the entrepreneurial education pathway to each participant and the market's skills needs and gaps
 - Raise awareness on the entrepreneurial skills mismatch and the self-employment opportunities offered by the labour market
 - Adapt the content of the educational pathway to the actual market needs and opportunities
 - Use a combination of different methodologies to facilitate adult learning (experiential learning, storytelling, problem-based learning, blended learning- face to face engaging workshops with online educational platform etc.)
 - Build a tutoring / mentorship professional network
 - Continuously work with the unemployed persons – developing of the complete methodology with the detailed schedule of work and motivating of unemployed
 - Setting up a business
- b) Objectives
- Acquire entrepreneurship knowledge through useful and accessible resources and courses, mostly online (for no longer than 1 academic year, approximately 9 months).
 - Develop a customizable educational pathway that allows the development of relevant entrepreneurial competences
 - Engage low-skilled adults in participating in an entrepreneurial upskilling pathway through a combination of different methodologies
 - Spreading information on the opportunities of developing entrepreneurial skills for unemployed adults
 - Set up a business plan
 - Set up a network of 10 mentors to dedicate 10 hours to mentor 10 entrepreneurs (1 hour a week for 10 weeks) 2 months after the end of the CORAL project to walkthrough all the materials produced and support them with difficulties.

- Decide how much you can and want to invest (time and money) in your business idea. Investigate on the market needs and potential return you can get (followed by a schedule for monitoring the advancement). Identify challenges and spot opportunities (followed by the time you want to achieve them in).

c) Actions

- Formulate the MOOC structure, methodologies, educational approach and learning outcomes based on the competence needs identified during the workshop
- Use experiential learning and strategies to facilitate adult learning and keep adults motivated and engaged
- Assess adults' skills needs and gaps to customize their educational path
- Establish a tutoring network / Recruit potential mentors from experienced entrepreneurs
- Develop a tool for testing entrepreneurial competences
- Establish a monitoring process.
- Advertise – social media – local newspapers: communicate development steps (inside and outside your structures).

d) Expected results

- The MOOC content reflect the competence needs identified during the workshop
- the MOOC uses a combination of different methodologies to facilitate adult learning
- At least 65% of attracted people will successfully finish the education through the complete methodology and find it very useful.
- at least 70% show their satisfaction towards the course as high or very high and recommend program to others
- at least 75% of the participants believe that the course was useful and helped them develop relevant skills
- 100% of the adults participating in the course will have raised their level of entrepreneurial competence
- At least 50% will start to make their own business plan.
- Developed methodology should attract at least 100 users from every partner country (France, Italy, Spain, Czech Republic, Poland, Malta, Sweden and U.K), i.e. 800 potential users.
- At least 30% will start to realize their own business and become entrepreneurs.



- At least 100 participants testing the tool for entrepreneurial competences from each partner country
- Number of participants to successfully complete and achieve the certificate of online course for entrepreneurial skills and competences.



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The European panel of interviewees

The scenarios captured by the storytelling manifests a diversified cultural geography not so much in the paths, but in the ways of access to business creation. Even the same qualitative analysis is affected by the differences if the business idea and the motivations arise and are consolidated through similar mechanisms, in the different countries involved in the project, significant differences appear in the networks in support of business creation.

The training path to achieve business creation appears fairly homogeneous. A technical and sectorial training, alongside an experiential training.

Below is a synoptic overview of the main elements highlighted by the qualitative analysis. In the analytical descriptions, however, the individual entrepreneurs who show the highlighted characteristics are specified.

CZECH REPUBLIC			
NAME	SECTOR	ACTIVITY	LINK TO THE VIDEO
František Polícar	Commerce	Clothes design and sale	https://www.youtube.com/watch?v=3prlQtl6a0g
Markéta Fryčová	Commerce	Wedding agency	https://www.youtube.com/watch?v=5LnqoyUUFnM
Miroslav Najman	Commerce	Real estate company	https://www.youtube.com/watch?v=OU2qLxK73i4
Petra Trnková	Services	Travel guide services	https://www.youtube.com/watch?v=OsM6bWRnHXs
Robert Pražák	Services	Transport of people and limousine services	https://www.youtube.com/watch?v=wLl7pYKOENw

FRANCE			
NAME	SECTOR	ACTIVITY	LINK TO THE VIDEO
Aurelie Bello Dargent	Services	E-tourism platform	https://www.youtube.com/watch?v=irFOW0Ou3rM&t=218s
Albert Oriol	Commerce	Furniture manufacture and sale	https://www.youtube.com/watch?v=OBi5uJlIshg
Claude Sarda	Commerce	Production and sale of the fir tree syrup	https://www.youtube.com/watch?v=I51_7U

Christophe Vasset	Services	Taxi services and medical transport	6dRtE https://www.youtube.com/watch?v=GgvcOdavzqQ&t=148s
Guillaume Clavaud	Commerce	Photography	https://www.youtube.com/watch?v=yxNGLhOfxD4&t=130s

ITALY			
NAME	SECTOR	ACTIVITY	LINK TO THE VIDEO
Ares Ferrigni	Commerce	Development of robots for the automation of hydroponic agriculture	https://www.youtube.com/watch?v=iWQRNluSwaQ&t=1s
Barbara Migliavacca	Services	Food services	https://www.youtube.com/watch?v=sbev4vqldw&t=52s
Bruno Lombardi	Services	Career and life coaching	https://www.youtube.com/watch?v=KHRq9WZmmLM&t=68s
Rosa Nocito	Commerce	Furniture design and sale	https://www.youtube.com/watch?v=pVbMgF1dbM&t=142s
Sonia Poli	Commerce	Tobacco products, book and magazines products	https://www.youtube.com/watch?v=wR4r9YCp8S4&t=94s

MALTA			
NAME	SECTOR	ACTIVITY	LINK TO THE VIDEO
Gabriella Lukács	Fashion	Handcrafted bags and accessories	https://www.youtube.com/watch?v=YbhrAhHOgyA&t=79s
Monique Chambers	Services	Menu creation for people with differing diets	https://www.youtube.com/watch?v=Yrg1G9vpW50&t=33s
Patrizia Patti	Services	Boat based ecotourism and environmental education	https://www.youtube.com/watch?v=2sZ2unMwmsQ&t=71s
Sergio Zammit	Service	Online and instore card payments provider	https://www.youtube.com/watch?v=X8QQFZBxFqE&t=107s
Suzanne Gautam	Services	Eeducation on environmental sustainability	https://www.youtube.com/watch?v=mugp03p4SdA

POLAND				
NAME	SECTOR	ACTIVITY		LINK TO THE VIDEO
Agnieszka Cyburt	Services	Education and Training		https://www.youtube.com/watch?v=rNuOWHg-jo0
Joanna Rak	Services	Beautician		https://www.youtube.com/watch?v=9tcnAlm-rkc
Tadeusz Gryś	Services	Tennis classes		https://www.youtube.com/watch?v=vw90WarE2TA
Magdalena Malinowska	Services	Promotion of women's equality and social and labour inclusion		https://www.youtube.com/watch?v=rFrX5eoPkK8
Joanna Szczepanik	Services	Beautician		https://www.youtube.com/watch?v=oll8eFkGbSc

SPAIN				
NAME	SECTOR	ACTIVITY		LINK TO THE VIDEO
Abraham Serra	Commerce	Development of race timing systems		https://www.youtube.com/watch?v=AfN3cJrpHhE&t=1s
Alberto Domingo	Services	Legal and business consulting		https://www.youtube.com/watch?v=ptfOh7cQkMo&t=34s
Fran Villalba	Commerce	Development of technological solutions		https://www.youtube.com/watch?v=XKhqcqleHj0&t=8s
Magdalena Olanska	Services	Nutritional and dietetic advice		https://www.youtube.com/watch?v=9toHWsVYmA4&t=233s
Iñaki Espeso	Commerce	Designs, manufactures and sells bicycle handlebar covers		https://www.youtube.com/watch?v=bu5Xof8Tzl&t=42s

SWEDEN				
NAME	SECTOR	ACTIVITY		LINK TO THE VIDEO
Jonas Nilsson	Commerce	Hempcrete building material and restoration of historical building		https://www.youtube.com/watch?v=ak6fkfPgZhA&t=16s
Lewis Horne	Commerce	Electric cars		https://www.youtube.com/watch?v=DFHznawPFzo&t=3s
Niklas Anderberg	Commerce	Development of aircrafts		https://www.youtube.com/watch?v=hG

			k9LhwMc4k&t=9s
Serdar Köse	Commerce	smart city intelligent engineering solutions	https://www.youtube.com/watch?v=MmL-YADHOro&t=43s
Per Löfberg	Commerce	Selling pellets of biomass in bags	https://www.youtube.com/watch?v=QtvaxkdDL7E&t=4s

UNITED KINGDOM			
NAME	SECTOR	ACTIVITY	LINK TO THE VIDEO
Feargal Doherty	Services	Management of a barbershop	https://www.youtube.com/watch?v=4_o6xuwIjBY&t=12s
Julien Payet	Commerce	E-commerce	https://www.youtube.com/watch?v=rAoUYkxDQql&t=21s
Louise Moorhead	Services	Equine Assisted Therapy & Learning	https://www.youtube.com/watch?v=00sqJ4bl7QY&t=44s
Paul Murray	Services	Language learning	https://www.youtube.com/watch?v=NyE0zoa6AE4

Czech Republic



Entrepreneurs' profile

František Polícar



He has been an entrepreneur for 3 years. His company is called FanDan and it is focused on creating of retail and promotional items, such as T-shirts, sweatshirts, pillows, mugs and stuff like that. They also design websites and focus on developing computer systems like hardware manufacturing and software installation.

Miroslav Najman



He has been an entrepreneur for 9 years. His company is called Neuman s.r.o. and it takes care of real estate business activities in Czech republic, especially in Prague.

Markéta Fryčová



She has been an entrepreneur for almost 20 years. She is an owner of wedding agency called Wedding Design, which has branches in many cities in Czech republic. Her company was one of the first of its kind in Czech republic. Primarily, she is a manager and takes care of net marketing. Her agency takes care of planning, organization (place, food, transport, etc...), and running of clients wedding day.

Robert Pražák



He has been an entrepreneur since 2010. His company, Commence s.r.o., involves transport and limousine services. He has two employees for full time and many hired drivers as a part time workers. These drivers are usually university students.

Petra Trnková



She has been an entrepreneur for last 3 years. She is Czech, currently live in Paris, where she started her business. Her company, named Paříž na míru, is travel guiding agency. She provides city sight-seeing tours for individuals or for groups of people. Also, she prepares itineraries, maps, tickets, whatever you need on your trip to Paris

Motivation to start their own business

František Polícar - His primarily motivation was money.

Miroslav Najman – He didn't really like his job, so when he has opportunity to start his own bussines, he did it.

