

SUCCESS STORIES

of Young European
Entrepreneurs



SUCCESS STORIES

of Young European
Entrepreneurs



preface

Entrepreneurship and entrepreneurial education are considered two important and determinative issues in the advancement of societies. In reality, both concepts need to be interconnected, as they are the mechanisms for boosting the bet on innovation, creativity, employment and economic growth. Therefore, entrepreneurship education must be encouraged, and true stories of entrepreneurs can be examples to young people.

This catalogue, which is part of the STARTENT project, can be used to develop new models and materials in the field of education for entrepreneurship in Europe and to foster entrepreneurial interest and talent among young individuals.

Thus, more than 50 success stories are presented in this catalogue - "Success Stories of Young European Entrepreneurs". These brief accounts of their experiences, opinions and advice about entrepreneurship are given with the main goal of showing how self-employment may not be merely a viable career choice to solve the current global problems or issues in this time of uncertainty that we live in. Rather, it's an instrument to convey to young people the image of a wide range of opportunities for entrepreneurship in any sector or EU country; it is also a teachers' and educators' support for entrepreneurship, since it builds links between education establishments for entrepreneurship and the real entrepreneurial world, making an entrepreneurial career more attractive to young people.

The STARTENT project – which had its origin in an application to the European Commission, DG Enterprise and Industry (under the call "Entrepreneurial culture of young people and entrepreneurship education") by a consortium of 10 partners of eight EU Member States, (Belgium, Bulgaria, Cyprus, Italy, Portugal, Romania, Spain and the United Kingdom) – aspires to develop alternative resources for the teaching of entrepreneurship at the higher education level and, simultaneously, develop mechanisms/systems to encourage the entrepreneurial culture of young people in Europe.

With its comprehensive set of actions, the STARTENT project is addressed to young people in general, would-be entrepreneurs, new entrepreneurs and academic and non-academic entrepreneurship educators.

We wish to thank all those who contributed in the making of this catalogue, specially to the entrepreneurs who kindly shared their stories, motivation, problems, knowledge, desires, fears, experiences and advice, in the hope that with this material, Europeans will be able to develop a greater entrepreneurial behaviour.

"Fuel Cell Systems for Backup Power"

Adriano Marconetto is a successful Italian serial entrepreneur, who founded Vitaminic SpA, the leading European online music company, which is listed on Italian Nuovo Mercato in 2000, as well as several other innovative initiatives in the energy and healthcare industries. Together with Emilio Paolucci, he co-founded Pianeta (Agile Energy Systems designer) in 2003 and Electro Power System (EPS) in 2005. Adriano is also a member of Turin's "Local Committee" of Unicredit Bank.

The idea behind Electro Power System came from a Jeremy Rifkin book. The company is now the industry leader in the development and manufacturing of PEM Fuel Cells for the business continuity market and in 2011 it will export 80% of its production. EPS was first financed by founders, then by industrial partners, and later on by three Venture Capital funds.

Adriano believes the team is the key: when funding EPS, the technological, market, strategic and economic issues were covered by 4 different persons, each one bringing value to the team – without one of these four musketeers, the company wouldn't be successful.

Why did you choose to be an entrepreneur rather than stick to a regular 9-to-5 job?

I like freedom (which never comes without responsibilities), big challenges and taking risks.

What would be the 3 best characteristics of an entrepreneur?

Vision, hard teamwork every day, focus.

What is the key to being a successful entrepreneur?

Focus and ambition: you must want to be N° 1 worldwide in your market.

What are the fundamentals that every entrepreneur should follow when starting a business?

You should know that in a start-up, good news comes just 20 days a year, and bad news every day. Keep calm, always.

What is the best thing about being an entrepreneur?

That with good vision and great execution your dreams can come true.



ADRIANO
MARCONETTO

Entrepreneur's name

Adriano Marconetto

Entrepreneur's e-mail

info@electrops.it

Age range

36 years or above

Company's name

Electro Power Systems

Company's address

Via Livorno 60,
10144 Torino (Italy)

Company's website

www.electrops.it

Business Launch

December 2005

“Facing new challenges and always adapting”

Adrien Blanc started his own company in the consulting industry. His engineering background and internship abroad greatly helped him to gain experience in this field within a multicultural environment. The added-value of the company, which differentiates it from the competitors, is the support of the clients in setting up the solution.

The start-up of the company was financed with subvention. Most of the clients come from the networking activities of the company, as well as through recommendations from previous customers.

According to Adrien, the main benefits of being an entrepreneur are the fact that you are your own boss and that you are doing something challenging and interesting.

Meanwhile, there are several obstacles to face: the difficulty and time to enter a market, for example. People do not trust new consultancies.

The crowning achievement of the consultancy is that by now our offer is very advanced and is beginning to be very interesting for potential clients. The main goal of the company for the future is to be perceived as an efficient and goal-oriented consultancy, with the possibility of entering other markets.

What is the key to being successful as an entrepreneur?

Be open-minded, ready to continuously adapt to the market and the clients' needs.

What would be the 3 best characteristics of an entrepreneur?

Maintain good relationships, be hard working, be ready to learn new things every day.

What has been your biggest mistake as an entrepreneur?

Our services were too cheap at the beginning.

What are the fundamentals that every entrepreneur should follow when starting a business?

Start slow, take your time and plan how to live in the first two years.

What are the learning lessons you came across as an entrepreneur?

- Give 3 recommendations to would-be entrepreneurs.

Make a list of your needs in the first year and double it. Never stop learning new things. Listen to other people and be part of a network.

What is the best thing about being an entrepreneur?

The freedom and the diversity of the work.



ADRIEN BLANC

Entrepreneur's name

Adrien Blanc

Entrepreneur's e-mail

adrien.blanc@gmail.com

Age range

25-30 years

Company's name

OID Consultants

Company's address

116 av Léon Blum
Clermont-Ferrand
63000 – Auvergne (France)

Company's website

www.oid-consultants.com

Business Launch

01/07/2009

"Our products are all totally unique to DELISH"

Aine Murphy was carrying out an extensive research in Brussels and realised that there was a niche in the market for a new business.

The idea she had was to offer a range of products which other sandwich/lunch bars were not currently offering, e.g., freshly made wraps, bagels, homemade soups, quiches and salads to go, gourmet coffees, etc., with an emphasis on superior customer service.

The promotion of Delish is mostly carried out by word of mouth, due to the high proportion of referral business. A website for the company has been launched, and the business is also active on the social network site Facebook.

According to Áine, the main benefit of being an entrepreneur is the control you have over what you do for a living; it is entirely up to you how hard you want to work, as you are the person in charge. Also the feeling of accomplishing something is very satisfying when you know that you are the person who will reap the benefits.

The major obstacle is trying to strike a balance between your working life and your private life. In the early days, there was very little opportunity to have a life outside of the business, but as time goes on, finding time to relax and socialise becomes more of a priority.

What is the key to being successful as an entrepreneur?
Never standing still, thinking that "my work is done here"; always changing, improving, learning, and researching the business you are in.

What has been your biggest mistake as an entrepreneur?
Using the services of a "business advisor" who ended up being extremely incompetent.

What are the fundamentals that every entrepreneur should follow when starting a business?
RESEARCH, RESEARCH and more RESEARCH!

What are the learning lessons you came across as an entrepreneur?
- Give 3 recommendations to would-be entrepreneurs
Get as much advice from people in the field as possible and listen to it! Research every aspect of the business. Be prepared to work 7 days a week.

What is the best thing about being an entrepreneur?
Having full control over every area of the business.



AINE MURPHY

Entrepreneur's name

Aine Murphy

Entrepreneur's e-mail

info@delish.be

Age range

25 – 30 years

Company's name

DELISH s.p.r.l

Company's address

Quai Du Commerce
Bruxelles
1000 (Belgium)

Company's website

www.delish.be

Business Launch

01/12/2008

"The development of my company is my favourite hobby!"

Alvaro Beltran studied Business Administration and discovered his vocation and ambition to develop a successful business on trade fairs and after visiting some factories, he understood the weaknesses and opportunities of the industry. He decided that a good opportunity for the traditional photovoltaic and building industry would be to integrate these two worlds developing multifunctional photovoltaic building material able to produce energy as the traditional photovoltaic panels do but also insulating the building as the traditional building materials do - and that was the beginning of Onyx Solar Energy S.L.

As soon as the idea and the business plan was conceived, Alvaro started to develop the products and solutions through technological and industrial partners organizing multidisciplinary technical teams able to develop the embryo of the cutting edge technologies that now his company is commercializing worldwide. The knowledge of the market, the continuous improvement and investment in R&D are the tools used to differentiate their offer of products and services from others.

Onyx is now working in projects in 15 countries in 5 continents and has offices in New York and Shanghai - Alvaro considers Onyx as a micro multinational! They have recently received the prize of the export activity from the Chamber of Commerce due to this international commitment. Their goal is to be a big multinational company committed with the environment and the society.

What are the fundamentals that every entrepreneur should follow when starting a business?

In the first stage, investigate and explore the market to find real differentiation aspects, to be creative in the business model and to think globally. In the second stage, write a good business plan defining clearly the target and how the company is going to earn profits, estimating budgets for at least 5 years. The third stage would be the tireless pursuit of funding to finance the R&D activities (when needed) and the first marketing campaigns.

What are the learning lessons you came across as an entrepreneur?

- Give 3 recommendations to would-be entrepreneurs
Always find an enjoyable activity; invest as much as possible in R&D; and don't ever forget that you are a "guerrilla soldier", forced to use guerrilla marketing to successfully penetrate the market.

What is the best thing about being an entrepreneur?

It's a question of happiness. I like what I do and I enjoy working and building my company, my favourite hobby.

Winner of the STARTENT European Entrepreneurship Awards – New Entrepreneurs' Category (1st Prize)



ALVARO BELTRAN

Entrepreneur's name

Alvaro Beltran

Entrepreneur's e-mail

abeltran@onyxsolar.com

Age range

31-35 years

Company's name

Onyx Solar Energy, S.L

Company's address

Rio Cea, 1. Nave H6
Ávila (Spain)

Company's website

www.onyxsolar.com

Business Launch

17/06/2009

"The more we work, the better for sustainable development"

Arturo Boyra owns Oceanografica, a communications agency specialising in scientific knowledge management and dissemination, which promotes natural and cultural heritage. The existing communication gap between society and scientific knowledge was the reason for starting the business.

For Arturo, the benefit of owning a business is that if you want to work hard, you have no limits to planning your own goals and horizons. On the other hand, you have to fight against your own ignorance and individual obsessions.

According to him, common sense is the most important skill: "What you don't know, you can learn".

Another basic idea is that you have to do your work thinking like your costumers, employers and dealers do. At the beginning they used self-financing and funding grants to set up their business. Scaling their business allows them to avoid being unprofitable.

Their crowning achievement is being able to create a successful communications agency that is beneficial for the environment, society and business development. They sell to other countries in Europe, Cape Verde and Morocco.

They would like be perceived as a team who have been able to create a sustainable business model.

What is the key to being successful as an entrepreneur?

Reliability: one customer brings another.

What has been your biggest mistake as an entrepreneur?

Our biggest mistake was relying on the word and honesty of people. The agreements must always be defined and signed.

What are the fundamentals that every entrepreneur should follow when starting a business?

They are always the same ones: reliability, effort and determination.

Give 3 recommendations to would-be entrepreneurs.

1) Define what you would like to work on and look for a job that lets you do it. 2) Do your best to improve daily. 3) Look for people who allow you to create a good team. Nobody said it was easy!

For me the best thing about being an entrepreneur is...

"If you don't like your own luck you can change it!" This is how we have kept on seeking happiness.



ARTURO BOYRA

Entrepreneur's name

Arturo Boyra

Entrepreneur's e-mail

arturo@oceanografica.com

Age range

31-35 years

Company's name

Oceanográfica: Divulgación, Educación y Ciencia

Company's address

Peregrinos 30, 2º - Telde
35219 – Las Palmas
(Spain)

Company's website

www.oceanografica.com

Business Launch

22/01/2002

"Aesthetic design and powerful functionality that fits all purposes"

Chris Hills is a young professional who developed his business based within the City Campus of Nottingham Trent University. Max Medium is an innovative digital agency specialising in web design & web development, graphic & print design, and online marketing.

The Max Medium team's diversity of experience combined with their genuine and friendly approach guarantee that their clients receive a proficient and reliable service. They select techniques that fit the individual projects' key purposes without surrendering design and style. By harmonising these principles during the design and build process, they have developed a reputation for delivering stylish, dynamic, functional solutions that communicate information in an effective and attractive way.

They are an affable and highly skilled team and provide a consultative and hands-on service. Their focal point is on understanding the needs of their clients and working closely with them to ensure that the end result matches expectations. The majority of their work comes from repeat business and client referrals – "we think that is evidence to the quality of our work and the level of our customer service", said Chris.

What is the key to being successful as an entrepreneur?
Never giving up.

What would be the 3 best characteristics of an entrepreneur?
Hard working, willing to change their mind, and open minded.

What has been your biggest mistake as an entrepreneur?
Underestimating time and money required to achieve our aims.

What are the fundamentals that every entrepreneur should follow when starting a business?
Get as much advice as possible, then ignore it and stick with your gut feeling.

What are the learning lessons you came across as an entrepreneur?
- Give 3 recommendations to would-be entrepreneurs
Be nice to your bank manager, think long term and make sure you understand taxes before you pay yourself a generous salary.

What is the best thing about being an entrepreneur?
The potential.