Markéta Fryčová – It was her dream to become an entrepreneur and start her own bussines, so she decided to start in a field of bussines, which was not really known in public.

Robert Pražák – His biggest motivation was freedom. As an entrepreneur, you have no boss, no working hours, you can work whenever you want, you can have holidays whenever you want. You don't have to work less than when you have full time job, but you can choose your working hours.

Petra Trnková – She felt like she needed some change in her life and she wanted to educate herself. So she passed a travel guide course and then started her business

Challenges and opportunities

František Polícar - It is necessary to keep a good track of your progress and have administration facilities, such as invoices or other documents, in good condition. Double-check everything, clarify priorities and what is within your power. It is also important to keep in touch with your customers and provide quick feedback.

Miroslav Najman – Hang on the activities, to work, to enjoy your job, not to be sad when the success is not coming. For example, when a long time you will not get some new businesses.

Markéta Fryčová – The most useful for her was acquiring practical experiences, working with experienced people. No matter what was the field of their activity. She learned how to turn her ideas into action.

Robert Pražák – His biggest success so far has been securing of transport to the final parkour races Prague playoffs. His company have been securing transport for this event since 2018.

Petra Trnková – During her university studies, She passed course of rheumatology. There she realized, that she has no problem with appearance on public

Skills

Interviewees pointed out following EntreComp skills:

Finances – Keep eye on invoices, budget and this kind of things. You must have prepared good financial strategy.

Business plan – You must have clear vision of your enterprise before you start with it. Think about product/service, in which you are interested in due to your business and which is missing in the market.



Dealing with others – You must have great communication skills, when you want to become an entrepreneur. Even if you want to run a business on your own, or if you want to have some employees, you always must be able to deal with people, be polite, be respectful. It is also very useful to be able to communicate in some kind of foreign language.

Time management and planning – You need to have great time managing skills and to follow your pre-arranged business plan to run a successful enterprise.

Technical skills – You must have some basic or intermediate technical skills to run a website, take care of social media sites, to advertise yourself through the internet channels.

Messages/tips for aspiring entrepreneurs

If you are new in the business, it is highly recommended to **work with someone, who is already experienced**, no matter what is the field of their business. It can really help you

Look for a course to develop useful skills

Marketing and social media skills can come in very useful to promote your business

Pay attention to your budget, competitors and technological innovations

You must **have clear idea** about what you want to realize

Be confident in your ability to succeed despite failures

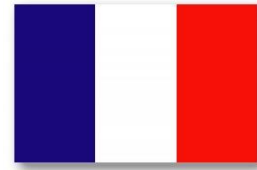
Make sure you can **count on someone who can take care of administrative stuff and documents**

Do what you like to do because when you like it, you will try your best to do it well.

If you want to be successful, be CREATIVE and INNOVATIVE



France



Entrepreneurs' profile

France's interviewed entrepreneurs have been entrepreneurs for a short term period to long term (from 2/4/10/15 and 30 years), for some it is their first owned enterprise and one of them has been experienced in owning several businesses. Their fields of business range from tourism platform, furniture design, photography, taxi services to wellbeing and gastronomy products.

Some entrepreneurs are active locally and most of them have international experience as well: in Cambodia, Spain, Canada, Italy, Belgium, USA, Switzerland and Singapore.

Claude Sarda



Claude Sarda has been an entrepreneur for 30 years now and has owned several businesses. Before starting Abies Lagrimus, that Claude Sarda founded 5 years ago, he had 2 other businesses. He was the owner of a communication business and of a non-smoking wine bar in Perpignan. With his current business, he has saved the craft production of "fir tree syrup" which was traditionally produced in the Pyrenees mountains. He created this atypical range of products focused on wellbeing and gastronomy. He has international experience in Spain, Canada, Italy, Belgium, USA, Switzerland and Singapore

Christophe Vasset



Christophe Vasset has been an entrepreneur for the past 10 years. He is the owner of Agora TAXI, a company which provides taxi services in Perpignan and its surroundings. It offers easy transportation to the desired destination for any kind of client : company – individual - disabled.

Albert Oriol



Albert Oriol has been an entrepreneur for the 15 years now. He is the owner and creator of Lipsi Bibelo, it is a publisher of furniture and objects for home. He sees his business as “designers and creators of their own designed furniture” which is produced in Cambodia, Asia. The products are designed and sold in Europe.

Aurelie Bello Dargent



Aurelie Bello Dargent has been an entrepreneur for the past 2 years. She is the co-founder of Irouicome, a tourism platform focused on the region of Catalonia (French and Spanish), based in Perpignan. With creating Irouicome, Aurelie followed her passion and fulfilled the need that was demanded by many clients in the touristic market.

Guillaume Clavaud



Guillaume Clavaud has been an entrepreneur for the past 4 years. He is the owner of “LENSCOM image & communication”. It is a business which makes panorama photos, 360 degree photos: either aerial shot done with a drone or traditional shot from the ground. They produce images that are used to create virtual tours. He has some experience of working with Spain

How the entrepreneurial idea was born

For one of the entrepreneurs the product was discovered in Andorra and the entrepreneur decided to take the plunge and re-launch this production in France by setting up his own company.

Motivation to start their own business

Some reasons for starting their own company for entrepreneurs:

- different opinion in previous job, desire to be free and independent
- following her passion for travelling and fulfilling the need that was demanded by many clients in the touristic market
- working for a long time in a company and eagerness to change the job, desire to see other things
- he thought of the place he was born, opened his eyes and looked at what he would like to do

Challenges and opportunities

One challenge was creating, reviving and boosting a new product and then spending some years convincing the clients of this product's quality, stay active on the field and develop the product range at the same time

Among the other challenges faced by the entrepreneurs there was the need to adapt to the market, new laws and obtaining financial security, administrative difficulties, legal aspects, recruiting is important because there is no place for mistakes

Skills

Interviewees pointed out following EntreComp skills:

Vision/ Valuing ideas – one of most common competence identified for launching a company is to have a good idea to be sure that this idea is going to be worthwhile so you can sell it and develop it with your team.

Have a clear goal, know what you want to achieve to come up with a strategy and define your objectives, adapt yourself and be active, listen to the need and demands of the market

Coping with uncertainty, ambiguity and risk - the capacity to anticipate risk is important because of the internet and the digital revolution, purchase decisions of demand and flexibility of the strategy. Some stated this is most important skill that you need to have as an entrepreneur, to know how to manage the difficulties on a daily basis. This means that you have to be creative and resourceful to be able to solve the difficulties.

Creativity identified as the most important competence in their company because of the need to constantly adapt to market's need and targeted

market and come up with relevant offer. This relates to develop creative and purposeful ideas.

Spotting opportunities - Be curious, stay up to date with market needs and adapt accordingly and seize business opportunities.

Learning through experience – As an entrepreneur you don't have to be afraid to learn and try. It is important that people keep on learning. The main factors of success are observing a lot, staying curious, and being well surrounded – **Working with others**.

Mobilizing resources - get trainings whenever needed and constantly form oneself to develop knowledge and skills in own business field continuously. Also, listen carefully the clients. By listening to customers you can communicate well with them and keep them as your customers. When you have loyal customers, they keep you working and that also works for other clients, you have to satisfy people to get a good image.

Motivation and perseverance – Based on their own experience, this skill is stressed out as being important because starting a business takes time.

Messages/tips for aspiring entrepreneurs

Find YOUR idea – define your idea and anticipate the impact of change

Be self-confident and do not always listen to what other people tell you

Analyze the impact of internet on your future business

Change your business before the business changes you

Don't give up

Dare but reasonably

Be reactive to customers' feedback and improve your product

Choose your employees accurately

Surround yourself with competent, dedicated professionals in finances and taxes, like accountants, lawyers, a trusted banker

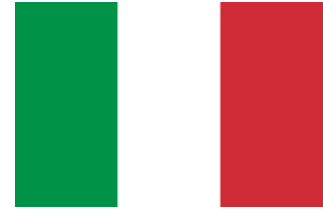




Always think twice before you take a decision, before you invest in something think about the options you have"

Keep updated and check what's going on elsewhere

Be CURIOUS, CREATIVE and RESILIENT



Italy

Entrepreneurs' profile

The Italian entrepreneurs interviewed work in different sectors: agriculture, retail sector, food services, employment services. Their experience as entrepreneurs ranges from 2 to 15 years and they are mostly working in Italy.

Ares Ferrigni



Ares is the CEO of Wallfarm, a robotics company. The start-up was born in 2015 during a contest for start-ups organized by InnovAction lab. Ares holds a Bachelor Degree in Communication and a Master degree in Business Administration and entrepreneurship. He has been CEO of Wallfarm for almost 5 years now.

Bruno Lombardi



Bruno is an expert of active labour market policies and vocational education and training. He graduated in 2000 in Sociology and started working as social intervention project developer and started collaborating with private and public entities engaged in the implementation of active labour market policies. He specialized as trainer and started providing training on active labour market policies, business organization, sociology, in particular, sociology of communication, human resources management and soft skills in universities and private companies. He currently works as consultant and advisor on active labour market policies providing his services both for individuals and companies and is also a mental coach

Barbara Migliavacca



Barbara worked since she was 18 as executive secretary and at 49 years old started working for a call centre, ALmaviva. When she was 50 she lost her job together with 1700 call center employees after the call center went out of business, which has been considered the biggest layoff occurred in postwar Italy. Barbara decided to start over and invested on her son's business. Her son owned a pizza takeaway which has been gradually turned into a restaurant. She was supported by ERIFO and managed to benefit from the regional incentives for business creation.

Rosa Nocito



Rosa took over the management of her husband's company some years ago. She was a graduate in economics with experience in working as accountant. She decided to embark in a new adventure and join her husband in the management of the family activity, which could be an opportunity to do what she had always been keen on doing: having her own business.

Sonia Poli



owns a tobacco and newsagent shop which is a retailer of tobacco products in various forms and the related accoutrements, such as pipes, lighters, matches, pipe cleaners, pipe tampers; as all tobacco shops in Italy, it is an authorized retailer of tickets for Rome public transport; the shop, as newsagent's, also sells newspapers and magazines. Sonia has been managing the shop for 5 years together with her partner. Before she used to work in the tourism sector; she decided to start her own business together with her partner, pushed her desire to become more independent and also keep working in direct contact with the public

How the entrepreneurial idea was born

As it is the case of some of the Italian entrepreneurs interviewed, an entrepreneurial idea, more often than not arise from a failure:

"... I was fired and needed to reinvent and rethink my life, therefore I decided to invest in my passion and decided to expand the restaurant activity that my son had just started...", Barbara

"...one of my greatest successes was when they did not renew my job contract, which was the best thing that could happen to me, as from then on, my path as self-employed started", Bruno

Challenges and opportunities

"...the great difficulty led us to find the greatest opportunity" says Ares, this young entrepreneur who was able to turn a difficulty into an opportunity when, after having developed a hydroponic system for a big Italian company, was trying to commercialize his product. Ares was called by a competitor asking for a consultancy on exporting to Europe; he caught this opportunity and proposed to sell them his product; together with his team, he met the competitor and introduced his company. The competitor liked their idea and agreed to finance it with more than 1 million euros. This opened many doors to Ares and his company and allowed him to build a reputation among innovative start-ups.