CHRIS HILLS

Entrepreneur's name

Chris Hills

Entrepreneur's e-mail

chris.hills@max-medium.com

Age range

25 - 30 years

Company's name

Max Medium LTD

Company's address

Goldsmith Street
Nottingham
NG1 1BU (United Kingdom)

Company's website

www.max-medium.com

Business Launch

26/09/2009

"In this new digital revolution, we make your life easier"

Manuel y Cristina Acevedo, computer engineer and graduate in business, respectively, are two brothers who started studying world trends related to technology, innovation and tourism. They wondered how they could answer questions such as: Where do we go out tonight? Are any of my friends available to do an activity together? Which is the best restaurant in the city? They analyzed the behaviour of their friends to design their product and to take into account the decision factors for making a purchase, such as recommendations or word of mouth.

MadeinLocal.com integrates several technologies in order to have a useful tool to interact with our friends and with the city at the same time. MadeinLocal.com is a city guide made by your own friends.

The company represents a platform for social networking that allows users to experience the Real World by connecting with friends in the local community via two interlinked mediums: the website and Smartphone application. MadeinLocal.com is based on two core pillars: an Interactive Social Network and a Local Directory, both within an entertaining context to keep consumers active and involved.

What is the key to being successful as an entrepreneur?
Do you want to change the world ? Start trying ! Then, keep trying !

What would be the 3 best characteristics of an entrepreneur?
From my experience and point of view: team-player, vision and perseverance.

What are the fundamentals that every entrepreneur should follow when starting a business?
The great idea does not fall from a tree. Search, move, meet entrepreneurs, be curious, test new products to find your idea.

What are the learning lessons you came across as an entrepreneur?
- Give 3 recommendations to would-be entrepreneurs
1. Go meet entrepreneurs and try to help them, you will learn a lot. 2. Try new things and ask yourself why someone created it. 3. Focus on solving a customer problem.

What is the best thing about being an entrepreneur?
You can change the world! A little tiny thing will make this world a better place.



CRISTINA
ACEVEDO

Entrepreneur's name

Cristina Acevedo Rodríguez

Entrepreneur's e-mail

cristina@madeinlocal.com

Age range

25-30 years

Company's name

MadeinLocal.com

Company's address

Calle Veinticinco de Julio
nº14 – Arico
38589 Santa Cruz de
Tenerife (Spain)

Company's website

www.madeinlocal.com

Business Launch

01/02/2008

"The best is being your own boss"

Daniel Bracey is a young entrepreneur who got his idea for starting up his business from family connections and friends. The Hive's services has provided a solid foundation for this enterprising young designer, whose vibrant new business has been built on using existing software that is available, for the purpose of reducing the final cost for the customers.

Daniel's extended knowledge and experience in web development has helped him to start up his business. He managed to finance the start up through the HIVE'S grants and also a part time job, which has now become full time. Control Refresh is now in its initial stages of development, but it has already attracted so many customers based on the word of mouth campaign that "we haven't even had time to complete our own website", said Daniel. Daniel's interpersonal skills and motivation helped his organization "gather enough work to be busy for the future", he said.

The biggest challenge encountered was to hold down full time work while setting up the new venture at the same time. For the future he envisages to build a business that is "reliable, trustworthy and value for money".

Why did you choose to be an entrepreneur rather than stick to a regular 9-to-5 job? Was it a dream or a real need?
I do both and I can't see why it isn't possible.

What is the key to being successful as an entrepreneur?
Be Open Minded.

What would be the 3 best characteristics of an entrepreneur?
Approachable, helpful and dedicated.

What has been your biggest mistake as an entrepreneur?
Not starting sooner.

What are the fundamentals that every entrepreneur should follow when starting a business?
Make time. Make sure you have set days off if you work for extra money through the initial period.

What are the learning lessons you came across as an entrepreneur?
- Give 3 recommendations to would-be entrepreneurs
Take advantage of every opportunity even if you are doing something for free.

What is the best thing about being an entrepreneur?
You are your own boss.



DANIEL BRACEY

Entrepreneur's name

Daniel Bracey

Entrepreneur's e-mail

danielbracey1@googlemail.com

Age range

18 – 24 years

Company's name

Control Refresh

Company's address

22 Princess Close
Gedling, Nottingham
NG4 4EU (United Kingdom)

Company's website

www.controlrefresh.co.uk

Business Launch

10/01/2011

"Daniel Hill - turn up, the rest will happen"

Daniel Hill is a young professional who founded his business Pulse Student Network Limited within The HIVE, Nottingham Trent Universities support centre to enterprise development. Pulse operate from offices within the City Campus of Nottingham Trent University and as such are able to remain responsive on a daily basis to customer demands providing on-site support for all event management and customised clothing requirements. "Our customers learn about us from extensive marketing campaigns", he said.

Daniel said, "I spotted an opportunity where the absence of product existed". His company is now one of the largest clothing suppliers within Nottingham Trent University.

The benefit Daniel now recognises for starting his own venture is the freedom and creativity it affords, along with the control and 'reap what you sow' rewards.

The concerns Daniel faces include the lack of security involved in business ownership and self employment. One of Daniel's most significant achievements to date has been to turn his company's largest competitor into his largest customer. Pulse now trade internationally regularly, and for the future Daniel visualises the 'Pulse' brand as a market leader.

Why did you choose to be an entrepreneur rather than stick to a regular 9-to-5 job? Was it a dream or a real need?

Always planned to go into business, tried working for other people and didn't like it.

What is the key to being successful as an entrepreneur?

Commitment, research and attention to detail.

What would be the 3 best characteristics of an entrepreneur?

Hard working, innovative, and gone in the head!

What has been your biggest mistake as an entrepreneur?

Considering employment.

What are the learning lessons you came across as an entrepreneur?

- Give 3 recommendations to would-be entrepreneurs

Research, look at margins, and just do it!

What is the best thing about being an entrepreneur?

To get up and go to work.



DANIEL HILL

Entrepreneur's name

Daniel Hill

Entrepreneur's e-mail

daniel.hill@pulsestudentnetwork.com

Age range

18 – 24 years

Company's name

Pulse Student Network Limited

Company's address

The Hive – The Maudslay Building
Burton Street Nottingham
NG1 4BU (United Kingdom)

Company's website

www.pulsestudentnetwork.com

Business Launch

07/07/2009

"Visual Stories"

Two brothers, Marcos and David Muñoz, are leading 4dtres, which is a company specialising in the advertising and development of 3D business project presentations. The idea to start the business came once Marcos realised 2D/3D animation and modelling services were not offered in the Canary Islands. Their commitment to visual creativity and innovative solutions makes their work evolve in synergy with their customers' needs, always with good value for money.

Marcos's 10 years of experience working in 3D project presentation are the company's most valuable asset. They recommend business and management education in order to run your own company. The first seed of 4dtres was Marcos and David's mother's € 10,000 loan. The business became profitable after the 3rd month. Both of the brothers feel satisfaction knowing that the success of 4dtres is based on the daily effort of the team.

4dtres works mainly in the Canary Islands. They have found some competition on the Spanish mainland, but their value for money is still an advantage. They are also taking the first steps towards selling their services abroad. In the coming years, they want to be perceived as one of the main 2D/3D animation Studios in Spain.

Why did you choose to be an entrepreneur rather than stick to a regular 9-to-5 job? Was it a dream or a real need?

We decided to sacrifice the stability of being an employee because we believed we were able to achieve more on the professional level. It's working!

What is the key to being successful as an entrepreneur?

Covering an existing need or creating one.

What would be the 3 best characteristics of an entrepreneur?

Enthusiasm for the Project. A good business plan. Work done well.

What are the learning lessons you came across as an entrepreneur?

- Give 3 recommendations to would-be entrepreneurs.

1) Be informed and ask when you don't know something. 2) Having good communication with partner and clients. 3) Having short-, medium- and long-term objectives

What is the best thing about being an entrepreneur?

Every achieved goal is a personal satisfaction.



DAVID MARTÍN MUÑOZ

Entrepreneur's name

David Martín Muñoz

Entrepreneur's e-mail

comercial@4dtres.com

Age range

31-35 years

Company's name

Estudio 4dtres (Animation Studio)

Company's address

Plaza Sixto Machado, 3
38009 Santa Cruz
de Tenerife (Spain)

Company's website

www.4dtres.com

Business Launch

29/12/2008

"The person is at the core, so we are people who work for and with people"

Diana Sánchez studied psychology at the University of La Laguna in Tenerife. She has always worked in big corporations in Human Resources departments, and she thought it would be great if small and medium businesses could have the opportunity to access the same People Management policies. For this reason, she started this little consultancy firm specialised in designing and adapting management tools for businesses that need Human Resources services but don't have an HR team to develop and implement.

Through "DSB Estrategia y Personas" she offers People Management assessment for all kinds of business, but her consultancy firm is specialised in small and medium businesses that don't have an HR department. On the other hand, she designs tools and policies in order to support Innovation culture in organizations. Their customers can find DSB services through all kinds of offline and online networks. The company try to be active, attending events and congress related to your field so they can be more visible.

What is the key to being successful as an entrepreneur?

It is hard work and a having a sixth sense to see the business opportunity and the right moment to go for it.

What would be the 3 best characteristics of an entrepreneur?

You have to be patient, perseverant and creative.

What has been your biggest mistake as an entrepreneur?

I thought it was going to be easier. I was wrong. I also thought that I could reduce costs in everything, and the key was that I had to learn a better way to manage my resources.

What are the fundamentals that every entrepreneur should follow when starting a business?

I am not the right person to give advice, but I think everyone who starts a business has to know that there is a lot of hard work behind success.

- Give 3 recommendations to would-be entrepreneurs

Do not give up easily. Find people you can rely on and collaborate, and be open to criticism no matter where it comes from.

What is the best thing about being an entrepreneur?

Learning through experience and making ideas happen.



DIANA SÁNCHEZ

Entrepreneur's name

Diana Sánchez Bethencourt

Entrepreneur's e-mail

dianasambeth@gmail.com

Age range

31-35 years

Company's name

DSB Estrategia y Personas

Company's address

Profesor Peraza de Ayala 1
P-B 4B - 38001 Santa Cruz
de Tenerife (Spain)

Company's website

<http://www.dsbestrategia.com>

Business Launch

01/04/2010

“High quality, professionalism, meeting deadlines, achieving results”

Eleonora Ivanova was in the consultancy business running the international office of a UK company developing their business in Eastern Europe. They worked together for several years, and when they closed their business in Eastern Europe, Eleonora decided to set up her own company in the same line of business - project management services.

The opportunity emerges essentially because project management is a sphere of business which has been largely underestimated locally. Since Bulgaria became a member of the EU in 2007, European structural funding is now available and well-experienced project management professionals were widely needed. Actually, project management services and expertise is needed in all spheres of business and in the public sector, no matter the funding streams; this is still a new profession in Bulgaria, but clients are learning that such skills are valuable and needed to make things happen.

For Eleonora the main benefits of having her own business is “that the decisions are all yours, it is up to you how you would implement your ideas, capture the opportunities, how to organise your time, the rewards are also all yours. But the responsibility is also all yours, especially if you employ other people, the stress is very high, the working time never ends”.

What is the key to being successful as an entrepreneur?

Being active, being professional in your field, being honest and being able to take a risk.

What would be the 3 best characteristics of an entrepreneur?

Professionalism, intuition, and a bit of aggressiveness.

What are the fundamentals that every entrepreneur should follow when starting a business?

Do very careful planning, identify and think over the risks, make a strategy for development, try to look into the future.

What are the learning lessons you came across as an entrepreneur?

- Give 3 recommendations to would-be entrepreneurs

Once you start you should never stop; always keep the promises you give to your clients; be honest to yourself, to your staff and clients.

What is the best thing about being an entrepreneur?

The best thing is that you are able to make things happen your way.



ELEONORA IVANOVA

Entrepreneur's name

Eleonora Ivanova

Entrepreneur's e-mail

e.ivanova@elleya.eu

Age range

36 years or above

Company's name

Elleya Ltd.

Company's address

26 Alexandrovska St.
7000 Ruse (Bulgaria)

Company's website

n/a

Business Launch

November 2010

"A sense of ownership"

Emily Keal is a young professional whose major is in Engineering Product Design. The creative venture Emiris Design has gained extra direction on the road to success thanks to the HIVE. "With Emily's extended knowledge of visual software, there are no limits to a project. Emily can help", said one of her customers. Emiris Design gained its market share through its website, Twitter, by extended networking and by building up relationships.

The biggest challenge encountered was financing. "There wasn't any finance that went into the business, just my own personal cash", said Emily.

Emily tried to make sure that overhead was very low. Her experience, along with her interpersonal skills, gave her confidence to approach people and be up front with potential customers in order to get sales. The first great achievement was a large contract with a council to develop their local website.

Emily said, "The greatest benefits for owning a business are flexibility, time benefits and job satisfaction".

Having built the business while being in University, Emily hopes to move into being a competitive web developer player in the market, and this will be achieved by her "skills and ability to do the job well".

What is the key to being successful as an entrepreneur?

Determination and hard work.

What would be the 3 best characteristics of an entrepreneur?

Hardworker, stubborn and have initiative.

What has been your biggest mistake as an entrepreneur?

Over selling myself, promoting services that I struggle to offer.

What are the fundamentals that every entrepreneur should follow when starting a business?

Take advantage of free services.

What are the learning lessons you came across as an entrepreneur?

- Give 3 recommendations to would-be entrepreneurs

Get out there networking; take advantage of free services workshops, networking even if they're not that relevant. It's an opportunity to share your business card, have the guts to be up front with sales.

What is the best thing about being an entrepreneur?

Self-satisfaction.



EMILY KEAL

Entrepreneur's name

Emily Keal

Entrepreneur's e-mail

emily@emirisdesign.com

Age range

18-24 years

Company's name

Emiris Design

Company's address

The Hive – The Maudslay Building – Burton Street Nottingham NG1 4BU (United Kingdom)

Company's website

www.emirisdesign.com

Business Launch

01/08/2009

“High quality services for highly appreciated customers”

Eszter Hangos studied cosmetics in Pécs, including a two-year training in a small cosmetic studio. After finishing her vocational education, she decided to open a beauty salon in the heart of the city. She made a small market research, and as a result she discovered that there was no special cosmetic service for high-income customers, offering high-quality beauty services.

She was aware of the fact that she needed to invest a large amount of money in consumables (e.g. crèmes, wax, etc., and in equipment) but she really wanted to have her own business. The beginning was hard as she had to take a bank loan in order to invest in all the materials required. She worked hard and tried to provide good service to the customers, which had a positive result. With time, more and more customers showed up, due to word-of-mouth advertising. During the years, her studio/company managed to gain and maintain a good reputation.

According to Eszter, the biggest benefits of having her own business are the flexibility and the fact that you are your own boss. However, there are some obstacles, such as the great deal of bureaucracy and the strong competition in the market.

What is the key to being successful as an entrepreneur?

The key is being motivated, having a good plan and a supporting team.

What would be the 3 best characteristics of an entrepreneur?

In my opinion, the ability to multitask, good time management and pro-active approach.

What has been your biggest mistake as an entrepreneur?

That I did not make very many efforts to advertise my services from the very beginning.

What are the fundamentals that every entrepreneur should follow when starting a business?

I think to have a balanced cash-flow. A plan to always have cash is necessary.

What are the learning lessons you came across as an entrepreneur?

- Give 3 recommendations to would-be entrepreneurs
Make plans. Observe the competitors. Be creative.

What is the best thing about being an entrepreneur?

The best thing is that I am my own boss.



ESZTER HANGOS

Entrepreneur's name

Eszter Hangos

Entrepreneur's e-mail

hangos.eszter@gmail.com

Age range

25-30 years

Company's name

Hangos Eszter kozmetika

Company's address

Petofi u. 15 - Pécs
7624 Baranya megye
(Hungary)

Company's website

n/a

Business Launch

14/10/2008

"Keep on Sharing, do it the Smart way"

Filippo Chiariglione is a smiley, positive and intelligent entrepreneur, who started SmartRM just after finishing his Ph.D. in Computer Science. He was one of the leading figures of an international open source project on Interoperable Digital Rights Management, and, after the software he was working on started maturing, he and his partner decided to approach a Venture Capitalist to start the real business.

Their product allows users to encrypt their confidential data by converting them into a new standard format. They reached the market by using the social marketing tools and techniques available on the web.

Filippo sees owning a business as a way to influence the decisions on work objectives and targets, influencing the organizational culture, and be the one to make decisions, even if it is sometimes painful.

SmartRM counts both on Filippo's family investment and Venture Capital funds, and in a few years the product will reach the market and make the business self-sustainable, thanks to the pressing of potential customers to speed up the release of the software – the one and only way to demonstrate the value of business, becoming at the same time a reliable partner for customers, an innovative and trustworthy company, and a high ROI investment opportunity.

Why did you choose to be an entrepreneur rather than stick to a regular 9-to-5 job?

I didn't plan to become an entrepreneur, one day someone told me that I was an entrepreneur and I accepted the fact!

What would be the 3 best characteristics of an entrepreneur?

1. Being positive 2. Being determined but ready to change 3. Always able to provide the company with the financial resources.

What has been your biggest mistake as an entrepreneur?

Not having been able to choose the best partners.

What are the fundamentals that every entrepreneur should follow when starting a business?

Choose the right partners, set the goals and find the financial resources, hire the best people you can find, talk to potential customers from day 1.

What is the best thing about being an entrepreneur?

To create something that did not exist before convincing others to join the project.



FILIPPO CHIARIGLIONE

Entrepreneur's name

Filippo Chiariglione

Entrepreneur's e-mail

filippo@smartrm.com

Age range

36 years or above

Company's name

SmartRM

Company's address

C.so Castelfidardo 30/a
10129 Torino (Italy)

Company's website

www.smartrm.com

Business Launch

01/04/2009

“Changing the rules of technical consulting”

Francesco Taiariol always had an inner desire to become an entrepreneur. He loves to change the world around him, while constantly challenging himself. He loves being independent, and loves the idea of being open to new ways of doing business – without having to explain to a boss why he thinks the product, project or business is NOT impossible.

So, after several national and international work experiences, coupled with Mechanical Engineering studies, he decided to start a consultancy company to offer customers a way to strengthen their research and development.

Francesco immediately encountered the burden of responsibility and the common start-up scarcity of access to funding from credit institutions, but decided with his partners to grow more slowly, using only their capital, instead of faster through debt. Committing their time and all their effort, in about one year the business model became sustainable.

This entrepreneur believes that money is not so important while starting a new company: people are far more important. Now, thanks to the company's international projects, Francesco often travels all around Europe to meet his customers, from Romania to Spain, from England to Turkey.

Why did you choose to be an entrepreneur rather than stick to a regular 9-to-5 job? Was it a dream or a real need?

It was a real need of independence that drove me out of the regular job: I would never have had the chance to stretch my abilities that far.

What is the key to being successful as an entrepreneur?

Always be ready to change. Take a humble approach to every new problem. And of course, be a good listener.

What has been your biggest mistake as an entrepreneur?

Poor strategic planning - and maybe sometimes putting a huge stress on the company that could have been avoided with some forethought.

Give 3 recommendations to would-be entrepreneurs.

Be humble. Listen to others. Find good partners and experienced advisors.

What is the best thing about being an entrepreneur?

Freedom. The chance to see something new every day. Being passionate and never bored by my work.

Winner of the STARTENT European Entrepreneurship Awards – News Entrepreneurs' Category (2nd Prize)



FRANCESCO TAIARIOL

Entrepreneur's name

Francesco Taiariol

Entrepreneur's e-mail

francesco@tretau.it

Age range

25-30 years

Company's name

Tre Tau Engineering

Company's address

Corso Vittorio Emanuele II,
159
10139 Torino (Italy)

Company's website

www.tretau.it

Business Launch

08/10/2008

"Being an entrepreneur allow you to control your future!"

Georgios Stylianou has a Ph.D. in Computer Science with a specialization in imaging. His friend Dr. Stavros Papastavrou approached him with an idea to create vision products for the blind to run on mobile phones. The idea took flesh and the idea was submitted at the Cyprus Entrepreneurship Competition in 2007 and got the 3rd Prize. Following that, they partnered up with Diogenes Business Incubator University of Cyprus Ltd and successfully raised seed funding from the Ministry of Commerce, Industry and Tourism of the Republic of Cyprus through the programme of creating high-technology enterprises and founded VI Scientific Ltd.

Georgios is the CEO of VI Scientific Ltd, a social entrepreneurship company that develops products employing a mobile phone's camera to provide artificial vision services to the blind. VI Scientific's patented (provisional) flagship product, VisionHunt™ is sold all over the world through the Apple store for the iPhone platform and through the OVI Nokia platform. VisionHunt™ is a suite of products that includes Light Source and Light Level Detection Tools, Euro/US Dollar/Polish Zloty Bank Identification tool, Colour Recognition Tool.

His work with VI Scientific led to being awarded the Cyprus Start-up Entrepreneur of the Year twice in a row, in 2009 and 2010.

What is the key to being successful as an entrepreneur?
Hard work and adaptability.

What would be the 3 best characteristics of an entrepreneur?
Creativity, Thinking outside the box, Don't be afraid to risk.

What has been your biggest mistake as an entrepreneur?
Thinking that a great product can sell itself.

What are the fundamentals that every entrepreneur should follow when starting a business?
Get a lawyer, get an accountant, get a mentor and make a killer product/service.

What are the learning lessons you came across as an entrepreneur?
- Give 3 recommendations to would-be entrepreneurs
Study the market, be able to adapt fast, know your clients.

What is the best thing about being an entrepreneur?
You control your future!



GEORGIOS STYLIANOU

Entrepreneur's name

Georgios Stylianou

Entrepreneur's e-mail

georgios@viscientific.com

Age range

31-35 years

Company's name

VI Scientific Ltd

Company's address

91 Aglandjia Ave., P.O.Box
20537
1678 Nicosia (Cyprus)

Company's website

www.viscientific.com

Business Launch

14/04/2008

"Personalised assistance at home for dependents... they deserve it"

Giamna Alonso studied agricultural technical engineering at the University of La Laguna. At the same time, she was always interested in doing many business management courses, accounting, project management ... Some years ago she took care of an old woman, which changed her life without her knowing it. Following that moment she thought about the needs of the elderly and the little offer there was to solve their problems. So it was the beginning of her business through "Duos Cuidados".

Duos Cuidados offers general care to their customers, trying to make their lives better. Today they have only 5 competitors. Duos Cuidados offers a customizable product. It gives the option of health care service if it is necessary.

Their competitors don't have this advantage. They continue to be profitable after a year and a half in business, and they expect to grow step by step at the same time as the demand for these services grows.

What is the key to being successful as an entrepreneur?

The key to being successful is to do things with time and dedication.

What would be the 3 best characteristics of an entrepreneur?

Intelligent, ambitious, and always wanting to learn to improve the service.

What has been your biggest mistake as an entrepreneur?

Not reinvesting all the income in my company.

What are the fundamentals that every entrepreneur should follow when starting a business?

Patience and perseverance.

What are the learning lessons you came across as an entrepreneur?

- Give 3 recommendations to would-be entrepreneurs

It's really difficult to run a business and in Spain there's too much bureaucracy. The administration has too many days off; this is something that makes us lose money. But this is insignificant compared to what you can get with your business. So my 3 recommendations are: patience, perseverance and vision.

What is the best thing about being an entrepreneur?

You can do whatever you want.



GIAMNA ALONSO

Entrepreneur's name

Giamna Alonso

Entrepreneur's e-mail

giamna81@yahoo.es

Age range

25-30 years

Company's name

Duos Cuidados, S.L.

Company's address

Canino, 19. La Esperanza,
el Rosário
38290 Santa Cruz de Tenerife
(Spain)

Company's website

www.duoscuidados.com

Business Launch

2009

“Tanily fashion - how to keep your sense of style when you’re pregnant!”

Ilia Mavrodinov established his firm as the result of searching for proper clothes for pregnant women in Ruse city (Bulgaria). After discovering that the market needs serious improvement, he decided to start producing them.

The customers have learnt about him from advertisements and the web site he has created. Also, many of them come to his shop thanks to “word-of-mouth” advertisement. At the very beginning he had no experience and background skills, but he has managed to use his experience and skills from the IT sector and to transfer them to his new business – producing comfortable clothes for pregnant women.

This entrepreneur started the business with personal savings and during the first two years it wasn’t been profitable, but then all his efforts began to pay off, and he has managed to turn a profit.

According to him, the best aspect of being an entrepreneur is to be able to work for himself, knowing that he has achieved something. For now their market is local, but they have some intentions to sell their products abroad, too. In the next years he hopes his firm will improve its reputation as a company that cares about Bulgarian and foreign customers.

Why did you choose to be an entrepreneur?

In my case it was a dream. I can not stick to a regular 9-to-5 job because I don’t feel like working something like that.

What has been your biggest mistake as an entrepreneur?

At the beginning I didn’t have enough information about the market and later on it became a problem as I had to deal with a variety of challenging situations. It is important to study the specifics of each business.

What are the learning lessons you came across as an entrepreneur?

- Give 3 recommendations to would-be entrepreneurs

Never give up, don’t be afraid to start something new and unsure, and do everything with your heart.

What is the best thing about being an entrepreneur?

For me the best thing about being an entrepreneur is the pleasure of achieving one’s own goals and making the dreams come true.



ILIA
MAVRODINOV

Entrepreneur’s name

Ilia Mavrodinov

Entrepreneur’s e-mail

vili.mavrodinova@gmail.com

Age range

31-35 years

Company’s name

Tanily Ltd.

Company’s address

66 Zgorigrad Str.
7005 Ruse (Bulgaria)

Company’s website

www.tanily.com

Business Launch

09/09/2006

“A successful family business in milk production and farms for animals”

Ivaylo Driankov has chosen a career of being a milk producer, because his parents have dealt with milk production and farms for animals. He decided to join them as a family business and to initiate some changes. Their main advantage is that they offer clients' ecologic and clean milk.

The clients have learnt about them “by word of mouth”. He successfully negotiated with a milk processing company to buy their milk in large quantities. His competitors in the region are not many and he is different because of the clean milk. Clients are satisfied and their number has been increasing. They have done everything with personal money. Therefore the growth of the farm is slow, but stable.

He likes cattle-breeding, because he loves animals. The main obstacle is the fact that there is no day off – animals need constant care. He sees their farm as one with a positive reputation; keeping the same clients and getting more, and to move into the international market of 100% natural and ecological milk.

Why do you choose to be an entrepreneur?

I prefer to be a starter, because of the independence.

What would be the best characteristics of an entrepreneur?

Clients expect loyalty and high level of professionalism.

What has been your biggest mistake as an entrepreneur?

My biggest mistake is that I needed to enter this business earlier.

What are the learning lessons you came across as an entrepreneur?

- Give 3 recommendations to would-be entrepreneurs.

If you want to be a successful milk-producer, then my advice is: 1/ to start such a business only if the farm cultivates fields, too, and produces forage; 2/ to start this business only if you love to work with animals; 3/ to be ready to work 24 hours, 365 days a year.

What is the best thing about being an entrepreneur?

For me the best thing about being an entrepreneur is that I am my own boss.



IVAYLO
GENKOV
DRIANKOV

Entrepreneur's name

Ivaylo Genkov Driankov

Entrepreneur's e-mail

n/a

Age range

25-30 years

Company's name

Agriproducer “Ivaylo Driankov”

Company's address

9 Ilinden St
7015 Ruse (Bulgaria)

Company's website

n/a

Business Launch

20/08/2008

"Everyone learns how to reduce energy consumption"

Jacob Quintana, Etaín Jimenez and Diana Mesa are three friends who met while doing a renewable energy Master, which marked them forever. They form a multidisciplinary team - Chemical Engineering, Chemistry and Industrial Engineering - they have identified a market opportunity in the renewable energy sector.