The loss of their job represented a milestone also for Bruno and Barbara who reinvented their professional lives and decided to invest in order to become self-entrepreneurs after they lost their jobs.

One of the main difficulties identified by some entrepreneurs is the inability to perceive and become aware of opportunities.

Competition is also considered a great problem for entrepreneurs, especially in some already-developed and highly-competitive sectors.

Bureaucracy can also represent a great obstacle that can discourage and finally lead to give up. Barbara explained that this obstacle can be overcome

by referring to professionals that can support entrepreneurs with some technical, bureaucratic and administrative procedures, which are however essential to start your own business, especially if you want to take advantage of public funds to finance your business.

Support services

Previous work experiences and studies may come in useful although a future entrepreneur also needs to use a lot more of other support services and transversal competences.

The Italian entrepreneurs counted on various resources that helped them start their own business ranging from the support of professionals in the field of public funding that helped Barbara develop a Business Plan and access European funds to finance her activity.

Work experiences, university studies and training courses can also be useful in the development of specific knowledge, competence or simply an entrepreneurial mindset.

Skills

The most important skills highlighted by the Italian interviewees are:

Recognise opportunities: this competence was considered essential by most of the entrepreneurs interviewed; it involves the ability to recognize the opportunity within challenging situations and failures.

“it is the first step to implement your project”, Barbara

“...it involves the ability to recognize the opportunity within challenging situations and failures”, Ares

“...creating value by exploring the economic landscape and identifying the strengths and weaknesses of the market”, Rosa

Self-awareness and self-efficacy which involves the ability to identify and assess your individual strengths and weaknesses

“...it involves believing in your own ability to influence the course of events, despite uncertainty, setbacks and temporary failures”, Rosa

Motivation and perseverance

“planning to start a business can be very discouraging as you may become aware of the many reasons for giving up and keep on working as an employee. motivation is what keeps you determined to keep on working to achieve your objective. perseverance is the strength not to let go”, Barbara;

"...it is necessary to be patient and not to give up, despite the difficulties and challenges...this can be achieved if you are highly motivated and passionate about the job, which facilitates perseverance and resilience under pressure, adversity, and temporary failure", Sonia

Financial and economic literacy

"to manage a business especially these days there competences that are granted, for example financial knowledge..." Ares

Mobilizing people

"...it is important to be able to mobilize those who will accompany you in all circumstances, those who will support you in the good and, most especially, in the bad times", Ares

Mobilizing resources which involves the ability to get and manage the material, non-material and digital resources needed to turn ideas into action

"to manage a business especially these days there are competences that are granted, for example financial knowledge..." Ares

"be competent in the field you are working..." Bruno

Taking the initiative

Working towards your vision of the future

Planning and management

"plan your actions in order to make the most out of an opportunity and turn ideas into action", Barbara

The Italian entrepreneurs interviewed also underlined the need to have some specific cognitive abilities in order to succeed in an entrepreneurial activity:

Effective communication

"in my sector being able to relate with other people is the most important thing" Bruno

Creativity

" Creativity helps you recognize an opportunity and develop a vision on how to make the most out of that opportunity", Barbara

Self-regulation

"self-regulation is essential to keep the team of people that the entrepreneur managed to mobilize together", Ares

Problem solving



“having to deal with customers of all kinds, which requires being flexible and have well-developed problem-solving skills”, Sonia

Messages/tips for aspiring entrepreneurs



If you want to start your own business, first of all ask yourself the following questions:

- what are your competences?
- what is the thing you are really good at?
- What are the compliments you receive most often from friends and relatives?

Don't be afraid of change and don't stifle your intuition but work hard in order to make it work

You need to be prepared to the fact that you will certainly deal with challenges and failures. The tip that comes from our successful entrepreneurs is not to lose heart and become discouraged in the face of the many difficulties you will go through, especially in the beginning. It is fundamental to believe in yourself and be resilient.

Obviously, a solid economic base can facilitate the process and contribute to your success. But it is not the only essential factor! Commitment, passion and determination will be fundamental to succeed

Also, be aware that, if you need to mobilize other people, you should try to be a good leader and always value the work of your team members

Never wait for things to happen to you! “Opportunities need to be searched for actively. They will not happen to you by chance. You need to take action, make mistakes, only in this way you can learn and improve, so that when the right moment comes it will not find you unprepared!”, Ares



Malta

Entrepreneurs' profile

Gabriella Lukács -



Entrepreneur for the past 3 years. She is the owner of GABE, a slow fashion sustainable brand that produces handcrafted bags and accessories made of discarded fabrics and off cuts. GABE's mission is to raise awareness about conscious customer behavior and inspire people to buy durable quality products instead of following the "must have" throw away trends.

Monique Chambers



Entrepreneur for the past 15 years. She is the owner of Indulge. A food platform app that creates menus for people with different dietary requirements.

Patrizia Patti



She has been an entrepreneur for the past 2 years since moving to Malta in 2017. She is the owner of Eco Marine Malta. A Boat based ecotourism and environmental service to educate and share knowledge about the marine environment.

Sergio Zammit



Entrepreneur for the past 10 years. He is the founder of ArthurPay, a card payment solution for both online and in-store clients which offers an alternative to traditional payment methods. He wants to offer merchants an opportunity to be in line with current technology.

Suzanne D'Amato Gautam



An Entrepreneur for the past 7 years. She founded Eco Market Malta, a Social Enterprise with the objective of raising awareness and providing education about environmental sustainability, particularly through the United Nations Sustainable Development Goal No. 12: Responsible consumption and production. It is an event-based project with regular activities in different locations across the country, promoting eco-friendly products, ethical artisans and businesses, healthy food and a sustainable lifestyle

Motivation to start their own business

Gabriella Lukács - She wanted to create a brand that has a higher purpose than only creating new products and saving the planet is a very important issue for her and wanted to make a positive contribution towards this.

Monique Chambers – She loves to cook, and her friends have different dietary requirements. She researched if there is an app that helps you out with meals, and since she did not find anything she decided to create it herself.

Patrizia Patti – Since there were no companies offering marine eco tours in Malta she decided to found her company to offer these services.

Sergio Zammit – When it comes to payments in Malta the current infrastructure is quite old-dated. So through Arthur Pay he wants to offer merchants a more innovative payment service

Suzanne D'Amato Gautam – Her motivation came when she was pregnant with her first child. She realised how important is to leave a clean and healthy planet for future generations

Challenges and opportunities

Gabriella Lukács - Translate your Business Message to financial language, showing people that you want to do good and find the resources for it to happen.

Monique Chambers – She was told her idea was bit too advanced to put it in an app and using a lead generation company that did not deliver on their promises.

Patrizia Patti – Starting a business in a foreign country with a difficult culture and convincing potential customers that what they were doing was eco friendly. Their opportunity was to create best practices that other companies can follow after their path.

Sergio Zammit – Getting to understand what people expect and what the market demands. Every mistake is an opportunity to develop new solutions

Suzanne D'Amato Gautam – Challenges and Difficulties will always be encountered in any business journey so it's important to learn from them and not repeat them

Skills

Interviewees pointed out following EntreComp skills:

Financial & Economic Literacy – ‘Resources’ - Every entrepreneur should have a good level of financial knowledge in order to be aware of their assets when trying to operate a business. Also its not always easy to articulate your business message in a financial language.

Vision - ‘Ideas & Opportunities’ - When you are creating something (brand or product) you have to make sure that your idea is not only valuable for you as an entrepreneur but also for your potential clients that will be using it. Whatever your business idea is you have to see how far it can actually go and you have to look at it with different perspectives.

Working with Others – ‘Into Action’ - Working with other people is important as it helps people bond when working as a team, bouncing ideas and sharing knowledge. This is in turn will make a powerful impact on the potential customers you are offering the service too. Also collaborating with other organisations gives more opportunities to reach a wider audience.

Ethical and Sustainable Thinking - ‘Ideas & Opportunities’ – As owners of ethical businesses you need to think in an ethical and sustainable way. The main aim is to educate the general public on how to be more sustainable and protect the environment.

Taking the Initiative - ‘Into Action’ - Individuals might have an idea or an opportunity but might hold back thinking that others are already doing something of the sort. However being an entrepreneur means actually getting down to business and getting started.

Planning and Management - ‘Into Action’ – You need to be well organized in order to create events and have all logistics flow smoothly everytime an event is held without encountering any major difficulties



Messages/tips for aspiring entrepreneurs



The importance when creating a business is that ultimately it will positively **contribute to the general society**.

It's important for aspiring entrepreneurs to follow their dream and make themselves present out there in the business environment. For these up'n'coming entrepreneurs avoid trying to compare yourselves to other already established enterprises. Carefully **study the business scenario** and ultimately it's important to find your own niche and follow your passion.

Sometimes what is thought to be readily available is not, so if you have a solution to a problem you have to take the initiative to create it.

Go for the best you can afford when building your product/idea and to avoid friends, who although might be cheaper they might dissapoint them along their product/idea journey.

Its also important to work with companies who have enough available resources & competences that will eventually deliver quality content/work and help them succeed.

With the right market research you can validate if the product/service you are offering is available or not. This will help you realise a niche market for your enterprise.

As your enterprise grows its important to keep developing your idea and offer different products/services.

Learn business concepts, make the most of mentoring sessions and attend business related workshops.

Keep focused on the business goals so that you can achieve them and manage all the changes the market throws at you so they can keep their idea relevant with the given market scenario at any given time.

Failures and mistakes in your business journey, are essentially opportunities to develop new solutions. Spend more time learning and in education so you don't fail as much when you embark on your business journey.

Do not to hold back and actually get started with your business idea, learn how to do it and keep on building on it.



A perfect recipe for entrepreneurship is to combine your skills, competences and passion so that you create a business idea that has a perfect mix of what you love to do and you are skilled enough to go through it all.

Make sure that the timing is right to start your business idea. Everything has its right moment.

Join mastermind sessions, attend as many networking events as possible and always be confident and prepared about your business so that you can promote it as best as possible with potential collaborators, sponsors, investors and clients.

Poland

Entrepreneurs' profile



Magdalena Malinowska



works in a women foundation based in Rzeszow. The foundation is called VIVA FEMINA and it was set up in 2012 as an independent initiative. Magdalena has previously been involved in different initiatives for combating violence and discrimination against women, and social exclusion. She has been supporting the participation of women in public life and culture for over 20 years. At VIVA FEMINA she is the Vice-president of the Board and a volunteer. Magdalena is also an employment specialist and labour market expert, providing guidance in this respect. Her international experience stems from the participation in EU-funded projects as project manager.