That is why they have created the company "Oikos Servicios Energéticos". The saving they offer to clients and industry knowledge is the key business model of Oikos. This is the added-value through the reduction of energy consumption.

Their customers learn from them how to save and be efficient in energy consumption. Since they started with this activity, they haven't established business with other countries yet. However, it is something they have in mind.

What is the key to being successful as an entrepreneur?
The key to being successful is confidence.

What would be the 3 best characteristics of an entrepreneur?
From my experience and point of view: be a worker, be positive and have great faith.

What has been your biggest mistake as an entrepreneur?
Not believing in ourselves.

What are the fundamentals that every entrepreneur should follow when starting a business?
Patience and perseverance.

What are the learning lessons you came across as an entrepreneur?
- Give 3 recommendations to would-be entrepreneurs
Confidence, positive and courage.

What is the best thing about being an entrepreneur?
Believing in yourself.



JACOB, ETAÍN AND DIANA

Entrepreneurs' name

Jacob, Etaín and Diana

Entrepreneurs' e-mail

info@oikosserviciosenergéticos.com

Age range

25-30 years

Company's name

Oikos Servicios Energéticos, S.L.

Company's address

Parque Científico y Tecnológico de Tenerife, Plaza de España, s/n 38003 Santa Cruz de Tenerife (Spain)

Company's website

www.oikosserviciosenergeticos.com

Business Launch

01/07/2010

“Subbabel – Multimedia without barriers”

After Jennifer Vela Valido completed a Master's Degree in Multimedia Translation and Accessibility, with her partners Carlos Pérez Botella and Javier Pérez Vigaray, they conceived a dream: to make multimedia contents accessible to anyone in the world through techniques like subtitling, voice over, audio description for the blind and subtitling for the deaf. Research showed that existing companies did not have strong R&D departments to create cost-efficient processes- and Subbabel was born.

Their competitive advantage is to be a one-stop shop company able to deliver all services regardless of the format, country of origin or language requirements. Besides, they use their own software developed in collaboration with researchers from University of Las Palmas de Gran Canaria.

Their business was profitable after 6 months and they got very important clients right from the beginning. They won several prizes that allowed them to travel to Silicon Valley and Cambridge University to expand their company and learn more about business management and internationalisation.

Their goal is to be recognised worldwide as the pioneers of audio visual translation and accessibility thanks to their main R&D project, software aimed at recording in real time subtitling, closed captioning and audio description.

What is the key to being successful as an entrepreneur?

Having a good team to support you, being passionate about your job, being able to dream the future and then, making it come true.

What would be the 3 best characteristics of an entrepreneur?

Passionate, charismatic, hard working.

What are the fundamentals that every entrepreneur should follow when starting a business?

Create a good team with: one marketing person, one good accountant, one good manager.

What are the learning lessons you came across as an entrepreneur?

- Give 3 recommendations to would-be entrepreneurs

You never know enough to be a good entrepreneur; you have to keep learning as much as possible; and be prepared to ask to more experienced people.

What is the best thing about being an entrepreneur?

The satisfaction of seeing how a dream can be a reality just because of you and your hard work.



JENNIFER VELA VALIDO

Entrepreneur's name

Jennifer Vela Valido

Entrepreneur's e-mail

jennifer@subbabel.com

Age range

25-30 years

Company's name

Subbabel

Company's address

Avda. Alcalde José Ramirez
Bethencourt, 7
35007 Las Palmas (Spain)

Company's website

www.subbabel.com

Business Launch

16/08/2007

"Te Ayudo: making the life of the elderly easier"

José Miguel Barrera always had it in mind to start up his own business. The moment arrived when, after studying the market, he realised that there was a large untapped market niche in the sector of care to the elderly. Te Ayudo was born with the mission of offering assistance, care and integration of this group, contributing to a better quality of life for both the elderly and their families.

According to Jose, the biggest merit of the company is not focusing on a single business unit but diversification, to ensure sufficient revenue to cover costs and make a profit that is always re-invested. The fact that he has a Business Administration and Management degree, plus a post-graduate degree in Geriatrics and Gerontology, also adds great value to his business, as the perfect combination between knowledge of the sector and management skills.

The main obstacles he has encountered are related to financial aspects and the relationship with public institutions. Access to reliable funding sources and the enormous existing bureaucracy became major impediments at the time of starting and consolidating the business.

The aim of the company is to be the leader of this sector in Gran Canaria.

What are the fundamentals that every entrepreneur should follow when starting a business?

To develop a good business plan. It is also important to analyse the expenses that are strictly necessary: minimising costs until the business begins to generate income.

What would be the 3 best characteristics of an entrepreneur?
Flexibility, perseverance and self-sacrifice.

What are the learning lessons you came across as an entrepreneur?

- Give 3 recommendations to would-be entrepreneurs
Know in advance all the sacrifices and see if you are prepared to assume them/take them on board; Surround yourself with people who offer support, both personally (family, partner, friends) and professionally (consultants, accredited professionals, other entrepreneurs, etc); and it is more important to believe in yourself, than in your business idea: Ideas can be modified or even changed, but it is always up to you to achieve the goal successfully.

What is the best thing about being an entrepreneur?

Being in control of everything you do and the freedom to organise your life (personal and professional) as you want to, plus the satisfaction of seeing something that was created by you, grow.



JOSÉ MIGUEL BARRERA

Entrepreneur's name

José Miguel Barrera

Entrepreneur's e-mail

gerencia@teayudoweb.com

Age range

31-35 years

Company's name

Te Ayudo

Company's address

C/ Fernando Guanarteme
12, Monte Lentiscal
35310 Santa Cruz
de Tenerife (Spain)

Company's website

www.teayudoweb.com

Business Launch

07/09/2005

"Euroasist: European funding much closer"

Juan Francisco's motivation to become an entrepreneur stems from wanting to be his own boss. This, together with his experience collaborating with NGOs, led him to set up his company in the field of European fundraising, especially in a context of crisis when European funds can be a very good solution for some financial restrictions.

His main competitive advantage is that, for some projects, he does not charge before the funding has been accomplished, as well as the fact that he offers his services at a European level.

Financially, his business did not need much investment, therefore, after only 6 months he was already having benefits.

Last year, Juan Francisco participated in the European Programme Erasmus for Young Entrepreneurs, which allowed him to expand his horizons and know-how. More than anything it facilitated the access to new markets and the search for potential business partners, enhanced the networking between EUROasist and the Madeiran hosting firm, and allowed him to be with experienced entrepreneurs to develop new commercial relations.

For the future, he aims to be regarded as a reliable partner in the European projects arena.

From your experience and point of view: what is the key to being successful as an entrepreneur?
Work a lot and no fear.

From your experience and point of view: what would be the 3 best characteristics of an entrepreneur?
Innovative, creative, brave.

What has been your biggest mistake as an entrepreneur?
Taking on commitments I wasn't able to execute.

What are the fundamentals that every entrepreneur should follow when starting a business?
Acquire knowledge via training courses for new entrepreneurs.

What are the learning lessons you came across as an entrepreneur?
- Give 3 recommendations to would-be entrepreneurs
Grow as you can, learn all the time, network.

What is the best thing about being an entrepreneur?
To be more aware of my own possibilities.



JUAN FRANCISCO BÁEZ

Entrepreneur's name

Juan Francisco Báez

Entrepreneur's e-mail

juanfra.rodriquezbaez@gmail.com

Age range

36 years or above

Company's name

www.euroasist.com

Company's address

Avda. Rafael Cabrera, 10,
2°C
35002 Las Palmas (Spain)

Company's website

www.euroasist.com

Business Launch

15/09/2009



“Mnemosine: improving the life of Alzheimer’s patients and their support groups”

Leidia and Aaron developed this idea as part of their engineering thesis. Mnemosine is a software solution running over smartphones, which improves the quality of life of Alzheimer’s patients and their support group. Mnemosine consists of several independent software modules. Patients use the modules they need, paying only for what they need. Mnemosine is a highly customizable product that cuts Alzheimer’s managing costs for family and nursing, while offering many functions that competitors do not.

Their major achievements to this date have been the recognition by different agents involved in Alzheimer’s issues, both at a national and international level, and the winning of various prizes including the Uni-Proyecta First Prize, the most prestigious Spanish award for entrepreneurship ideas born in universities.

Their company is self-financed, and the main challenge they have encountered so far is the lack of business management skills.

Their future dream is to be recognised all over the world for their contribution to society.

Why did you choose to be an entrepreneur?

We really believe in our project and this is the best way to make Mnemosine real.

What is the key to being successful as an entrepreneur?

It is necessary to have a good idea and the knowledge needed to carry it out.

What would be the 3 best characteristics of an entrepreneur?

Perseverance, spirit of sacrifice and business skills

What are the fundamentals that every entrepreneur should follow when starting a business?

Have a well developed business plan.

What are the learning lessons you came across as an entrepreneur?

- Give 3 recommendations to would-be entrepreneurs
Receive business training, be patient, trust your business idea.

What is the best thing about being an entrepreneur?

To carry out projects that motivate you.

LEIDIA
MARTEL
MONAGAS

Entrepreneur’s name

Leidia Martel Monagas

Entrepreneur’s e-mail

leidia@gmail.com

Age range

25-30 years

Company’s name

Mobilife Technologies

Company’s address

C/ Francisco Gourié 18
35000 Las Palmas (Spain)

Company’s website

www.mobilifetechnologies.com

Business Launch

03/06/2010

"The story of a successful startup company built by Italians"

Loris Degioanni started his Ph.D. at Politecnico di Torino and finished it in Silicon Valley, already starting a business with a passionate American professor. The company was built around an Open Source project that Loris created during his Master's thesis at Politecnico: he started the business when the product already had millions of users through the On-line Community, giving unmatched penetration and brand recognition, differentiating the product from all other competitors.

Loris and his partner bootstrapped investing \$50k each, combining product development with consultancy the first three years.

This entrepreneur succeeded in putting together a world-class team in Silicon Valley, made up mostly of Italians studying at Politecnico, and built a worldwide market leader product able to generate millions a year. Now the company has been sold for millions of dollars, and he likes the adventure and hopes to be an inspiration for young Italian talents, an example that taking risk is possible and rewarding even if you are born in the "Belpaese".

Why did you choose to be an entrepreneur rather than stick to a regular 9-to-5 job? Was it a dream or a real need?

It's always been a dream. I'm a "die fighting" kind of guy

What background skills, knowledge and experiences helped you in your business start up?

The only thing that I came equipped with was the technical background learned at school and during the PhD. The rest I had to learn on my own.

What would be the 3 best characteristics of an entrepreneur?

Persistent; passionate; good at getting the best from people.

What are the fundamentals that every entrepreneur should follow when starting a business?

Stay hungry, Stay lean. Look for money only if you really need it. Make sure your co-founders are people you like and you'll like under pressure years from now.

What is the key to being successful as an entrepreneur?

High-level vision, passion, determination, working hard. And a lot of luck.



LORIS DEGIOANNI

Entrepreneur's name

Loris Degioanni

Entrepreneur's e-mail

loris.degioanni@cacetech.com

Age range

36 years or above

Company's name

Cacetech

Company's address

1949 5th Street - Davis
95616 California (USA)

Company's website

www.cacetech.com

Business Launch

01/02/2005

“Electromagnetic compatibility solutions for a worldwide standard”

Luca Giaccone developed a new technology for magnetic field mitigation during his Ph.D., and together with his professor, he decided to start the business, offering a high performance solution at a greatly reduced global cost. The product is simpler to install, has higher performances, is cheaper and is not an obstacle for future maintenance of the power line.

The company was financed by an existing industrial partner that took care of the commercial aspects, leaving Luca and the start up developing the technical part. The company aim is to demonstrate that their mitigation technology could be adopted as a standard technique, while enlarging the working team to face the increasing amount of work.

NOFIELD started the activity with an amount of consulting activities; therefore the business was unprofitable for very few months.

Luca thinks the most important benefit of owning a business is the possibility of managing his own time without any constraint, being the boss himself – even you have to be a good manager of your time.

Why did you choose to be an entrepreneur rather than stick to a regular 9-to-5 job? Was it a dream or a real need?

Maybe neither. The technical idea was born during my research activity. To become an entrepreneur was just the most suitable choice for developing the idea and making it concrete.

What is the key to being successful as an entrepreneur?

Believe in your idea. If you do not, then it will be really hard to convince other people.

What would be the 3 best characteristics of an entrepreneur?

Determination, awareness, intuition.

What are the fundamentals that every entrepreneur should follow when starting a business?

Be prepared to answer many questions related to your project. Things negligible for you are not negligible for everybody.

What is the best thing about being an entrepreneur?

...to have the possibility of developing a lot of projects from zero, following your own rules.



LUCA GIACCONE

Entrepreneur's name

Luca Giaccone

Entrepreneur's e-mail

luca.giaccone@polito.it

Age range

25-30 years

Company's name

Nofield

Company's address

C.so Castelfidardo 30/a
10129 Torino (Italy)

Company's website

www.nofield.it

Business Launch

13/07/2009

“My law firm could be distinguished by trying to be innovative and European-oriented”

Marco Crema is an open-minded, ambitious and pro-active lawyer whose participation in the Erasmus for Young Entrepreneur - European Union Programme, and his graduation and professional experience oriented towards international law, allowed him to implement the idea of creating a European network of law firms or services – namely to build a strong and collaborative European network, with commercial and financial expertise that would be able to offer services to respond to all the customers’ queries in different European countries.

Why? Mainly, because in Italy and, above all, in Verona, the legal services are oriented to day-to-day queries and problems from their customers... The majority of law firms are not prepared to assist in non-national legal areas, and this was the innovation introduced and the core business that he intended to reach!

In this entrepreneur’s opinion, the main benefit of having his own business is the opportunity to develop his own field of interest and choose the area to invest his time and education.

In the coming years, because the law area is in permanent evolution, he plans for his company to be oriented towards the extra-national field of work and prepared to cope with international queries of Italian clients abroad, thanks to international expertise and vice-versa.

Why did you choose to be an entrepreneur rather than stick to a regular 9-to-5 job? Was it a dream or a real need?

To be an entrepreneur was a mix between a dream and a need. In fact, I was oriented to keep up new areas.

What is the key for being successful as an entrepreneur?

Cope with responsibilities and challenge.

What would be the 3 best characteristics of an entrepreneur?

Have conviction, be ambitious and futurist.

What has been your biggest mistake as an entrepreneur?

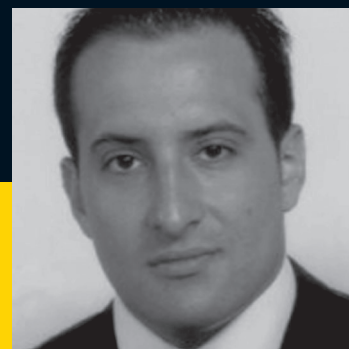
Involving personal decisions in my professional life.

What are the fundamentals that every entrepreneur should follow when starting a business?

Preparing a Business Plan and having the basic information on your future clients.

What is the best thing about being an entrepreneur?

To create something every day that’s mine.



MARCO CREMA

Entrepreneur’s name

Marco Crema

Entrepreneur’s e-mail

crema@studiolegalecrema.com

Age range

25-30 years

Company’s name

Studio Legale Crema

Company’s address

Via Altichiero 26 - Zevio
37059 Verona (Italy)

Company’s website

www.studiolegalecrema.com

Business Launch

01/09/2007

"Twist Multimedia - Give it a twist"

Mariana Sousa studied advertising at Miami (USA) where social media brand was already a common practice and a digital trend. When she got back to Portugal, Madeira Island, she decided to apply what she had learned and experienced in a business idea since it would be possible to have competitive advantage by being a step in advance. This was the birthmark of Twist Multimedia Inc.

Mainly their core business is offering multimedia integration services and monitoring online brands on online services and providing tailor-made solutions.

The innovation is supported by the launch in the Regional market of a different service able to stand out and differentiate from the competition in general.

Due to the current market situation, which forces companies to commit themselves in advertising and marketing as a way of publicising, as well as due to the exponential growth of the internet use and social networking as a way to reach your customers or potential ones, they intend to be a digital trend subscriber on the digital market in the future.

Why did you choose to be an entrepreneur rather than stick to a regular 9-to-5 job? Was it a dream or a real need?

I wanted to create something that could determine the digital communication trends.

What is the key for being successful as an entrepreneur?

The key to be successful is pro-activity and vision.

What would be the 3 best characteristics of an entrepreneur?

From my experience and point of view: persistence, curiosity and vision.

What are the fundamentals that every entrepreneur should follow when starting a business?

When starting a business take baby steps and always look ahead.

What are the learning lessons you came across as an entrepreneur?

- Give 3 recommendations to would-be entrepreneurs

Always look ahead, be curious and willing to take risks.

What is the best thing about being an entrepreneur?

For me are: flexibility, versatility and opportunity to lead teams.



MARIANA DE SOUSA

Entrepreneur's name

Mariana Tomás de Sousa

Entrepreneur's e-mail

mariana_tomass@mac.com

Age range

25-30 years

Company's name

Twist Multimédia, Lda

Company's address

Largo dos Varadouros, nº 4,
3º andar
9000-503 Funchal (Portugal)

Company's website

www.twistmultimedia.com

Business Launch

19/11/2009

“BuildingFix – we exist to facilitate your life without additional costs”

BuildingFix Inc. provides a new type of service linked essentially to the construction industry. It works in particular at the level of a mediation service between the owner and the diverse entities (specialties) that are needed to carry out the work.

According to Marta França, they intend to ensure that the construction or remodelling services are delivered to credible companies and at legitimate prices, without inconvenience to the customer satisfaction, i.e., according to entrepreneur Marta França ‘we exist to make life easier for customers, with a innovative service of mediation in the market, provided at a highly professional level so that the work is performed in the best possible way’.

The entrepreneurs point out the main benefits from owning their own business as being ‘the benefit of working for ourselves, as we learn from our mistakes to constantly improve the company’s growing process’.

The focal vision for the future of their business project is ‘work and dedication from Monday to Sunday, and never leave the client without an answer’.

What is the key to being successful as an entrepreneur?
Don’t be afraid to venture out.

What would be the 3 best characteristics of an entrepreneur?
Be ambitious, hardworking, and responsible.

What are the fundamentals that every entrepreneur should follow when starting a business?
When you start in a business, it is extremely important to look around and realise with whom it is possible to establish partnerships.

What are the learning lessons you came across as an entrepreneur?
- Give 3 recommendations to would-be entrepreneurs
Have dedication to the project, always be a hard worker and a major effort is always needed.

What is the best thing about being an entrepreneur?
For me the best thing about being an entrepreneur is to be able to depend only on ourselves.



MARTA FRANÇA

Entrepreneur’s name

Marta França

Entrepreneur’s e-mail

geral@buildingfix.pt

Age range

31-35 years

Company’s name

BuildingFix Lda.

Company’s address

Rua dos Piornais, Urbanização Piornais, Lote 10 r/c B
9000-679 Funchal (Portugal)

Company’s website

www.buildingfix.pt

Business Launch

02/02/2010

"Technology at the service of man and the environment"

Martín R. Martínez is a young industrial engineer who saw the opportunity of developing a business after working on a waste water treatment device. The basic idea is the application of a pre-existent technology in a new field, in order to get the most efficient and environmentally friendly results possible. He understood the value for his customers, comparing the low supply available in the market with the high degree of demand. According to Martín: "They come to me as the only alternative to the low efficiency technologies they are using, which is the main difference between our service and that of our competitors".

For these reasons "O3Zone" came into being, a technology-based company that offers a different solution, effective and environmentally friendly. O3Zone wants to be perceived as a young company that is the fulfilment of its founder's dreams, but one with solid technical skills and an eagle eye on improvements. The crowning achievement is being able to do what we love to do, while the rest are still thinking what they must do to keep their piece of the cake.

What is the key to being successful as an entrepreneur?
Being utterly fearless, and not being afraid to fail.

What would be the 3 best characteristics of an entrepreneur?
Being dedicated, fearless and never giving up.

What has been your biggest mistake as an entrepreneur?
My biggest mistake is still to be made.

What are the fundamentals that every entrepreneur should follow when starting a business?
The entrepreneur must search for motivation, get to know to the right people and get involved with colleagues of the same discipline.

What are the learning lessons you came across as an entrepreneur?
- Give 3 recommendations to would-be entrepreneurs
Keep calm, have a dream and dare to make it happen.

What is the best thing about being an entrepreneur?
Freedom.



MARTÍN
R. MARTÍNEZ
SUÁREZ

Entrepreneur's name

Martín R. Martínez Suárez

Entrepreneur's e-mail

martin.martinez@o3zone.es

Age range

18-24 years

Company's name

O3Zone S.L

Company's address

Avenida de La Constitución
Nº 12, P.C.T.T
38003 Santa Cruz
de Tenerife (Spain)

Company's website

www.o3zone.es

Business Launch

14/01/2010

“Tailored solutions for efficient recruiting process”

Matteo Cocciardo was the president of a Junior enterprise, a student association organising university career days. Being in touch with recruiters responsible for HR, he decided to build up a software to optimise time and costs of the recruiting process. Just after finishing his management engineering master's degree course and having gained experience from his involvement with associations, he decided to start up with a young but well connected team.

Matteo and his partners entirely funded the start up, and only after one year decided to assume debt to sustain growth activities. Nowadays they are thinking about getting external equity capital to obtain “smart money” and achieve scale on the national and international market. Interviewweb differentiates itself from competitors thanks to its Software as a Service architecture and customised user-friendly interface.

The main benefits of owning the business, Matteo says, are to leverage on a 360° vision, set development lines and make decisions on the first line. On the other hand, being an entrepreneur means always being under pressure, working every minute totally involved to achieve the target. You should be prepared to make many sacrifices and not rely on a fixed wage.

Why did you choose to be an entrepreneur rather than stick to a regular 9-to-5 job? Was it a dream or a real need?

Every target achieved as an entrepreneur gives feeling and emotions that cannot be compared with work as an employee.

What is the key to being successful as an entrepreneur?

Being able to make decisions, grow every day, and see opportunities where other can't see them.

What would be the 3 best characteristics of an entrepreneur?

Leadership, persistency, vision.

What are the fundamentals that every entrepreneur should follow when starting a business?

Assess the Value of the product on the market, prepare a Business Plan to analyze details, create a first project to test the market, build a team with technical, commercial and management skills.

What is the best thing about being an entrepreneur?

Freedom to make decisions that will affect the company's future.



MATTEO
COCCIARDO

Entrepreneur's name

Matteo Cocciardo

Entrepreneur's e-mail

matteo.cocciardo@interviewweb.it

Age range

25-30 years

Company's name

Interviewweb

Company's address

C.so Castelfidardo 30/a
10129 Torino (Italy)

Company's website

www.interviewweb.it

Business Launch

01/05/2009

“Europe offers such a huge market: make a profit from it!”

Michelle Perello graduated in International and Diplomatic Sciences and right after her University studies she did not know what job she really wanted. She only knew she likes working and living in an international context. After some experience as an employee at a consultancy company, she started working as independent consultant on European funds and programmes. After two years she realised that with her own consultancy she could have participated in EU projects rather than only advising other entities on how to do it.

This entrepreneur was aware that she would have many competitors and for this reason she decided to adopt a low-cost strategy at the very beginning. Besides, when she established her business, the economic crisis in Europe was already a reality, but she found in the crisis an advantage: people would look much more for European funding for their projects and she went ahead.

In the first year and a half she managed to hire two people, and nowadays she is constantly travelling around Europe to prepare and manage new projects. Her objective is to become a reference consultancy in the regional market where they operate and take part in more EU projects in the next five years.

What is the key to being successful as an entrepreneur?
A perfect balance between rationality and madness.

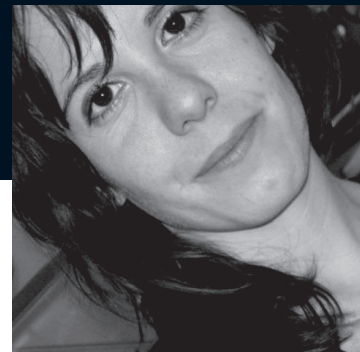
What would be the 3 best characteristics of an entrepreneur?
Be determined, visionary and well organised.

What has been your biggest mistake as an entrepreneur?
Not having a marketing strategy.

What are the fundamentals that every entrepreneur should follow when starting a business?
Make a solid business plan, identify potential customers and contact them, deliver quality work and on time.

What are the learning lessons you came across as an entrepreneur?
- Give 3 recommendations to would-be entrepreneurs
1) Accept taking risks 2) Plan well your business and the actions you need to take 3) Do not burn out!

What is the best thing about being an entrepreneur?
Having created jobs!



MICHELLE PERELLO

Entrepreneur's name

Michelle Perello

Entrepreneur's e-mail

michelle.perello@consulta-europa.com

Age range

31-35 years

Company's name

Consulta Europa Projects and Innovation

Company's address

Parque Científico y Tecnológico
35017 Las Palmas (Spain)

Company's website

www.consulta-europa.com

Business Launch

29/11/2009

"Wow!Systems – we deliver experiences that make people go WOW!"

Wow!Systems was born when a set of master's theses prepared at the University of Madeira (Portugal) had the potential to be marketed, and when human capital with talent to pass from the academic to the real world was detected. Wow!Systems is a high-tech spin-off company focused on creating paradigms of interaction and interactive technologies, i.e., interactive multimedia solutions.

This is a family business project of Ana Campos and Miguel Campos, who despite not having career paths in the area, but with the help of their oldest brother, Pedro (a PhD Professor at the local university), decided to create WOW! taking into account the increasingly attractive market opportunity detected.

According to the current sole manager – Miguel Campos – the benefits of being an entrepreneur are personal fulfilment in the case of success, the possibility of making their own path and dreams, without the need to obey an obsolete and ineffective hierarchy. In the future, WOW! wishes to be a well-known, solid, creative, sustainable company still betting on young talents and following the digital trends.

What would be the 3 best characteristics of an entrepreneur?
Determination, honesty and hardworking.

What are the fundamentals that every entrepreneur should follow when starting a business?
Have ambition but always taking small and safe steps, without megalomania, acknowledging their own mistakes and constantly working so that they do not reoccur...

What are the learning lessons you came across as an entrepreneur?
- Give 3 recommendations to would-be entrepreneurs
If possible, try to test the idea in the real world before moving, surround yourself with motivated and competent employees and do not just believe a lot in your project but work hard for it to succeed.

What is the best thing about being an entrepreneur?
For me, it is to feel pleased to see the quality of our work and our ideas recognised by our costumers. Also the freedom of being able to define the direction I want for the company.



MIGUEL CAMPOS

Entrepreneur's name

Miguel Campos

Entrepreneur's e-mail

mcampos-197m@adv-est.oa.pt

Age range

25-30 years

Company's name

WowSystems – Informática Lda.

Company's address

Rua da Queimada de Cima,
Nº33, 1º Andar
9000-065 Funchal (Portugal)

Company's website

www.wowsystems.pt

Business Launch

12/03/2008

"Present yourself, but stay yourself"

Morena Dreger has been very interested in marketing since working in that profession as an employee. Each time she saw a good product or service with a less appealing appearance, she automatically started to think about better ways to create a good image.