Agnieszka Cyburt



works in the business about 20 years. Her previous job was also connected with office work. In her job she supports others like herself, people who need support to start their business or lack know-how on seeking funding, like she did. The association provides training and assistance to young adults and businesses, mainly local and regional entities, but also cooperates at national level with institutions supporting adults. Agnieszka has participated in international projects, where she also gets inspiration from more experienced partners.

Joanna Rak



is 23 years old and runs the Make Up& Lashes – Joanna Rak company for 3 years. She is a beautician by profession, working in the beauty industry. She also regularly uses social media to promote what she is doing. Thanks to the access to a wide audience and posting pictures of her work, potential customers have an insight into her work.

Joanna Szczepanik



is 26 years old and works in TuBeauty Studio for 1 year, but in social she has worked 3 years. Her industry is beauty. With social media she is started working by accident. It turned out that she was quite good at it, which was very satisfying. That is why she started to develop in that area and currently does it professionally.

Tadeusz Gryś



manages a table tennis academy organizing training for children and adults. Activities also include the promotion of tennis within the local community. The idea to open the academy was connected with Ted's interest in table tennis and previous experience in the field as an amateur tennis player. He set up the academy in 2018. Ted has international experience as a result of working as an engineer abroad

Motivation to start their own business

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Challenges and opportunities

The main challenges and opportunities faced by the entrepreneurs were the following:

- Possessing soft skills and professional competences.
- Knowledge of the labour market segment which you are targeting, resulting from good market research.
- Be well-organized and a good manager of yourself to have a well-organized and managed business.
- Necessary funding may be a challenge, especially for start-ups.
- Staying focused and stress reliance.
- You must adapt to the situation on the market and requirements imposed by customers.
- Continuous development.
- Flexibility can be a challenge.

Opportunities

- To make a difference and introduce new solutions for the benefit of locals.
- Support from local government to start running an initiative.
- Possibility to develop relations with and meet new people.
- Using social media channels for promotion.
- Flexibility can also be an opportunity.

Skills

Interviewees pointed out following skills:

- Communication Skills,
- Interpersonal Skills
- Leadership Skills
- Problem Solving Skills
- Work under pressure
- Creativity

Most of the interviewees mentioned creativity as the most important skill.



Ted also mentioned being well organized. Agnieszka stresses that motivation is important to make a difference. The skills she finds most useful are planning and management. Magdalena underlined that among those key skills are the soft skills. Anyone that wants to be an entrepreneur must be good in communication, team-work, concentration and time management. Apart from the appropriate soft skills you should also know the labour market segment you are targeting.

Messages/tips for aspiring entrepreneurs



Magdalena:

Soft skills and market research are not enough. It is important to believe in yourself and do not fear to start your own company - since it can be very rewarding for your future.

Agnieszka:

Agnieszka believes that with good motivation you can achieve your goals. Helpful in the road to success is learning with new technologies and doing good market research. Then with a clear vision, creativity and planning you will manage to be an entrepreneur.

Ted:

You should look for opportunities to transform your ideas and hobby into business. Seek support from professionals and help from the local government. Then you will be able to promote the initiative among local communities and do what you like doing best.

Joanna Szczepanik:

First of all, don't be afraid, look for every opportunity to achieve success. Patience and perseverance in achieving the goal is also important. Knowledge acquired at the university isn't a guarantee of success. Regularity and fresh content is a key to success.

Joanna Rak:

For young people who are starting out in social media, I would advise to put 100% into what they do, to make sure the message is understandable to the viewer. It is also important to have good quality photos when you have social media profiles, so that the potential customer has the impression that they are dealing with a professional and competent person. I believe that social

media entrepreneurship is a very good career path for young people, because it allows to reach a large audience, helps to build personal brand and inspire other young people

Spain



Entrepreneurs' profile

Abraham Serra



Abraham began the company when he was studying; as he was abroad he needed an income to maintain himself and he decided to start working in the race timing sector. In 2007 he became self-employed and created a chip-timing system. In 2013 he finally created the current company of Cronochip and their own timing system. Nowadays they are developing timing systems for other companies, but they also create tools for the final consumer (such as tools related to racing).

Alberto Domingo

Aguilar



Alberto graduated in Law in 1993 from the University of Valencia, completing his training at this University with a Master's Degree in Business Administration at the CEU San Pablo. In 1996 he completed a Master's Degree in Mortgage Law at the Colegio de Registradores de Barcelona and in 1998 a Master's Degree in New Technologies. In 1999 he began his professional career as a partner of Aequus Abogados, S.L. and director of the Legal and New Technologies Department. His professional career specializes in Commercial Law, New Technologies, and Civil Law, with extensive and proven experience in the courts.

Iñaki Espeso



Iñaki is a journalist and has worked in journalism and communication. He studied journalism and when he finished the degree he started his work experience doing an internship in several radio channels and in press and some time later he started working on TV. While he was working on TV, he took a leave absence to know the communication work from the other side of the screen and then started working in the Tourism Council, the Social Welfare Council, and the Culture Social Welfare. In his most recent jobs as Head of communications and digital marketing, Iñaki contributed to solving the communication crisis, improving the corporate image and strengthening the relationship between companies and their clients, with the aim of increasing their notoriety and multiplying their sales.

Fran Villalba Segarra



Fran is a young Spanish entrepreneur, passionate about innovation, science and new technologies. In 2017, at the age of 20, Fran created Internxt during his last year of his career. He was awarded an internship at OnePlus at an early age and later moved on to work at Hostinger, one of the world's largest web hosting companies. Fran then began his journey into entrepreneurship by launching his first startup, OneSite, which had over 10,000 users within its first few months of operation. Fran has been listed on The Next Web's T500, which presents the 500 most talented in the digital scene, and was also nominated for Forbes 30 Under 30 2017.

Magdalena Olanska



Magda has several degrees: dietitian - nutritionist (University of Health Sciences in Poznan), nutritional coach (by the Institute of Conscious Life - accredited by the Polish Coaching Federation, master of cognitive science (Adam Mickiewicz University in Poznan). Previously, she worked as a nutritionist in beauty and wellness centres and in gyms, until 4 years ago, when she decided to start his own adventure with "The 7 avocados". In addition, Magda assures that her international experience throughout these 4 years has allowed her to learn more than any of her official titles, since she currently has clients in more than 7 countries

Motivation to start their own business

Abraham: He was abroad and needed income to maintain himself.

Alberto: With his wide experience in law, he decided to start his own business and become his own manager.

Iñaki: While he was working on TV, he took a leave absence to know the communication work from the other side of the screen.

Fran: His passion about innovation, science and new technologies.

Magda: She worked as a nutritionist in beauty and wellness centers and in gyms, until 4 years ago, when she decided to start his own adventure with "The 7 avocados"

Challenges and opportunities

The main challenges and opportunities faced by the entrepreneurs were the following:

Risks have to be considered and taken in order to achieve the desired goals. For example, Fran knew that he was facing dangerous risks when starting his business, but he was also aware that without risks, no gains were achievable.

Fran told us about when he broke his leg one summer while he was studying in England and had to come back to Spain, and since it was summer and he could not make big plans with his broken leg, he took advantage of the situation to learn how to program, something that had always fascinated him. This teaches us to use the barriers given into opportunities.

It is also important to try and get involved into an activity that you love. For example, Magda told us that her personal commitment with her business sector helped her to start her own business.

Understanding and analyzing the market is crucial in order to know if your idea has any chances to success or not. Knowledge about that market will be helpful for that purpose.

On the other hand, knowledge about legislation can offer opportunities of new markets and business ideas.

Skills

Interviewees pointed out following EntreComp skills:

Leadership – the role of the leader is very important in an organization; mainly as a provider of the most perfect working conditions that the leader can obtain for his workers. Abraham believes the leader is in charge of providing the basic conditions that will allow team members to offer the best of themselves and be as efficient as possible. He considers a leader needs to know how to listen; he acknowledges that he should talk more to his employees. And as leader you should also know how to control your ego; a leader needs to be able to manage the ego of people around them, but especially his own. A leader needs to be able to say thank you and to admit that an idea from someone else can be better for the company than his own. Looking at himself, he thinks he is a leader, but he also believes he still needs to learn a lot; he admits there are a lot of things he does wrong, and probably more than he is not aware of.

Persistency – Alberto believes that persistency, having a clear idea of the business that the entrepreneur wants to enter and passion about his job are



some of the most important abilities in an entrepreneur. According to Alberto the main features of the entrepreneur are to know how to listen to his employees but also to the external environment when making decisions; to learn to rely on the capabilities of their team members because they may be better in specific tasks; and to be available for helping their team when they need it, to generate trust.

Decision Making – Iñaki believes in the importance the decision-making as a key competence in an entrepreneur since it is fundamental that there's one person driving the company and deciding which road to take. Other skills that Iñaki considers as key in the development of the business the entrepreneur just started are to have the ability to make choices, to be organized, to be positively predisposed to negotiate, be proactive, and more important, the person needs to be passionate about what he/she does.

Risk Taking – Fran has been very inspired by the idea that who does not risk, wins nothing, and that if you risk and it goes wrong, you will have learned something, so you will have achieved more than if you had remained with your arms crossed. We also see this ability reflected in him when, without having his studies finished, he decided to start his own business, without waiting to "be ready" for it, as many people do

Turning Barriers into Opportunities – We can appreciate in Fran the ability of turning barriers into opportunities, which is a key skill for an entrepreneur to succeed on his path.

Social Commitment – Beyond having her own business and making money, which is clearly the main objective of any entrepreneur in most cases, Magda has a personal commitment to each of her clients since her goal is to achieve well-being and self-esteem in each of them through healthy eating, and the fact that she is so involved in her goal makes her improve and learn new things day after day

Messages/tips for aspiring entrepreneurs

"Study a lot and learn a lot, and have ambition" Abraham

"Ideas as themselves are worth nothing" Abraham

"Believe in your idea but rationally, looking as well to the market to see if it has any future" Alberto





"Learn from everything and everyone you meet in order to have a clearer vision of the world and your capabilities" Alberto

"Gather around people with knowledge and experience and learn from them" Iñaki

"Know the product features, its capacity of positioning in the market, and have a good planning" Iñaki

"Start without any fears of what might happen, since you have nothing to lose and you will learn a lot more if you try than if remain at home thinking about how could you do it and waiting for knowing everything you need to know so that when you start your business it goes well from the beginning" Fran

"The best you can do when you enter the entrepreneurship world is to look for a benchmark, a coach or a company which does a really good performance and have it as a model in which you can see and observe some points of reference that can make you acquire some ideas about what to do, or what not to do" Magda

"Never stop learning and always being acquire new knowledge, receive a lot of trainings and not to waste any opportunity that makes you learn and grow in which is going to be your field". Magda

Sweden



Entrepreneurs' profile

Niklas Anderberg



Niklas is an aeronautical engineer with a doctoral degree from the US. He has always been dreaming of building his own aeroplane. He managed to design and build many aeroplanes. He started 10 years ago with the vision of building a small two-seater plane and gradually with the help of equal thinking colleagues to realise his vision.

Serdar Köse



Serdar is a telecommunication engineer and comes from Turkey. He studied and finished his Masters at the university of Lund and set up his company three years ago together with his professor and the managing director of HUAWEI Sweden. He believes in smart city solutions and has developed various innovative products in this promising area. He got his idea when he was landing at Istanbul airport and looked at this huge city full of lights. He thought that there must be a way to diminish the cost of all that electricity.

Per Löfberg



Per is a professional actor and made five mainstream movies and still does acting work. He wanted to do something about ecological sustainability and in particular, the use of fossils in burning coal and stoves. He started 7 years ago with a partner in Zambia and created his company. It has now 30 plus employees in Zambia and selling pellets of biomass in bags for cooking use.

Lewis Horne



Lewis is an Australian who lives in Lund, Sweden. He is an engineer and got a Masters from Lund University. Has been working internationally in many different fields. His dream is to build the next generation electric city car with ecology and sustainability in mind and solve the pollution in urban areas. He has been interviewed by CNN, CNBC, Major TV stations in different countries and many media because of his unique ideas.

Jonas Nilsson



Jonas is a passionate eco warrior since more than 15 years and have been involved in several start-up companies within the ecological sector. He is an entrepreneur but also works with

EU Erasmus projects. His experience is of great use in the climate environmental projects but building Hemp houses is his passion. He has a degree in Physical and social geography, political science and GIS.

House of Hemp is specialized in providing hempcrete to building projects as well as restoration of old and historical buildings. House of Hemp has a strong passion for sustainable buildings and our mission is to make the hempcrete the building material for the future in the construction business.

Motivation to start their own business

Serdar: was motivated by smart cities future and as an engineer he wanted to be part of that future. Also, he wanted to do something for humanity through the use of technology.

Per: Important is to be with other entrepreneurs to learn from each other. You will learn many things about an entrepreneur and the difficulties you encounter such as banking.

Jonas: to promote active participation and alternative ways of spending time and doing sport among local community, but also support from local government, cooperation with a primary school and the need for change; his hobby and market research were impulses to setting up the business.

Lewis: He gets motivated by solving a problem that should not be there. He believes that technology can solve today's problems. If you have a passion for something that should be enough to motivate you.

Niklas: I always wanted to build aeroplanes. It is my dream and I think I can do better than my competitors. If you believe in your vision you can achieve your vision.

Skills

The most important skills that were mentioned in the interviews were the following:

- Planning and Management,
- Working with others,
- Vision,
- Problem Solving Skills,
- Creativity,
- Persistence

Most of the interviewees mentioned creativity as the most important skill.

Creative thinking leading to innovation has been the key driving factor to develop smart city solutions. He got his idea when he was landing at Istanbul airport and looked at this huge city full of lights. He thought that there must be a way to diminish the cost of all that electricity. That is how he became motivated and started to think of a way to lower the cost of electricity use in cities.

Communicating a vision is always difficult to other people. To manage and set up a team of various expertise and through inspirational guidance and to



realise what the vision. The skills necessary are foremost persistence even if problems arise on a regular basis. Keep focused and if anyone in the team does not believe in the vision, you should get rid of him as It would have a detrimental effect on the team were primary factors for succeeding and realising the dream.

Creative thinking & innovation has been the driving factor in Lewis and his desire to solve major problems in pollution by fossile driven cars in cities.

Messages/tips for aspiring entrepreneurs



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Creative thinking & innovation has been the driving factor in Lewis and his desire to solve major problems in pollution by fossile driven cars in cities.

United Kingdom



Entrepreneurs' profile

Feargal Doherty



He has been an entrepreneur for 6 years. His company is called the Red Chair Barbershop. The business focuses on male grooming and that covers everything from cutting hair to beard grooming. He also sells male grooming products like hair gels and beard oils.

Louise Moorhead



She started her community interest company in January 2017 (3 years) The business focuses on Equine Assisted Therapy and Personal Development programmes to promote mental health and wellbeing.

Paul Murray



He started as a language school primarily coming on 30 years. Paul's background is in applied linguistics specializing in voice recognition. He has also set up a translation business. He has now developed into AR and VR development for language purposes

Julien Payet



He started his company last year called HAOW. The business focuses on online business and mainly Ecommerce. The website sells merchandise to do with mountain biking including clothes and accessories

Motivation to start their own business

Feargal Doherty/The Red Chair Barbershop – His motivation was putting his business degree he was currently doing to use. Another reason was a chance encounter with an associate who had an offer of a unit to work from and a friend who wanted to work independently. I saw there was an opportunity and pushed to fulfil the opportunity.

Louise Moorhead/ Equine Enrichment – Her motivation was her passion for horses and helping people. She always felt that there was a stigma with room-based services and felt that the outdoors and the horse was something innovative and more appealing to the public. She felt that it was the right time also to introduce this new method.

Paul Murray/ Foyle International Ltd – His motivation was he needed a job and to become self-employed. He thinks he had no option and he wanted to survive. He believed it was important for an isolated region that needed this service.

Julien Payet/ HAOW – His motivation was he wanted to be his own boss and make money.

Challenges and opportunities

Feargal Doherty/The Red Chair Barbershop – The challenge was to build a customer database providing a professional service but the opportunity was that it was one of the largest populated estates in the UK.

Louise Moorhead/ Equine Enrichment – The challenge was to break the stigma of the norm and show authorities the benefits of this new activity and the opportunity was that there was a huge mental health pandemic in the North West Region of Ireland.

Paul Murray/ Foyle International Ltd – His challenge was attracting customers to the region due to the ongoing political unrest in the north of Ireland. The opportunity was that it was an EFL untapped market and a beautiful region that was off the beaten track.

Julien Payet/ HAOW – The challenge was to self teach himself everything to do with Ecommerce and digital marketing to maximise everything that he wanted from life. The opportunity was the internet and a window he recognised which was the growth of social networks and its' power to reach customers with an online presence of 24 hours a day/ 7 days a week

Skills

According to the entrepreneurs the following are the most important skills that an entrepreneur needs to possess:

- Financial and economic know how
- Networking and open to new ideas
- self regulating
- critical thinking
- communicate transparency
- team work
- technical skills
- time management and planning
- Think outside the box
- Look strategically and take opportunities
- Turn ideas into actions- don't be afraid
- Evaluate what you have



Messages/tips for aspiring entrepreneurs

- Believe in yourself
- Stay focused
- Trust in people and strengths they can bring
- Dedication
- Be brave and take that step
- Think outside the box
- Believe in yourself and your idea
- Never give up
- You need a supportive team around you to challenge you to expand
- Dream bigger and "shoot for the moon"
- to be disciplined
- make simple actions everyday
- assess what actions allow me to grow the company
- never stop learning
- never give up
- Stay focused at all times
- Manage people not dictate
- Keep bank manager happy at all times
- Have a good cash flow

Case studies¹

Czech entrepreneurs

PERSONAL information of ENTREPRENEUR

Name and Surname: František Polícar



Email: info@fandan.cz

Name of the business: FanDan iGrafika, s.r.o.

Website: <https://fandan.cz/>

Social Media profile: https://www.facebook.com/FanDan.cz/?ref=profile_intro_card

Short description of the business: Company is focused on the creation and retail of promotional items such as T-shirts, sweatshirts, mugs, pillows, etc.

Education level of entrepreneur (formal and non-formal): Student of Technical University

Experience of being entrepreneur – years: 3 years

Previous work experience before starting a business: student

Any other relevant information to the story:

This company is based on creating retail and promotional items, but also setting up and designing websites for organizations and newly it focuses on developing computer systems: hardware manufacturing and software installation.

Link to the video interview: <https://www.youtube.com/watch?v=tJs7DwMSEgg>



¹ All personal data and informative contents included in this section were collected and processed in compliance with Art.13 of the General Data Protection Regulation (GDPR) 2016/679 of April 27th 2016

PERSONAL information of ENTREPRENEUR

Name and Surname

Markéta Fryčová



Email: info@weddingdesign.cz

Name of the business: Wedding Design, svatební agentura

Website: <http://www.weddingdesign.cz/>

Social Media profile: FB: <https://www.facebook.com/weddingdesign.cz/posts/306583429371727/>

IG: <https://www.instagram.com/weddingdesigncz/>

Short description of the business: Wedding agency, which can turn clients dream wedding day into reality

Education level of entrepreneur (formal and non-formal): University degree

Experience of being entrepreneur – years: 20 years

Previous work experience before starting a business:

Any other relevant information to the story:
Wedding Design takes care of planning, organization and running of clients wedding day. Also, they find wedding location and suppliers for their clients.

Link to the video interview: <https://www.youtube.com/watch?v=2XH09ViUbUg>



PERSONAL information of ENTREPRENEUR

Name and Surname: Miroslav Najman



Email: najman@najman-iic.cz

Name of the business: NAJMAN Internationale Immobilien Consultant, s.r.o.

Website: <http://www.angermann.cz>

Social Media profile: <https://cz.linkedin.com/in/miroslav-najman-41a42214>

Short description of the business: Real estate company

Education level of entrepreneur (formal and non-formal): Czech Technical University in Prague, Faculty of Civil Engineering, he speaks fluently German, English, Russian

Experience of being entrepreneur – years: 9 years

Previous work experience before starting a business: Partner of the German company Angermann IIC Ltd. For 18 years. He took care of all real estate activity in Prague.

Any other relevant information to the story:

Najman IIC s.r.o. company takes care about all the activities of real estate business (real estate consulting, evaluations, market studies) mainly in Prague, but it reaches through the whole Czech Republic.

Link to the video interview: <https://www.youtube.com/watch?v=YPqGCECFG-0>

NAJMAN
Internationale
Immobilien
Consultant s.r.o.

PERSONAL information of ENTREPRENEUR

Name and Surname: Petra Trnková



Email: pariznamiru@gmail.com, paristailored@gmail.com

Name of the business: Paříž na míru

Website: <http://pariznamiru.cz/>

Social Media profile: **FB:** <https://www.facebook.com/pariznamiru/>,
IG: <https://www.instagram.com/pariznamiru/?hl=cs>

Short description of the business: Paříž na míru is a travel guiding company. Its owner Petra will show you beautiful city sights of Paris.

Education level of entrepreneur (formal and non-formal): University degree

Experience of being entrepreneur – years: 3 years

Previous work experience before starting a business: Worked for the Ministry for Regional Development

Any other relevant information to the story:

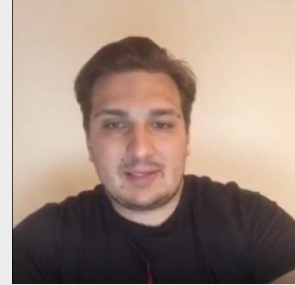
Petra works with individuals, couples, families or small groups. She plans itineraries, directions and transefers for her clients, arranges tickets and maps, etc.