When she started her business, the basic idea was to offer design based on a clear marketing concept. Smaller companies do not have a marketing department, and they need this kind of services in order to make their products' appearance more professional. They spend money for advertising – but without knowing where to spend it better. This knowledge is the advantage Morena can offer, being specialised in the food market. Most of her competitors are graphic designers and advertising agencies.

According to Morena, the main benefit of being an entrepreneur is that you can do the things you like to do, while the obstacles are mainly the risk of not earning enough and consequently, an insecure future, as well as the responsibility for making important decisions. In the future, the company aims to be perceived as a competent consultant in the food industry for German and Spanish products.

What is the key to being successful as an entrepreneur?
To be obstinate and to have luck.

What would be the 3 best characteristics of an entrepreneur?
Friendly, obstinate, not being afraid of the amount and size of clients or markets.

What has been your biggest mistake as an entrepreneur?
Underestimating the time you need to find and convince clients.

What are the fundamentals that every entrepreneur should follow when starting a business?
Think well about what you're offering, have a concept to follow, get knowledge about acquisition.

What are the learning lessons you came across as an entrepreneur?
- Give 3 recommendations to would-be entrepreneurs
Think well about risks, especially when you invest a lot of money. Tell everybody what you're doing (e.g. by "elevator pitch"). Keep on learning.

What is the best thing about being an entrepreneur?
The freedom.



MORENA DREGER

Entrepreneur's name

Morena Dreger

Entrepreneur's e-mail

morenadreger@aol.com

Age range

36 person or above

Company's name

Morena Dreger Marketingberatung (marketing consulting)

Company's address

Goethestr. 42 - Hildesheim
31135 Niedersachsen
(Germany)

Company's website

n/a

Business Launch

06/07/2009

“Entrepreneurship provides the satisfaction of success”

Nektarios Pelekanos graduated with a M.Sc. in Electrical and Electronic Engineering from Imperial College (UK). The idea of starting his own business was in his mind from the first year of his studies and became clearer during the final year at the university and then straight after he got involved in a start-up as the lead engineer and grew to become the Business Development Manager. Today, he is the CEO and lead shareholder of ARMES LTD.

ARMES offers Augmented Reality and interactive solutions - a new technology that blends the real and virtual world at the user eyes - something totally new and with many applications, especially at some fields like marketing. ARMES, in cooperation with the Diogenes Business Incubator of the University of Cyprus Ltd received seed funding from the Ministry of Commerce, Industry and Tourism of the Republic of Cyprus. During the last years there is a lot of buzz around Augmented Reality. Innovation and creativity is the way they differentiate their products/services from their competitors.

Nektarios put the knowledge he gained from his engineering studies, especially the way of thinking and problem solving approach into running and developing ARMES. Their vision is to set strong foundations in order to establish and expand their business all over the world.

What is the key to being successful as an entrepreneur?
Innovation and differentiation.

What would be the 3 best characteristics of an entrepreneur?
Highly motivated, creative and self-esteem.

What has been your biggest mistake as an entrepreneur?
Partnerships are a necessity and a risk you have to take and when you do you must choose carefully.

What are the fundamentals that every entrepreneur should follow when starting a business?
Take the risks, accept any failures and continue.

What are the learning lessons you came across as an entrepreneur?
- Give 3 recommendations to would-be entrepreneurs
Be patient, be optimistic, and be decisive.

What is the best thing about being an entrepreneur?
For me, the satisfaction of success.



NECTARIOS PELEKANOS

Entrepreneur's name

Nektarios Pelekanos

Entrepreneur's e-mail

nektarios.pelekanos@armes-tech.com

Age range

25-30 years

Company's name

Armes Ltd

Company's address

91 Aglantzias Ave, 2nd Floor
2112 Nicosia (Cyprus)

Company's website

www.armes-tech.com

Business Launch

15/12/2007

"The firm is small, but you are valuable"

Neli Tomova actually has her business project in the areas that she really likes and in which she has academic knowledge – the field of language education for teenagers and younger children and translation. Her main idea was to provide education and consultancy services, not only for compatriots, but for foreign citizens, too.

Actually her main business is translation and her competitors are the big translation agencies; however, the difference is that she aims to maintain a sense of proximity and sense of care. The first customers were local PR consultants and journalists who need the translations for the print and electronic releases.

According to Neli, her experience in companies held by foreign citizens and her education path helped in the business start up. Besides her, the team consists of 3 other English teachers and "their background is rated not only as being professional but also trustworthy".

The main benefits of having her own business is to "be able to set the rules and knowing who is guilty if these rules don't work. Besides that, having your own business is still viewed as a sign of wealth in Eastern Europe".

What would be the 3 best characteristics of an entrepreneur?

Ability to assess other people's experience; ability to rate his significance by learning about his environment; and ability to be industrious.

What has been your biggest mistake as an entrepreneur?

The belief that something can be done at a glance.

What are the fundamentals that every entrepreneur should follow when starting a business?

To think of whether he is able to reduce expenses to a minimum without destroying the prime goal.

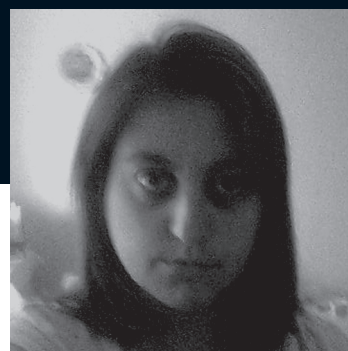
What are the learning lessons you came across as an entrepreneur?

- Give 3 recommendations to would-be entrepreneurs

To think if the business is worth starting; to evaluate the ability to pay for other people's social insurance; to think about his significance in future.

What is the best thing about being an entrepreneur?

For me the best thing is the uniqueness.



NELI TOMOVA

Entrepreneur's name

Neli Tomova

Entrepreneur's e-mail

neltom@abv.bg

Age range

31-35 years

Company's name

ET Neven - Neli Tomova

Company's address

7 "22 September" Str,
Sofia (Bulgaria)

Company's website

neven-staff.ucoz.com

Business Launch

May 2010

“NIK-05 Ltd – in the wood business activity with a special attitude towards nature”

Nikola Zmeev worked for years at his father's firm in the wood-cutting industry. Then he decided to establish his own firm for trading with woods for heating.

This entrepreneur operates in a small region in Ruse oblast (Bulgaria). Clients learn about him in two ways: “by word of mouth” and by small advertisements. His main competitors are Trade Energy Centres, but he differentiates his firm by delivering the woods for heating directly to the places of each small or large client.

The business project - NIK-05 Ltd was started by obtaining bank loans, and he still works at a minimum profit. The crown of his achievement is to see a satisfied client.

Currently, he has managed to develop some relations with Ruse University scientists in order to analyze his capacity for pellet production. His future plans are to keep his clients and attract more. The main direction for development in the next years is to add one more activity – trading with pellets for heating, as they are produced by a renewable energy source.

Why do you choose to be an entrepreneur?

Working in my company I am able to achieve personal development, because of the freedom I have.

What would be the best characteristics of an entrepreneur?

They have to be open-minded; to face variety of challenges and to take advantage of the opportunities.

What has been your biggest mistake as an entrepreneur?

My biggest mistake is that I trusted the banks as a source for my initial investments. Nowadays the bank requirements are very restrictive.

What are the learning lessons you came across as an entrepreneur?

- Give 3 recommendations to would-be entrepreneurs

Study the market, be able to give simple answers to a variety of difficult or stupid questions, and the big profit should not be the priority dream.

What is the best thing about being an entrepreneur?

Achieve personal development.



NIKOLA ZMEEV

Entrepreneur's name

Nikola Zmeev

Entrepreneur's e-mail

nikolazmeev@abv.bg

Age range

31-35 years

Company's name

NIK-05 LTD

Company's address

1 Pliska St - Udelnik, Slivo
Pole municipality
7061 Ruse (Bulgaria)

Company's website

n/a

Business Launch

10/10/2006

"Our business is the success for your projects"

Pablo Diaz is the founding partner at EVM Project Management, a multi-disciplinary engineering firm that mixes creativity and reality in order to transform ideas into executable projects. Pablo came up with the idea of creating EVM when he realised that the demand in professional project management services was going to grow, due to a combination of two variables: the economic crisis and the transformation of the production model based on knowledge. These elements would force companies and public administrations to execute high-risk technological projects to keep or gain a competitive advantage, all of this without the qualified personal to manage these projects.

The organizational model rewards the entrepreneurial attitude within the organization, which generates an internal micro-cluster that offers comprehensive solutions to the clients. For Pablo, the international experience and higher education are fundamental stepping stones to becoming an entrepreneur in a totally globalised world like the one we have today.

Pablo believes that most of the difficulties associated with entrepreneurship come from the difficult task of balancing one's personal and professional life. "You have to be prepared for long and intense days during the initial period, where only the persistence, perseverance and the passion for what you do make the difference between success and failure."

What is the key to being successful as an entrepreneur?

Being persistent. If this project ever fails, I will keep having ideas to turn into business projects, I am sure of it!

From your experience and point of view: - what would be the 3 best characteristics of an entrepreneur?

Vision, passion, leadership.

What are the learning lessons you came across as an entrepreneur?

- Give 3 recommendations to would-be entrepreneurs

1) Be patient, very patient. That will help you to realise what's wrong about initial statements. 2) Having "trip partners", it's good to share the responsibilities even if you know you are the chief of the project. 3) Being ready to delegate the control when there are people more capable of bringing the company to a higher position.

What is the best thing about being an entrepreneur?

The biggest benefit of creating your own company lies in the one simple fact that you are able to create something from scratch and watch it grow.



PABLO DÍAZ

Entrepreneur's name

Pablo Díaz

Entrepreneur's e-mail

pablo.diaz@evm.net

Age range

31-35 years

Company's name

EVM Project Management

Company's address

Calle villalba Hervás n 3 p2
Of 1 - 38002 Santa Cruz de
Tenerife (Spain)

Company's website

www.evm.net

Business Launch

18/03/2008

"Creativity is our biggest value"

Péter Nagy had always wanted to have his own business. His idea was to develop websites for freelancers, mostly for graphic design services. After his studies in management, he set up a business with a friend who was studying IT. The operations were running smoothly. As they were the first on the market, from the very beginning they had many customers. In a couple of years, the company managed to be well-known and to have a good reputation in its market. Promotion of their services was mainly done through printed material, e.g., leaflets, business cards and other paper-based information channels, distributing them mainly in universities and vocational schools. The start-up of the company was financed with the help of family and friends and, as is often the case, it was not profitable in the first months, but afterwards it reached a high profit rate.

According to Péter, the main benefit of being an entrepreneur is that you can make money with your own ideas and the activity that you like the most. Major obstacles are the competitors.

The key values of the company are efficiency and experience. The business is successful and is one of the key players in the market.

What is the key to being successful as an entrepreneur?

Open personality, adapting to the always changing needs of the customers.

What would be the 3 best characteristics of an entrepreneur?

In my opinion, a good entrepreneur can handle stress, enjoys what he/she is doing, knows what he/she wants.

What has been your biggest mistake as an entrepreneur?

Not starting earlier.

What are the fundamentals that every entrepreneur should follow when starting a business?

It is very important to have a clear business plan for all the business areas.

What are the learning lessons you came across as an entrepreneur?

- Give 3 recommendations to would-be entrepreneurs
Know what you want. Go for it. Believe in it.

What is the best thing about being an entrepreneur?

The best is to have my dream coming true.



PÉTER NAGY

Entrepreneur's name

Péter Nagy

Entrepreneur's e-mail

nagypeter129@gmail.com

Age range

25-30 years

Company's name

Home Page

Company's address

Petofi u. 7. - Pécs
7624 Baranya megye
(Hungary)

Company's website

n/a

Business Launch

2008



“Differentiated from my competitors with the best quality and price, a good attitude and fast services!!!”

Petko Karachorov had been thinking about starting his own business for a few years. One day he encountered an internet site where he got closer to the idea of a Copy Centre and decided to develop an outstanding one very close to his main target group – the students from Ruse University (Ruse city, Bulgaria).

An important foundation for his success is the fact that students always need to copy material, and he has managed to introduce some new ideas to them. Also, he has graduated with a Master's degree in Entrepreneurship and Innovation from Ruse University, which has helped him to develop his business. He has taken a loan from the bank to start the business. For about 6 months it was unprofitable.

According to him, the key issues for his success are: the proper location of the Copy Centre and the good and fast service and discounts he offers to the customers.

He plans to develop one more Copy Centre in the town of Ruse (Bulgaria).

Why did you choose to be an entrepreneur?

In my case it was a dream and a real need. I wanted to have my company and to improve it the way I want.

What do you think is the key to being a successful entrepreneur?

It is based on the attitude towards the clients and constantly to analyze how to attract innovations and to implement improvements.

What has been your biggest mistake as an entrepreneur?

I should have started the career of an entrepreneur earlier.

What are the learning lessons you came across as an entrepreneur?

- Give 3 recommendations to would-be entrepreneurs

To work every day in such a way that tomorrow is the first day of their biggest competitor and they have to beat him.

What are the learning lessons you came across as an entrepreneur?

For me the best thing about being an entrepreneur is being independent.



PETKO
KARACHOROV

Entrepreneur's name

Petko Karachorov

Entrepreneur's e-mail

peterman@abv.bg

Age range

18-24 years

Company's name

VIP-86 Ltd.

Company's address

Studentska & Yantra str.
7000 Ruse (Bulgaria)

Company's website

n/a

Business Launch

10/09/2009

"Open to get new customers from foreign countries"

Rami Marjamäki has studied photography and commercial media studies in several schools and has worked three years in co-operative business as a photographer.

While working abroad for a while, he got inspiration, new influences and experiences and at that time he decided to start his own business in the photography industry.

According to Rami, versatility is the key to attracting customers in the current challenging, and at times difficult, economic situation. The best part of being an entrepreneur is that you can make all the decisions yourself and have flexible working hours. However, there are some obstacles. In his case, the main difficulty is that the print media is less and less popular. With the current improvement of the Internet and as newspapers will be more and more online, images can be copied easily.

Currently, the business has a future in the area of studio photography, as Rami has started to gain more customers from this area. He would like to expand the business to foreign markets as well, as soon as the company succeeds at the national level. In the future, Rami plans to start working in other countries and put his influence in studio photography.

What is the key to being successful as an entrepreneur?

To not focus in only one area, to be nice and understanding to your customers and constantly improve your knowledge.

What would be the 3 best characteristics of an entrepreneur?

Flexible, hard worker, and free soul.

What has been your biggest mistake as an entrepreneur?

I didn't take out any loan and tried to work with the equipment that I was able to buy.

What are the fundamentals that every entrepreneur should follow when starting a business?

You shouldn't try to do everything by yourself and work every night and weekend.

What are the learning lessons you came across as an entrepreneur?

- Give 3 recommendations to would-be entrepreneurs

Don't work more than 8-10 hours per day and 5 days a week. Don't do everything by yourself. Try to make connections.

What is the best thing about being an entrepreneur?

For me the best thing is freedom.



RAMI MARJAMÄKI

Entrepreneur's name

Rami Marjamäki

Entrepreneur's e-mail

rami@prokuvat.fi

Age range

31-35 years

Company's name

Valokuvaaja Rami Marjamäki
(Photographer Rami Marjamäki)

Company's address

Pyynikintie 25 - Tampere
33230 Pirkanmaa (Finland)

Company's website

www.prokuvat.fi

Business Launch

01/03/2009

"Topical architect services with maximum efficiency process"

Riccardo Artico owns an architectural studio. The idea to become an entrepreneur came after working with his father for several years and he wanted to be involved in the business from a different point of view by improving it and making it more up-to-date.

According to Riccardo, the benefits of being an entrepreneur are to enjoy the varied jobs at the different stages of the architectural process and be involved in any kind of decisions. On the other hand, the obstacle is the lack of customers willing to invest in the construction business in EU countries.

He has learnt everything about his job at his father's office; also Erasmus Young Entrepreneur programme offered him the chance to experience a professional practice abroad at a Host-Entrepreneur office in the Canary Islands, where he got in contact with fresh new skills and knowledge.

He differentiates his product/service, making it very precise, always updated to new EU trends and flexible. He wants his company to be perceived as a well-established old firm which has been well renovated and updated; an architectural office that comes from a family tradition and that looks to the future of architecture practice.

Why did you choose to be an entrepreneur rather than stick to a regular 9-to-5 job? Was it a dream or a real need?

Being an architect entrepreneur has always been my dream. The big risk about being an entrepreneur in these years is that we never know when customers will get to pay us, and that it is not possible to be sure if at the end of the year the business will be profitable or not.

What has been your biggest mistake as an entrepreneur?

Not deciding to start my business earlier.

What are the learning lessons you came across as an entrepreneur?

- Give 3 recommendations to would-be entrepreneurs.

Being very careful, being very realistic, and to plan very well everything before beginning it.

What is the best thing about being an entrepreneur?

To work creatively, to have the chance to make up my own work everyday, invent it, being happy and enjoying it while doing it, and being proud of it when it finally works.



RICCARDO ARTICO

Entrepreneur's name

Riccardo Artico

Entrepreneur's e-mail

riccardo.artico@gmail.com

Age range

31-35 years

Company's name

Architetti Artico Associati

Company's address

Via Caneve 61 - Mestre
(Venezia)
30174 Veneto (Italy)

Company's website

www.venezia-architect.it

Business Launch

01/09/2009



“Ellitoral - generating high-level knowledge about the marine environment”

Rosana Álvarez studied Marine Sciences at the postgraduate level and opened a marketing consultancy business in Spain, in 2006. The market niches and business opportunities in the marine sector seemed obvious as a result of the trends observed at that time. The idea of the business is to generate high-level knowledge in the marine environment with the aim of providing sustainable services and products. This business idea has always been about three mainstay values: quality, innovation and social and environmental responsibility.

Advertising of the company was carried out mostly by word-of-mouth and publications in scientific and technical forums, arranged visits, interviews, exhibitions and participation in social networks.

According to Rosana, the major benefit of having a business of her own is the independence when making decisions that affect the future of the business, while the major obstacles were the lack of resources and the difficulty in finding credit and qualified human resources. Education, expertise, initiative, dedication and effort have been the key to managing the business operations and its growth. Currently, one of the aims of the company is to strengthen the development of R&D&I within the EU.

What is the key to being successful as an entrepreneur?
Constant, thoughtful and stubborn persistence in achieving the maximum quality of our services.

What would be the 3 best characteristics of an entrepreneur?
Initiative, decisiveness and perseverance.

What are the fundamentals that every entrepreneur should follow when starting a business?
The market knowledge is a key, especially to know if the product life cycle is at its proper moment to be launched.

What are the learning lessons you came across as an entrepreneur?
- Give 3 recommendations to would-be entrepreneurs.
Many recommendations can be given to new entrepreneurs. Undoubtedly, enthusiasm, initiative, determination, tenacity and honesty are universal tips for personal and professional life.

What is the best thing about being an entrepreneur?
The full and free professional development...

ROSANA ÁLVAREZ VÁSQUEZ

Entrepreneur's name

Rosana Álvarez Vásquez

Entrepreneur's e-mail

ralvarez@elittoral.es

Age range

31-35 years

Company's name

Elittoral

Company's address

Edificio Central del Parque Científico Tecnológico, Campus de Tafira 35017 Las Palmas (Spain)

Company's website

www.elittoral.es

Business Launch

13/02/2006



“Strafe Creative - Design, Engage, Grow”

Ross Davies is a young professional who has developed a company based within Nottingham Trent University. Strafe Creative is a fresh, vibrant design agency providing a full design service across a host of different creative media from branding, graphic design and print design through to web design. In Strafe Creative “we’re passionate about web design, graphic design, branding and have built an excellent reputation down to the quality of our work”, he said.

After working for large companies Ross decided to work for himself. Ross, now that he runs his own business, says “you get out what you put in, though there is a very steep learning curve”. The HIVE (the Nottingham Trent University Business Centre) and a silent partner helped him finance Strafe Creative.

His business is buying and selling from other countries, he said. “We have worked with numerous companies in America as well as some European companies”. Now he envisages that his business will be well known amongst the design community and an award winning design agency.

Why did you choose to be an entrepreneur rather than stick to a regular 9-to-5 job? Was it a dream or a real need?

It was always the plan once we felt we had learned enough from working normal jobs.

What would be the 3 best characteristics of an entrepreneur?

Determined, friendly, and adaptable.

What are the fundamentals that every entrepreneur should follow when starting a business?

Make sure to have a well written business plan before beginning. It’s better to plan ahead than make it up as you go along.

What are the learning lessons you came across as an entrepreneur?

- Give 3 recommendations to would-be entrepreneurs

Don’t think you know it all, you are always representing your company, and if there is a business centre use it.

What is the best thing about being an entrepreneur?

Having the job finished and making the client happy.

ROSS DAVIES

Entrepreneur’s name

Ross Davies

Entrepreneur’s e-mail

ross.davies@strafecreative.co.uk

Age range

18-24 years

Company’s name

Strafe Creative

Company’s address

The Hive – The Maudslay
Building – Burton Street
Nottingham
NG1 4BU (United Kingdom)

Company’s website

www.strafecreative.co.uk

Business Launch

04/01/2010

"Ultinet! One cannot do anything in business"

Sebastian Wilson is a young professional who developed his business in Nottingham with the help and support of HIVE. "Whatever someone is looking for in a website, the team here at Webzcreative will strive to offer it", he said. Whether it is a simple one-page website, or a multiple-page database driven website with a content management system.

Sebastian got his idea for the business while talking to people who run similar businesses. His customers learnt about the business through adverts placed on Internet and through his website. Anyone that can design the same product is a competitor and there are many in his field. He offers better quality by "making an ordinary website extraordinary, innovative, ...an experience", he said. The benefit of running his own business is freedom. "Being my own boss and putting my ideas into practice without having to go through layers of management, and gaining experience in a variety of disciplines" is very important for him. The obstacles encountered were doing all the work needed in time, having to learn new skills, and the management of people.

This entrepreneur envisages "setting the standards for web site designing and becoming a company people respect and would like to work with", he said.

Why did you choose to be an entrepreneur rather than stick to a regular 9-to-5 job? Was it a dream or a real need?

I do both and I can't see why it isn't possible.

What would be the 3 best characteristics of an entrepreneur?

Enthusiastic, Energetic and Passionate.

What has been your biggest mistake as an entrepreneur?

Believing that one can do everything in the business...

What are the fundamentals that every entrepreneur should follow when starting a business?

Make a Business Plan and revise it, set targets and clear dates for when they should be achieved.

What are the learning lessons you came across as an entrepreneur?

- Give 3 recommendations to would-be entrepreneurs

Try and work with someone because it can get lonely, try the best you can, believe in yourself and take a risk.

What is the best thing about being an entrepreneur?

Having time and freedom.



SEBASTIAN WILSON

Entrepreneur's name

Sebastian Wilson

Entrepreneur's e-mail

n0215227@ntu.ac.uk

Age range

18-24 years

Company's name

webzcreative/ultinet

Company's address

9 Clive Crescent
- Nottingham
NG16 2QB Nottinghamshire
(United Kingdom)

Company's website

ultinet.co.uk

Business Launch

20/10/2010

"Neurogames - fun learning games for 3-7 year olds"

Simon Reed is a young professional who has developed his business with the help of his father, who is also his partner. At Neurogames they are passionate about research and proof of effectiveness within educational gaming and games-based learning. Neurogames is currently concentrating on social media and PR, as well as using platforms such as iPad and iPhone.

He studied business management and information systems, and his passion is for online marketing. Simon said, "I choose my work hours to suit when I'm most productive. The biggest difficulty is competing with established companies who have larger marketing budgets and teams of staff".

Simon's business is online and software-based. Any profit made is currently put into growing the website. "Our eventual exit plan is acquisition by a larger company" said Simon.

The biggest achievement for his business is "releasing our first iPad application and seeing it appear in the educational games charts on the iStore", he said. Through the App store their games have sold in around 25 different countries. His vision for the future of the business is to be the leading, most effective and innovative educational games company in the market.

What would be the 3 best characteristics of an entrepreneur?
Perseverance, drive and confidence.

What are the fundamentals that every entrepreneur should follow when starting a business?
Don't delay things because one part is not ready, there is always something you could be doing to progress your companies situation.

What are the learning lessons you came across as an entrepreneur?
- Give 3 recommendations to would-be entrepreneurs
Twitter is a great tool for networking; make the most of it, as it's free. Always get a selection of prices for any work you need doing, never agree to the first offer. Use the Internet to learn as much as you can, there are articles and resources on most areas, make the most of them.

What is the best thing about being an entrepreneur?
Create products that could make a real difference to the lives of kids and their future.



SIMON REED

Entrepreneur's name

Simon Reed

Entrepreneur's e-mail

simon@neurogames.co.uk

Age range

18-24 years

Company's name

Neurogames Ltd

Company's address

5 Tower Road - St Leonards
On Sea
TN37 6JE East Sussex
(United Kingdom)

Company's website

www.neurogames.co.uk

Business Launch

01/10/2010

“QualiRAM - provision of services with a high quality and responding to the customer needs”

Dynamism and strategic vision and flexibility, determination and creativity, experience and expertise in the sector of activity in which it acts were the key factors that took the entrepreneur Sónia Gonçalves to bet on a new business project – QualiRAM.

QualiRAM is a consulting firm, whose base is HACCP - Hazard Analysis Critical Control Point – in order to implement a preventive plan for food safety, whose purpose is to avoid disease risk resulting from the consumption of food contaminated through the air, using knowledge of basic applied science, and integrating other complementary activities and innovative support, concern with the customer satisfaction and needs, building a strong and close relationship with all of them.

The entrepreneur’s crowning achievement and perspectives for the future are to ‘conquer the market by always providing services with a high quality and responding to the customer needs. Be the best and largest consulting firm in Madeira Island!’

What is the key to being successful as an entrepreneur?
Be innovative and do your work with love.

What would be the 3 best characteristics of an entrepreneur?
Be creative, a good leader and a capable person.

What are the fundamentals that every entrepreneur should follow when starting a business?
Have a clear-cut goal to reach, define the means to achieve it and form a good team that will always accompany you.

What are the learning lessons you came across as an entrepreneur?
- Give 3 recommendations to would-be entrepreneurs
Have experience in your business area, have dedication to the project and never give up.

What is the best thing about being an entrepreneur?
For me, it is the satisfaction of being able to fulfil the customers’ needs and demonstrate professional conduct.



SÓNIA GONÇALVES

Entrepreneur’s name

Sónia Gonçalves

Entrepreneur’s e-mail

soniagoncalves.qualiram@gmail.com

Age range

31-35 years

Company’s name

QualiRAM – Serviços de Consultoria

Company’s address

Estrada do Garajau, Edif
Horizonte Azul, Loja A
9125 – Funchal (Portugal)

Company’s website

www.qualiram.com

Business Launch

01/05/2010

“VI Scientific Ltd is a social entrepreneurship company”

Stavros Papastavrou has a Ph.D. in Computer Science from the University of Cyprus and his involvement as a teacher in The School for the Blind led to the idea for his product.

For Stavros it was both a dream and a need to become an entrepreneur. He teamed up with Dr. Georgios Stylianou and submitted the idea at the Cyprus Entrepreneurship Competition in 2007 and got the 3rd place Award. Following that, they partnered up with Diogenes Business Incubator University of Cyprus Ltd and successfully rose seed funding from the Ministry of Commerce, Industry and Tourism of the Republic of Cyprus through the program of creating high technology enterprises and founded VI Scientific Ltd.