Link to the video interview: https://www.youtube.com/watch?v=-Gju4_tJEUQ



PERSONAL information of ENTREPRENEUR

Name and Surname: Robert Pražák



Email: robert@commence.cz

Name of the business: Commence, s.r.o.

Website: http://commence.cz/?et_fb=1#nabidkavozu

Social Media profile:

Short description of the business: Commence s.r.o. involves transport of people and limousine service.

Education level of entrepreneur (formal and non-formal):

Experience of being entrepreneur – years: 10 years

Previous work experience before starting a business: student/no experience

Any other relevant information to the story:

Commence s.r.o. offers complete transport services. You can hire a driver for some smaller event, a group of drivers for bigger event or rent a car convoy for your wedding. They can also transfer cars within Czech republic or Europe.

Link to the video interview: https://www.youtube.com/watch?v=4p5_QZ9cbvo

COMMENCE

French entrepreneurs

PERSONAL information of ENTREPRENEUR

Name and Surname: Claude Sarda



Email: info@abieslagrimus.com

Name of the business: Abies Lagrimus

Website: <https://abieslagrimus.com/>

Social Media profile: FB: <https://www.facebook.com/abieslagrimusbio/>

Short description of the business: Abies Lagrimus is a company that provides the artisanal production of “fir tree syrup” traditionally from the Pyrenees. They sell their wide product range to the health and well-being sector as well as to the gastronomy sector.

Education level of entrepreneur (formal and non-formal): Master of economic sciences at the University of Perpignan

Experience of being entrepreneur – years: 30 years

Previous work experience before starting a business: Before starting Abies Lagrimus, which Claude Sarda has for 5 years now, he had 2 other businesses. He was the owner of a communication business and of a non-smoking wine bar in Perpignan.

Any other relevant information to the story: Claude Sarda has a lot of experience abroad. He has traveled to Spain, Canada, Italy, Swiss, the USA and Singapore. Besides that, he has also worked in Belgium.

Link to the video interview: https://youtu.be/151_7U6dRtE



PERSONAL information of ENTREPRENEUR

Name and Surname: Christophe Vasset



Email: agorataxi@hotmail.fr

Name of the business: Agora Taxi

Website: <https://agorataxi.fr/en/accueil-en/>

Social Media profile: FB: <https://www.facebook.com/AGORATAXI>

Short description of the business:

Agora Taxi is a brand which provides taxi services and medical transport in Perpignan and its surroundings. It offers easy transportation to the desired destination.

Education level of entrepreneur (formal and non-formal): certificate of professional competence, certificate of professional studies, BAC pro Vehicle maintenance et higher technician certificate.

Experience of being entrepreneur – years: 10 years

Previous work experience before starting a business: Director of Groupe KREOLIS

Any other relevant information to the story: -

Link to the video interview: <https://youtu.be/GqvcOdavzqQ>



PERSONAL information of ENTREPRENEUR

Name and Surname: Albert Oriol



Email: albert.oriol@bibelo.com

Name of the business: Bibelo Lipsi

Website: <https://bibelo.com/>

Social Media profile: FB: <https://www.facebook.com/bibelo.design/>

Short description of the business:

Bibelo is a home furnishing creator that seeks to create a bond with the objects that surround us. They design and sell their furniture in Europe and manufacture their products in Asia. The watchwords of Bibelo are elemental and emotional.

Education level of entrepreneur (formal and non-formal): Master degree in Business Administration

Experience of being entrepreneur – years: 15 years

Previous work experience before starting a business: Marketing Manager

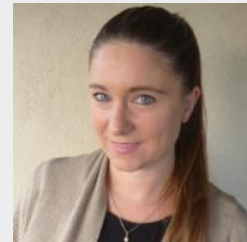
Any other relevant information to the story: -

Link to the video interview: <https://youtu.be/OBi5uJ1iShg>



PERSONAL information of ENTREPRENEUR

Name and Surname: Aurelie Bello Dargent



Email: a.bellodargent@irouicome.com

Name of the business: Irouicome

Website: <https://www.irouicome.com/blog/>

Social Media profile: FB: <https://www.facebook.com/groups/315720672168279/>

Instagram: <https://www.instagram.com/irouicome/>

Linkedin: <https://www.linkedin.com/company/ir-oui-come/?originalSubdomain=fr>

Short description of the business:

Irouicome is a start-up business. It is a tourism agency specialized in the Catalan region.

Education level of entrepreneur (formal and non-formal): Master degree in social economic development at Sorbonne University in Paris.

Training in management, marketing, creating websites. MOOC training and commercial training.

Experience of being entrepreneur – years: 2 years

Previous work experience before starting a business:

Aurelie has worked in an integration structure for 5 years before where she was in charge of the economic activities. She was in charge of the projects and the responsible person for the international programs.

Any other relevant information to the story: Before starting her business, Aurelie has traveled with just her backpack for 2 years in Australia, Asia and Latin America. Because of this trip she was inspired to turn her passion into a business. She came to Perpignan to establish her business here in the Catalan region.

Link to the video interview: <https://youtu.be/irFOW00u3rM>



PERSONAL information of ENTREPRENEUR

Name and Surname: Guillaume Clavaud



Email: g.clavaud@lenscom.fr

Name of the business: Lenscom

Website: https://lenscom.fr/?fbclid=IwAR1f-9P1b-fVFPcToJPVujsd8aaCoN7wiYVZ-kaG16jl3ak_4W4h2pbXXkY

Social Media profile: FB: <https://www.facebook.com/Lenscom.image.et.communication/>

Short description of the business: Lenscom is a business which makes panorama photos, 360 degree photos.

Education level of entrepreneur (formal and non-formal): 2 bachelor degrees in Sociology and Company information systems.

Experience of being entrepreneur – years: 4 years

Previous work experience before starting a business: journalist

Any other relevant information to the story: -

Link to the video interview: <https://youtu.be/yxNGLhOfxD4>



Italian entrepreneurs

PERSONAL information of ENTREPRENEUR

Name and Surname: Bruno Lombardi



Email: nelombardi@gmail.com

Name of the business: Bruno Lombardi – Lavoro e Formazione

Website: <http://www.bruno-lombardi.com/>

Social Media profile:

Short description of the business: Bruno Lombardi is a mental coach and expert of active labour market policies and vocational education and training. He provides consultancy services to companies and career counsellors on available active labour market policy measures to ensure the best contractual option in economic and fiscal terms is chosen whenever someone has to be hired by a company. He also provides direct support to ensure individuals can benefit from active labour market policy measures (Youth Guarantee...).

Education level of entrepreneur (formal and non-formal): Master degree in Sociology

Experience of being entrepreneur – years: 15

Previous work experience before starting a business: social intervention project developer

Any other relevant information to the story:

Link to the video interview: <https://www.youtube.com/watch?v=KHRq9WZmmLM>



PERSONAL information of ENTREPRENEUR

Name and Surname: Barbara Migliavacca



Email: superpzz20@gmail.com

Name of the business: Locanda Manara

Website: locandamanara.com

Social Media profile: <https://www.facebook.com/locandamanara/>
<https://www.instagram.com/locanda.manara/>

Short description of the business: Barbara Migliavacca is the owner of Locanda Manara, a small restaurant located in Frascati a small town in the south-east of Rome.

Education level of entrepreneur (formal and non-formal): High school degree

Experience of being entrepreneur – years: 2

Previous work experience before starting a business: Executive secretary and call center operator

Any other relevant information to the story:

Link to the video interview: <https://www.youtube.com/watch?v=sbev4vqlcDw&t=52s>



PERSONAL information of ENTREPRENEUR

Name and Surname: Rosa Nocito



Email: rosa.nocito@libero.it

Name of the business: Di Marco Produzione

Website: www.dimarcoserramentiearredamenti.com

Social Media profile: Di Marco Porte

Short description of the business: Rosa owns a company based in the south of Italy which is specialized in the production and sale of wooden, aluminium and PVC furniture, windows and doors. A small enterprise dealing with design, creation and trade of furniture, window fixtures and doors and windows. It is also involved in the wholesale trade of white goods.

Education level of entrepreneur (formal and non-formal): Master degree in Economics Master degree (EQF 7)

Experience of being entrepreneur – years: 3

Previous work experience before starting a business: Internship

Any other relevant information to the story:

Link to the video interview: https://www.youtube.com/watch?v=pVbM_qF1dbM&t=142s



PERSONAL information of ENTREPRENEUR

Name and Surname: Sonia Poli



Email:

Name of the business: Tabaccheria Sonia Poli

Website:

Social Media profile:

Short description of the business: Sonia owns a tobacco and newsagent shop which is a retailer of tobacco products in various forms and the related accoutrements, such as pipes, lighters, matches, pipe cleaners, pipe tampers; as all tobacco hops in Italy it is an authorized retailer of tickets for Rome public transport, provides betting services and sells newspapers and magazines.

Education level of entrepreneur (formal and non-formal): high school diploma

Experience of being entrepreneur – years: 5

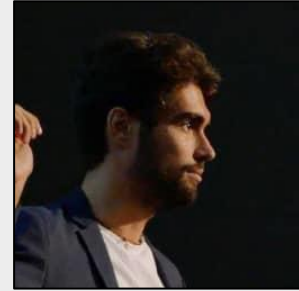
Previous work experience before starting a business: Tourism sector

Any other relevant information to the story:

Link to the video interview: <https://www.youtube.com/watch?v=wR4r9Y Cp8S4&t=94s>

PERSONAL information of ENTREPRENEUR

Name and Surname: Ares Ferrigni



Email: info@wallfarm.bio

Name of the business: Wallfarm

Website: <https://wallfarm.bio/index.php>

Social Media profile:

<https://www.facebook.com/wallfarmbio/>

<https://www.instagram.com/wallfarmbio/>

Short description of the business:

A small robotics start-up company based in Rome born in 2015. The company works on hydroponic agriculture automation and has designed and developed a smart growth unit called Lean Intelligent Agriculture (LIA), the first system in the world for the automation of hydroponics that needs no human intervention at all for an entire life cycle of a plant (3 to 5 months), while the other systems on the market need weekly maintenance.

Education level of entrepreneur (formal and non-formal): Master degree in Business Administration

Experience of being entrepreneur – years: 5

Previous work experience before starting a business:

Any other relevant information to the story:

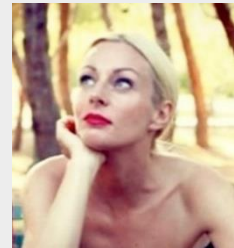
Link to the video interview: <https://www.youtube.com/watch?v=jWQRNluSwaQ&t=1s>



Maltese entrepreneurs

PERSONAL information of ENTREPRENEUR

Name and Surname: Gabriella Lukács



Email: gabe@gabebags.com

Name of the business: GABE

Website: <http://gabebags.com/page/>

Social Media profile: FB: <https://www.facebook.com/gabebagsmalta/> Instagram: <https://www.instagram.com/gabebags>

Short description of the business:

Gabe is a slow fashion sustainable brand that produces handcrafted bags and accessories made of discarded fabrics and off cuts.

Education level of entrepreneur (formal and non-formal): College Degree

Experience of being entrepreneur – years: 3 years

Previous work experience before starting a business: Film Industry - Casting Director

Any other relevant information to the story:

Gabe is focusing on reducing environmental damage by using discarded industrial fabrics and off cut materials. Gabe's mission is to raise awareness about the conscious customer behavior and inspire people to buy durable quality products instead of following the "must have" throw away trends.

Link to the video interview: <https://youtu.be/YbhrAhHOqyA>

GABE

PERSONAL information of ENTREPRENEUR

Name and Surname: Monique Chambers



Email: monique@indulge.com.mt

Name of the business: indulge

Website: <http://indulgemeapp.com/>

Social Media profile: FB: <https://www.facebook.com/IndulgeMeApps/>

Short description of the business: Menu creation for people with differing diets

Education level of entrepreneur (formal and non-formal): Masters in Entrepreneurship

Experience of being entrepreneur – years: 15

Previous work experience before starting a business: Marketing & PR

Any other relevant information to the story:

Link to the video interview: <https://youtu.be/Yrq1G9vpW50>



PERSONAL information of ENTREPRENEUR

Name and Surname: Patrizia Patti



Email: Patrizia@ecomarinemalta.com.mt

Name of the business: EcoMarine Malta

Website: <http://www.ecoMarineMalta.com.mt/>

Social Media profile: FB: <https://www.facebook.com/Ecomarinemalta/> Instagram: <https://www.instagram.com/ecomarinemalta> linkedin: <https://www.linkedin.com/company/ecomarine-malta/>

Short description of the business: Boat based ecotourism and environmental education

Education level of entrepreneur (formal and non-formal): M.Sc in marine biology

Experience of being entrepreneur – years: In Malta since 2017

Previous work experience before starting a business: Self-employed

Any other relevant information to the story:

Link to the video interview: <https://youtu.be/2sZ2unMwmsQ>



EcoMarine Malta

PERSONAL information of ENTREPRENEUR



Name and Surname: Sergio Zammit

Email: sergio@practicalbs.pro

Name of the business: ArthurPay

Website: www.arthurpay.com

Social Media profile: n/a

Short description of the business: Online and instore card payments provider

Education level of entrepreneur (formal and non-formal): Foundation Degree

Experience of being entrepreneur – years: 10

Previous work experience before starting a business: Cabin crew member, call centre agent & supervisor, purchasing manager, financial product manager

Any other relevant information to the story: It took selling door to door in the snow to give me the courage and determination to start my first business

Link to the video interview: <https://youtu.be/X8QQFZBxFqE>

ARTHUR[™]
Accepting payments. simplified!

PERSONAL information of ENTREPRENEUR

Name and Surname: Suzanne D'Amato Gautam



Email: ecomarketmalta@gmail.com

Name of the business: Eco Market Malta

Website: <https://ecomarketmalta.com/>

Social Media profile: FB: <https://www.facebook.com/ecomarketmalta/> Instagram: <https://www.instagram.com/ecomarketmalta>

Short description of the business: Eco Market is a Social Enterprise with the objective of raising awareness and providing education about environmental sustainability, particularly through SDG #12: Responsible consumption and production. It is an event-based project with regular activities in different locations across the country, promoting eco-friendly products, ethical artisans and businesses, healthy food and a sustainable lifestyle.

Education level of entrepreneur (formal and non-formal): Advanced Diploma in Management & Administration with High Merit

Experience of being entrepreneur – years: Since 2013 (7 years)

Previous work experience before starting a business: Conferences & Events Management

Any other relevant information to the story:

Link to the video interview: <https://youtu.be/mugp03p4SdA>



Polish entrepreneurs

PERSONAL information of ENTREPRENEUR

Name and Surname: Joanna Rak



Email: Asia180144@wp.pl

Name of the business: Joanna Rak Make-Up & Lashes

Website: N/A

Social Media profile: joanna_rak.makeup

https://www.instagram.com/joanna_rak.makeup/

Short description of the business: Joanna is a beautician by profession and she is working in the beauty industry. She is dealing with makeups, eyelash extensions and eyebrow regulation.

Education level of entrepreneur (formal and non-formal): Formal : She finished RCEZ BIŁGORAJ high school, after that she had training courses with famous beauticians e.g. with Marzena Tarasiewicz, Aleksandra Szczepanek, Kasia Zielińska

Experience of being entrepreneur – years: 3 years

Previous work experience before starting a business: no previous experience

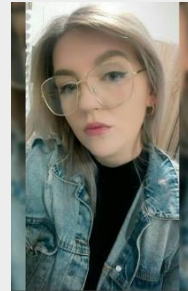
Any other relevant information to the story: N/A

Link to the video interview: <https://www.youtube.com/watch?v=9tcnAlm-rkc&t=37s>



PERSONAL information of ENTREPRENEUR

Name and Surname: Joanna Szczepanik



Email: N/A

Name of the business: TuBeauty - studio piękności

Website: N/A

Social Media profile: tubeauty_insta

https://www.instagram.com/tubeauty_insta/

Short description of the business: Joanna is working in Tu Beauty studio. You can find them on Facebook and Instagram, where they publish valuable content and actively involve in different kinds of discussions on many forums connected with the broadly understood beauty industry.

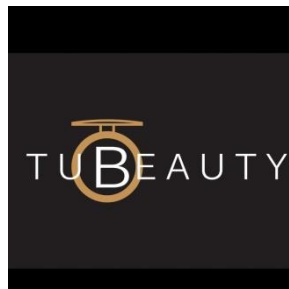
Education level of entrepreneur (formal and non-formal): Finished high school and studies, after that she has been working in social media.

Experience of being entrepreneur – years: 1 year

Previous work experience before starting a business: Conducting Social Media for 3 years

Any other relevant information to the story: N/A

Link to the video interview: <https://www.youtube.com/watch?v=oll8eFkGbSc>



PERSONAL information of ENTREPRENEUR

Name and Surname: Tadeusz Grys



Email: uts.ats.tyczyn@wp.pl

Name of the business: UKS Akademia Tenisa Stołowego Tyczyn

Website: N/A

Social Media profile: <https://pl-pl.facebook.com/pages/category/School-Sports-Team/UKS-Akademia-Tenisa-Sto%C5%82owego-Tyczyn-622142674808171/>

Short description of the business:

The Table Tennis Academy in Tyczyn provides training to children and adults under the guidance of experienced, patient and smiling table tennis trainers with qualifications. Classes are conducted in accordance with the academy's mission and priority to combine fun and hard work, while focusing on developing skills and achieving success.

Education level of entrepreneur (formal and non-formal): higher education in engineering

Experience of being entrepreneur – years: about 2 years

Previous work experience before starting a business: engineer

Any other relevant information to the story: N/A

Link to the video interview: <https://www.youtube.com/watch?v=vw90WarE2TA&t=13s>



PERSONAL information of ENTREPRENEUR

Name and Surname: Agnieszka Cyburt



Email: agnieszka.cyburt@cwep.eu

Name of the business: CWEP (Centrum Wspierania Edukacji i Przedsiębiorczości)

Website: <https://cwep.eu/>

Social Media profile:

<https://www.facebook.com/CWEP.EU/>

<https://twitter.com/CWEPeu>

Short description of the business:

The Association operates from 30.06.2004 conducting activities related to the support and promotion of modern education and entrepreneurship, scientific research and consulting. It supports young people and companies operating in the Sub Carpathian region in improving the quality of professional activities.

Education level of entrepreneur (formal and non-formal): vocational and training in business.

Experience of being entrepreneur – years: about 20 years.

Previous work experience before starting a business: office employee.

Any other relevant information to the story: I like supporting others in their training.

Link to the video interview: <https://www.youtube.com/watch?v=rNuOWHg-jo0&t=6s>



Centrum Wspierania
Edukacji
i Przedsiębiorczości

PERSONAL information of ENTREPRENEUR

Name and Surname: Magdalena Malinowska



Email: vivafeminafoundation@gmail.com

Name of the business: VIVA FEMINA FOUNDATION

Website: <http://www.vivafemina.org.pl/>

Social Media profile: <https://www.facebook.com/vivafemina.fundacja/>

Short description of the business:

VIVA FEMENIN was established on 12.10.2012 with its main aim to act for the benefit of women, the disabled and young people. It implements good practices in gender issues and promotes equal opportunities of women and men in all areas of life. The Foundation contributes to activation of women and other groups on the labour market in Poland.

Education level of entrepreneur (formal and non-formal): higher education

Experience of being entrepreneur – years: about 20 years

Previous work experience before starting a business: labour market specialist and project manager

Any other relevant information to the story: Initiative transforming into a business.

Link to the video interview: <https://www.youtube.com/watch?v=rFrX5eoPkK8>



Spanish entrepreneurs

PERSONAL information of ENTREPRENEUR

Name and Surname: Alberto Domingo



Email: albertodomingo@aequus.es

Name of the business: Aequus Lawyers

Website: <https://www.aequus.es/>

Social Media profile: -

Short description of the business: Aequus Abogados has a long history in the legal and business consulting field, focusing our services to both companies and individuals, composed of lawyers and other professionals specializing in legal and consulting matters.

From our experience and technical knowledge, we also provide management and consulting services to the company with the aim of increasing its effectiveness and efficiency through various areas of advice, among which we want to highlight: legal area, tax and accounting area, labor area, area traffic and transport management and consulting area and ICT.

Education level of entrepreneur (formal and non-formal): University Degree and Master

Experience of being entrepreneur – years: more than 20 years

Previous work experience before starting a business: no

Any other relevant information to the story: His professional career specializes in commercial law, new technologies and civil law, with extensive and proven experience in courts.

Link to the video interview: <https://youtu.be/ptf0h7cQkMo>



PERSONAL information of ENTREPRENEUR

Name and Surname: Iñaki Espeso



Email: info@fundabike.com

Name of the business: Fundabike

Website: <http://www.fundabike.com/index.html>

Social Media profile: <https://www.linkedin.com/in/inakiespeso/?originalSubdomain=es>;
https://twitter.com/inaki_espeso?lang=es

Short description of the business: Fundabike was born 5 years ago and is a company which designs, manufactures and sells bicycle handlebar covers through the Internet and e-commerce

Education level of entrepreneur (formal and non-formal): University Degree in Journalism and other higher education in marketing and communication

Experience of being entrepreneur – years: 5 years

Previous work experience before starting a business: yes. He has worked in the radio channels, press and TV.