VI Scientific Ltd is a social entrepreneurship company that develops products employing a mobile phone's camera to provide artificial vision services to the blind. VI Scientific's patented (provisional) flagship product, VisionHunt™ is sold all over the world through the Apple store for the iPhone platform and through the OVI Nokia platform.

Stavros vision is to be the leader in mobile vision software for the blind and the visually impaired. The adoption of the product by their user base and the hundreds of “thank you” emails is the greatest reward for Stavros who is the Chief Technology and Marketing Officer of VI Scientific. His work with VI Scientific led to being awarded the Cyprus Start-up Entrepreneur of the year twice in a row, in 2009 and 2010.

What is the key to being successful as an entrepreneur?
Too much work, and a good product.

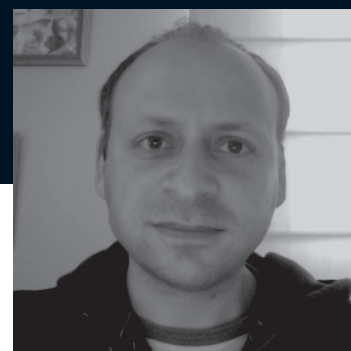
What would be the 3 best characteristics of an entrepreneur?
Innovative, persistent, and be tireless.

What has been your biggest mistake as an entrepreneur?
Expecting support and work from third parties.

What are the fundamentals that every entrepreneur should follow when starting a business?
There are many, just read books on start-ups! Most important of all, is patience.

What are the learning lessons you came across as an entrepreneur?
- Give 3 recommendations to would-be entrepreneurs.
As said, be patience, too much work, etc.

What is the best thing about being an entrepreneur?
The ability to choose the work I am doing.



STAVROS
PAPASTAVROU

Entrepreneur's name

Stavros Papastavrou

Entrepreneur's e-mail

stavros@viscientific.com

Age range

36 or above

Company's name

VI Scientific Ltd

Company's address

13, Makariou C
Aglantzia
2107 Nicosia
(Cyprus)

Company's website

www.viscientific.com

Business Launch

01/01/2008

"We aim to 'nerf' the games industry by creating good, fun games"

Steven Batchelor-Manning and Tim Leader's idea behind their recently founded business project – NerfGames - is developing and commercialising "quality and independent games with high re-playability for a low price, in comparison to other companies who produce graphically impressive games at high prices with little content", using as many social networks and connections as possible to reach the customer.

Mainly, with the inspiration from others in the industry and after many years working as video game programmers, they were able to work on their own projects instead of working for large and soulless corporations. The main focus is on "developing small games which are fun and simple to pick up and play, and don't take up a lot of time. There are some larger games currently in planning stages, too".

For these entrepreneurs, the main benefit of owning their own business is having direct control over the games that they produce "allowing them to fulfil their dream accurately".

In the coming years, Steven expects his company to be perceived as "an innovator, setting a new standard for indie games".

What is the key to being successful as an entrepreneur?

The key to being successful is dedication.

What would be the 3 best characteristics of an entrepreneur?

From my experience and point of view: dedicated, focused, and patient.

What has been your biggest mistake as an entrepreneur?

Relying on larger companies to fulfil their side of the deal.

What are the fundamentals that every entrepreneur should follow when starting a business?

When starting a business, set yourself a goal. It doesn't matter if you miss that goal so long as you strive your hardest to make it.

What are the learning lessons you came across as an entrepreneur?

- Give 3 recommendations to would-be entrepreneurs

Marketing is difficult; managing others is stressful; and when you start to hate doing what you love, it's all over.

What is the best thing about being an entrepreneur?

For me, having my team around me, they make my day every day.



STEVEN BATCHELOR- -MANNING

Entrepreneur's name

Steven Batchelor-Manning

Entrepreneur's e-mail

steven@nerfgames.co.uk

Age range

18-24 years

Company's name

NerfGames LTD

Company's address

CIB 118, college drive
- Nottingham
NG118NS Nottinghamshire
(United Kingdom)

Company's website

www.nerfgames.co.uk

Business Launch

04/01/2010

“Still images, no 3D animation, make the renderings as real as possible”

Long before it became his job, Svetlin Angelov was doing 3D visualisations as a hobby and to help some colleagues to visualise their interiors in University, where he finalised his education in Industrial design. Soon, cross references brought the first clients and the opportunity to turn his hobby into an established business.

3D visualisations nowadays have many uses and “can be used to visualise stuff before it’s made, therefore good for designing things in progress, For example, a building can be pictured while still on the blueprint, which can allow visualizations that can hardly imagine what the final product looks like”.

Currently, his main competitors are mostly advertising agencies that offer a wide variety of services. However, Svetlin’s business vision led him to “specialise in still images, not in 3D animation, and then try to make my renderings as real as possible”.

For this entrepreneur, the benefits of having his own business is not being stuck to a regular 9-to-5 job and working for someone else – “If well organised, there is more free time and it is better paid”.

What is the key to being successful as an entrepreneur?
Perseverance.

What would be the 3 best characteristics of an entrepreneur?
Fast working, pays attention to details, treats customers well.

What has been your biggest mistake as an entrepreneur?
Not working with the right kind of persons.

What are the fundamentals that every entrepreneur should follow when starting a business?
Grow your business step by step, don’t invest in anything expensive and fancy that you don’t need.

What are the learning lessons you came across as an entrepreneur?
- Give 3 recommendations to would-be entrepreneurs.
Don’t take orders you can’t or don’t know how to accomplish; Look for new clients, you may find better clients with bigger orders and replace the small ones over time; and Stay up to date.

What is the best thing about being an entrepreneur?
Uniqueness.



SVETLIN ANGELOV

Entrepreneur’s name

Svetlin Angelov

Entrepreneur’s e-mail

svetlinangelov@yahoo.com

Age range

25-30 years

Company’s name

Design Studio Pro LTD.

Company’s address

26 Slivnitza Str
7000 Ruse (Bulgaria)

Company’s website

www.3d-varna.eu

Business Launch

1/12/2007

"VepSolar - offer Energy Savings consultancy saving client's money"

VepSolar Inc. provides an innovative service in the energy sector sustainability field, offering consulting services in the area of management and energy efficiency in a mutual effort to improve sustainability in energy consumption.

They introduced a new concept in the market: the services of an "Energy Manager" (an entity that manages and tracks the entire energy system), complemented with the development from scratch of a software that allows for the consultation and monitoring of all information related to this area via internet.

They intend to differentiate themselves by building a strong brand, establishing partnerships focused on their key core competences. Good financial relationships will be also set up...

According to Tiago Vaz Serra, the crowning achievement of the organization is the multidisciplinary skills of the 4 owners that allow them to cover several areas of their activity: technology, marketing, finance, control, legal, and sales areas.

What is the key to being successful as an entrepreneur?

First spend 5 to 10 years learning in a large corporation, preferentially a renowned multinational.

What would be the 3 best characteristics of an entrepreneur?

Networker, humble, and hard worker.

What has been your biggest mistake as an entrepreneur?

Starting a business with only 60% of the required know-how in-house.

What are the learning lessons you came across as an entrepreneur?

- Give 3 recommendations to would-be entrepreneurs

Spend time introducing yourself to investors - make at least 20 meetings to open a single door, don't invest or create a business alone. Propose partnerships to people with the skills you don't have, and surround yourself with skilled people before going to market (employees, freelancers, partners, banks and universities, for example.)

What is the best thing about being an entrepreneur?

For me the best thing about being an entrepreneur is that you have to take care and learn about all the aspects of the business.



TIAGO VAZ SERRA

Entrepreneur's name

Tiago Vaz Serra de Moura

Entrepreneur's e-mail

tvserra@gmail.com

Age range

36 years or above

Company's name

Vep Solar – Energia e Clima Lda.

Company's address

Rua Princesa D.Amélia,
N.º 20 Loja J
9000-019 Funchal (Portugal)

Company's website

n/a

Business Launch

12/02/2010

"As an entrepreneur, Make Meaning!"

Yiorgos (George) Papaioannou holds a Ph.D. in Mechanical Engineering from the University of Strathclyde in the UK and is also an Assistant Professor of Civil Engineering & Mechanics at the University of Wisconsin Milwaukee. His background in physiology and engineering complemented with work in biomedical applications in US hospitals was utilised to implement his innovative idea inspired by the rehabilitation patients' needs and the lack of anything similar on the market. Yiorgos founded S.S.F. Safe Smart Fabric Adaptable Surfaces Ltd with early stage funding from Diogenes Business Incubator University Cyprus Ltd through the Republic of Cyprus' program for the creation of high tech start-ups, which was supplemented with US funds.

Pressure ulcers are dangerous to the patients and expensive to the health-care systems; there is a solid need to prevent them. SAFE's products (hospital beds, wheelchairs etc) are highly innovative and value adding. They utilise SAFE's patented SMART Surface to prevent and treat pressure ulcers. SAFE involves its end users in clinical trials and establishes a solid relationship early-on.

Yiorgos, who is also the company's CEO, believes in realising his vision in a way that adds value to his customers, which is the ultimate reward for him. His goal is for his company to be recognised as an innovative leader in the area of Human Machine Interface. Becoming an entrepreneur, for Yiorgos, was the way, the path to realising his dreams.

What is the key to being successful as an entrepreneur?
Hard work and a good team.

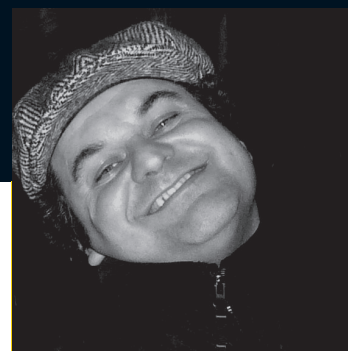
What would be the 3 best characteristics of an entrepreneur?
Persistence, drive and strategic vision.

What has been your biggest mistake as an entrepreneur?
Hmmm... not becoming one sooner.

What are the fundamentals that every entrepreneur should follow when starting a business?
Have a vision, make a plan, be persistent and Bootstrap!

What are the learning lessons you came across as an entrepreneur?
- Give 3 recommendations to would-be entrepreneurs.
One really: Cash is King! Manage the cash flows like a hawk. Be aware of the major obstacles: funding and recruiting talented people willing to work for a start-up.

What is the best thing about being an entrepreneur?
The feeling of ultimately making meaning.



YIORGOS PAPAIOANNOU

Entrepreneur's name

Yiorgos (George) Papaioannou

Entrepreneur's e-mail

gpmove@gmail.com

Age range

36 years or above

Company's name

S.S.F. Safe Smart Fabric
Adaptable Surface Ltd

Company's address

91 Aglandjias Ave
2111 Nicosia (Cyprus)

Company's website

www.safe-cy.info

Business Launch

04/04/2007



Bulgarian-Romanian Chamber of Commerce and Industry
26 Alexandrovska Str., Royal City Center, fl. 4, office 15
7000 Ruse, Bulgaria
T.: +359 82 50 76 06/00359 82 58 97 44
F.: +359 886 897 744
www.brcci.eu
info@brcci.eu



Centro de Empresas e Inovação da Madeira | BIC Madeira
Caminho da Penteada, Madeira Tecnopolo – 1º Andar
9020-105 Funchal – Madeira, Portugal
T.: +351 291 723 000
F.: +351 291 720 030
www.ceim.pt
ceim@ceim.pt



Fundación Empresa
Universidad de La Laguna

Fundación Empresa - Universidad de La Laguna
Avda. Trinidad, s/n. Aulario Antigua Torre de Químicas planta 0. Campus Central ULL
38204 San Cristóbal de La Laguna, Gran Canarias, Spain
T.: +34 922 319 200
F.: +34 922 319 197
www.feu.ull.es
info@feu.ull.es



Fundación Canaria Universitaria de Las Palmas - FULP
C/ Juan de Quesada, 30
35001 Las Palmas de Gran Canaria, Spain
T.: +34 928 458 020
F.: +34 928 457 478
www.fulp.ulpgc.es
emprende@fulp.ulpgc.es



Instituto Tecnológico de Canarias S.A.
Sede de Tenerife
Plaza Sixto Machado, 3
38009 Santa Cruz de Tenerife, Spain
T.: +34 922 56 89 00
F.: +34 922 56 89 13
www.itccanarias.org
itc@itccanarias.org



Politecnico di Torino
Corso Duca degli Abruzzi, 24, 10129 Torino, Italy
T.: +39 011 564 6666
F.: +39 011 564 6329/ 0039 011 564 6319
www.polito.it
info@i3p.it



UNIVERSITY OF RUSE "ANGEL KANCHEV"



University of Ruse 'Angel Kanchev'
8, "Studentska" St, 7017 Ruse, Bulgaria
T.: +359 82 888 465
F.: +359 82 845 708
www.uni-ruse.bg
secretary@uni-ruse.bg



Nottingham Trent University
Burton Street, Nottingham, NG1 4BU, United Kingdom
T.: +44 (0) 115 941 8418
www.ntu.ac.uk
nbs.enquiries@ntu.ac.uk



University
of Cyprus

University of Cyprus
75 Kallipoleos Street
P.O. Box 20537
CY-1678, Nicosia, Cyprus
T.: +357 22892700
F.: +357 22892701
www.ucy.ac.cy
info@ucy.ac.cy



Union Européenne de l'Artisanat et des Petites et Moyennes Entreprises
(European Association of Craft, Small and Medium-Sized Enterprises)
Rue Jacques de Lalaingstraat 4
B-1040 Brussels, Belgium
T.: +32 2 230 75 99
F.: +32 2 230 78 61
www.ueapme.com
info@ueapme.com



www.startent.eu