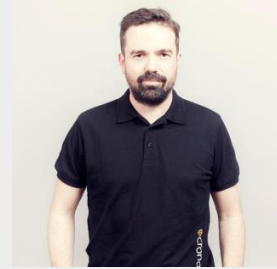
Any other relevant information to the story: He has experience in the Tourism and Culture public administrations of Valencia.

Link to the video interview: <https://youtu.be/bun5Xof8Tzl>

FUNDABIKE

PERSONAL information of ENTREPRENEUR

Name and Surname: Abraham Serra



Email: info@timingsense.com

Name of the business: Cronochip

Website: http://cronochip.com/

Social Media profile: https://es.linkedin.com/in/abraham-serra-32644b5a

Short description of the business: More than 10 years dedicated to the timing of races and more than 1,000 timed tests thanks to the confidence that the organizers deposit every day in us.

This has allowed us to take the race times of the size of the Seville Marathon or the Big Bottom Bearded Vulture. However, at Cronochip we also support the small tests, because beyond the kilometers or the number of participants, what matters to us are the runners that every day want to overcome. So if you have a career, whatever it is, you can count on us.

Education level of entrepreneur (formal and non-formal): University Degree

Experience of being entrepreneur – years: 10 years

Previous work experience before starting a business: yes. 7 years. Telecommunications, architecture and roadmap Engineer.

Any other relevant information to the story: CEO of Sportmaniacs, Internationalisation experience

Link to the video interview: <https://youtu.be/AfN3cJrpHhE>



PERSONAL information of ENTREPRENEUR

Name and Surname: Fran Villalba Segarra



Email: hello@internxt.com

Name of the business: Internxt

Website: <https://internxt.com/>

Social Media profile: <https://www.instagram.com/fvsegarra/>; <https://www.linkedin.com/in/fvsegarra/>

Short description of the business: Internxt aims to enrich life through revolutionary technology. The goal is to create a vast range of innovative mass-market services that disrupt various technology industries. We believe technology should empower the individual and not make them powerless to the corporation. The intention is to offer technology that doesn't undermine the privacy of the individual.

Education level of entrepreneur (formal and non-formal): University Degree

Experience of being entrepreneur – years: 4 years

Previous work experience before starting a business: yes. Internship at OnePlus and has worked in Hostinger, one of the world's largest web hosting companies.

Any other relevant information to the story: CEO and founder of Internxt, nominated for Forbes 30 Under 30 2017 and listed on The Next Web's T500.

Link to the video interview: <https://youtu.be/qGdAar4eQ-U>



PERSONAL information of ENTREPRENEUR

Name and Surname: Magdalena Olanska



Email: los7aguacates@gmail.com

Name of the business: The 7 Avocados

Website: <https://www.los7aguacates.com/>

Social Media profile: <https://www.instagram.com/los7aguacates/>; <https://www.facebook.com/los7aguacates/>

Short description of the business: In "The 7 Avocados", Magda, a nutritionist, offers nutritional and dietetic advice to her patients always with the aim of improving people's lives, increasing their self-esteem, transforming their minds and accompanying them during the process of change while observing the wonderful steps towards health and well-being.

Education level of entrepreneur (formal and non-formal): University Degree in Nutritionism

Experience of being entrepreneur – years: 4 years

Previous work experience before starting a business: yes. Dietician and nutritionist in private beauty and wellness centers such as Zensya and also in gyms.

Any other relevant information to the story: Writes articles on nutrition issues for Polish magazines and newspapers

Link to the video interview: <https://youtu.be/91GkzjmYyOM>



Swedish entrepreneurs

PERSONAL information of ENTREPRENEUR

Name and Surname: Niklas Anderberg



Email: niklas@blackwing.aero

Name of the business: Blackwing

Website: www.blackwing.aero

Social Media profile: <https://www.facebook.com/blackwing.aero/>

Short description of the business: BLACKWING is the result of combining state of the art materials with over 20 years of research in high performance aerodynamics. We are proud to introduce, for the first time in this category, an aircraft with a VNE of 400 km/h. Even more important is the green arc, maximum gust load at Sea-Level, being the same as the maximum speed at SL, 302 km/h. (100HP Rotax) The predictable flight characteristics, including spins, make the aircraft just as suitable for basic flight training as for advanced aerobatics. The aircraft combines short-field takeoff and landings with high speed performance. Advanced simulations and materials enabled us to design BLACKWING to withstand +12G/-8G still being extremely light. If you want to push your flying skills, BLACKWING is for you.

Education level of entrepreneur (formal and non-formal): aeronautics engineer

Experience of being entrepreneur *years: 10 years

Previous work experience before starting a business: studying

Any other relevant information to the story:

Link to the video interview: <https://www.youtube.com/watch?v=hGk9LhwMc4k&t=9s>



PERSONAL information of ENTREPRENEUR

Name and Surname: Serdar Köse



Email: serdar@greion.se

Name of the business: Greion

Website: www.greion.se

Social Media profile: <https://www.facebook.com/Greion/>

Short description of the business: Greion is an innovative company that develops smart city intelligent engineering solutions with the mission to optimize the use of resources and provide environmentally friendly system. Greion was founded in 2012 in Lund, Sweden.

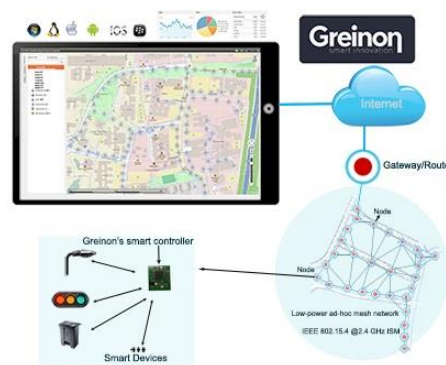
Education level of entrepreneur (formal and non-formal): Masters degree in wireless communication

Experience of being entrepreneur *years: 3 years

Previous work experience before starting a business: Studying at Lund university for masters

Any other relevant information to the story:

Link to the video interview: <https://www.youtube.com/watch?v=GkWMR3XEQfI&t=30s>



PERSONAL information of ENTREPRENEUR

Name and Surname: Jonas Nilsson



Email: jonaseco@hotmail.com

Name of the business: House of Hemp

Website: www.houseofhemp.se

Social Media profile:

Short description of the business: House of Hemp is specialized in providing hempcrete to building projects as well as restoration of old and historical buildings. House of Hemp has a strong passion for sustainable buildings and our mission is to make the hempcrete the building material for the future in the construction business.

Education level of entrepreneur (formal and non-formal): University studies Physical and social geography, political science and GIS

Experience of being entrepreneur *years: on and off for 15-20 years

Previous work experience before starting a business: Ozone water treatment, Landbased recircular fishfarming, Predictive maintenance of district heating networks

Any other relevant information to the story:

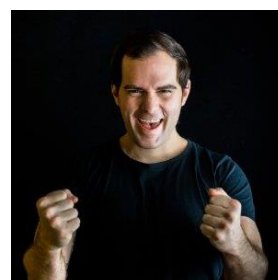
Link to the video interview: <https://www.youtube.com/watch?v=ak6fkfPgZhA&t=17s>



HÄLSOSAMMA, HÅLLBARA HUS

PERSONAL information of ENTREPRENEUR

Name and Surname: Lewis Horne



Email: lewis@teamuniti.com

Name of the business: UNITI

Website: www.unitysweden.com

Social Media profile: <https://www.facebook.com/teamuniti/>

Short description of the business: Development of the next generation sustainable futuristic electric car

Education level of entrepreneur (formal and non-formal): civil engineer

Experience of being entrepreneur *years: more than 10 years

Previous work experience before starting a business: Lund university innovation center

Any other relevant information to the story: <https://www.youtube.com/watch?v=DFHznawPFzo&t=4s>



PERSONAL information of ENTREPRENEUR

Name and Surname: Per Löfberg



Email: per@emerging.se

Name of the business: Emerging Cooking solutions

Website: www.emerging.se

Social Media profile:

Short description of the business: We make pellets out of sustainable forestry waste and we sell stoves that run on pellets instead of charcoal. Our stoves are built with an internal combustion system that produces clean gas emissions from the pellets—producing a hot, clean flame. This reduces cooking time by as much as 75%, allows for indoor cooking, and keeps carbon monoxide at bay. Our stove's flame is so strong, it's more energy efficient than even an electric stove!

Education level of entrepreneur (formal and non-formal): film academy

Experience of being entrepreneur *years: 7 years

Previous work experience before starting a business: film actor amongst other professions

Any other relevant information to the story:



British Entrepreneurs

PERSONAL information of ENTREPRENEUR

Name and Surname: Louise Moorhead



Email: louise@equineenrichment.co.uk

Name of the business: Equine Enrichment

Website: www.equineenrichment.co.uk

Social Media profile: www.facebook.com/equineenrichment

Short description of the business: Equine Assisted Therapy & Learning

Education level of entrepreneur (formal and non-formal): BSc & PGDip

Experience of being entrepreneur – years: 3 years

Previous work experience before starting a business: Therapist/Youth Leader/Support Worker

Any other relevant information to the story:

Link to the video interview: <https://www.youtube.com/watch?v=00sqJ4bl7QY&t=44s>



PERSONAL information of ENTREPRENEUR

Name and Surname: Paul Murray



Email: paul@foyle.eu

Name of the business: Foyle International Ltd

Website: www.foyle.eu

Social Media profile:

Short description of the business: Linguistic, Cultural and vocational training : Educational Tourism

Education level of entrepreneur (formal and non-formal): 3rd level education

Experience of being entrepreneur – years: 30 yrs

Previous work experience before starting a business: Teacher

Any other relevant information to the story:

Link to the video interview: <https://www.youtube.com/watch?v=NyE0zoa6AE4&t=1s>



PERSONAL information of ENTREPRENEUR

Name and Surname: Payet Julien



Email: payetjulien.97450@gmail.com

Name of the business: HAOW

Website: haow-mtb.com

Social Media profile: Julien Payet

Short description of the business: E-Commerce

Education level of entrepreneur:

Experience of being entrepreneur – years: 2 yrs

Previous work experience before starting a business: : Student in Mathematics

Any other relevant information to the story:

Link to the video interview: <https://www.youtube.com/watch?v=rAoUYkxDQqI&t=21s>



PERSONAL information of ENTREPRENEUR

Name and Surname: Feargal Doherty



Email: feargaldoherty88@gmail.com

Name of the business: The Red Chair Barbershop

Website: n/a

Social Media profile: <https://en-gb.facebook.com/pages/category/Barber-Shop/The-Red-Chair-Barber-Shop-1687372561491162/>

Short description of the business: A barbershop for male grooming from shaves to haircuts

Education level of entrepreneur (formal and non-formal): University level

Experience of being entrepreneur – years: 6 years

Previous work experience before starting a business: Foyle International Ltd

Any other relevant information to the story:

Link to the video interview: <https://youtu.be/uCt-6-JUpKU>



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