

FFEM-Fostering Female Entrepreneurship Mindset

IO5 FEMALE ENTREPRENEURSHIP CASE STUDIES

INTRODUCTION

About FFEM

Across Europe, unemployment rates of women at risk of social and economic exclusion is alarming. To tackle this well-known problem, upskilling can be a good solution as well the promotion of more entrepreneurial attitudes and behaviours. Together, both strategies not only help to launch entrepreneurial activity but also can enhance women's employability.

FFEM - Fostering Female Entrepreneurship Mindset – promotes and enhances entrepreneurship and self-employment by upskilling women at risk of social and economic exclusion in all participating countries – Greece, France, Poland, Portugal and Spain. To do so, it is also necessary to equip a range of adult professionals (trainers, teachers, social workers, social educators, etc.) with innovative didactic material which can foster the development and transfer of relevant competences.

All project resources are available as open resources on the digital training platform - www.ffem.eu.

About Female Entrepreneurs' Case Study:

In order inspire women around Europe and to portray good practices of female entrepreneurship, the FFEM partners has incorporated 36 case studies from 5 participating countries: France, Portugal, Spain, Poland, and Greece

The aim of these case studies is to help future female entrepreneurs to learn from real life examples and have practical information on business creation. The case studies cover stories of women from different socio-economic background, and they have created business in various domains. Each case study is divided into 3 subsections:

- Personal information of the entrepreneur
- Enterprise history
- Professional journey of the entrepreneur in business creation

These case studies are also presented in a special case-study library on the FFEM platform: www.ffem.eu.

Cases from France

Incorporated by Union des Couveuses

Case study 1

BIO/PERSONAL INFORMATION

- **Name** : Alexandra BEAUCHAMPS
- **Age** : 51 years
- **Nationality** : French
- **Work position**: Auto Entrepreneur/ self employed person
- **Education level**: Secondary level & specialized diploma in data analysis and consultancy



DESCRIPTION OF ENTERPRISE

Afford formations:

Afford Formations was created in 2019 to help VSE leaders, by offering them keys to meet their needs in terms of management, organization and communication so that they can focus on the heart of their activity.

The active method, which combines short theoretical sessions and alternating exercises, has proven to be the most effective in getting learners up to speed more quickly and making them autonomous in the field upon leaving training.

To reach this goal, she relies on various educational techniques such as questioning, infographics, online quizzes and exercises that she designs based on the needs of her clients. When the trainees accept it and the context allows it, she also make them work on their professional documents.

- **Type of enterprise**: Information Technology (IT),Data Analysis Training
- **Enterprise goals**: To help enterprise leaders in mastering different IT and data analysis software and apps.

The products are aimed at professionals. Individual customized training makes it possible to precisely target the needs of the business manager and his closest collaborators and to set up practical solutions as the participants progress in using the tool. Group training allows the prerequisite initiation on the tools before moving on to personalized target solutions such as setting up a dashboard in Excel. It is also the ideal training solution for a "project" team to acquire the same level of knowledge on common tools. The support is a real after-sales service which makes it possible to follow the correct application of the training, to correct any start-up anomalies



- **Proposed services:**

Customized training sessions and technical support. Following options are available:

- Individual training and key collaborators of 1 to 3 people
- Group training
- Support on the progress of the implementation of the chosen solutions

- **No. Of employees:** 1

- **Organisation contact:**

Adresse :1 route de la Celle-Saint-Cloud - 78380 BOUGIVAL

Website : <https://egg4483.phpnet.org/wordpress/wordpress/>

PROFESSIONAL JOURNEY

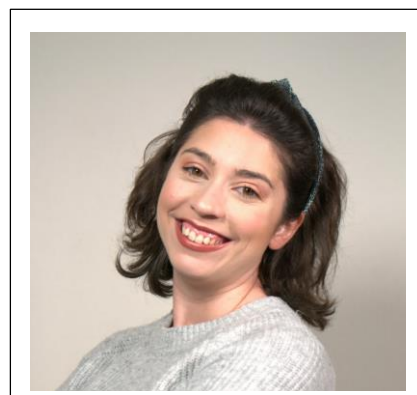
- **Source of inspiration:** Today it is impossible to find an guarantor who cover all the risk associated with the manufacture of products even when you are just passing an existing knowledge to a customer. After spending one year in an business incubator on a coaching project in the manufacture of home-made natural products, she therefore decided to create Afford formations which is based on her professional experience (both as previous executive assistant in multiple organizations and the exciting year-long training as a project leader in the incubator). Afford formations is also to pass on her experience but in a different way. Most organizations offer training on tools that you can know from A to Z. However, from experience, she knows that a leader does not necessarily need to know everything about a software. At the same time, one must be agile and use multiple tools, because people do not always have the financial resources necessary to outsource the services as well in the fields of communication / marketing, commercial etc. In addition, leaders are expected to be proficient in managing dashboards by herself/himself to effectively manage the business. Afford formations therefore offers training modules to stick as closely as possible to the identified objectives of each of its clients and not exclusively by tool.
- **Social status before creation of business:** Job seeker since January 2017
- **Business organization correspond to field of study:** Yes, she has acquired multiple diploma in communication tools and data analysis
- **Challenges encountered:** Currently she is both the owner and employee of Afford. Also, as the organization was created recently, she is facing challenges in getting more visibility among the broader audience. The lack of notoriety and visibility hinders her business authenticity in drawing the trust of my clients.

- **Solution to the challenges:** Increasing the visibility is a priority for her. She has been maintaining progressive and regular communication through her professional networks (facebook, linkedin) to establish a bond of trust with prospects who are looking for expertise to respond to their problem.
Besides, she is under discussion for partnership with other expert organizations for having access to broader audience. She also attends different business events and gatherings to meet new people and organizations of the same expertise.
- **Support organisation:** Athéna, BGE Yevlines
- **Sustainability plan for enterprise:** She created Afford Formations to transfer her professional knowledge to professionals. But, throughout her training in the business incubator, she learned the business creation process and saw the passion of the entrepreneurs. In future, she would like to go further in contribution to the community by studying the feasibility of a niche offer for the visually impaired and / or the hearing impaired and people who wish to design adapted documents. Office tools are more and more suitable for everyone and demand should therefore increase. The market research is ongoing and will reveal more possibilities for the future.
- **Recommendation for future entrepreneurs:** Satisfying customers is not only an obligation but also a valuable source of prospects. Pay close attention the customer requests and then customize the service accordingly.

Case study 2

BIO/PERSONAL INFORMATION

- **Name:** alix martet
- **Age:** 29
- **Nationality:** french
- **Work position:** ceo
- **Education level:** Master's in Management of the Arts and Culture



DESCRIPTION OF ENTERPRISE

- **Enterprise history:** Omnia Culture, the first recruitment and job searching firm specialized in the fields of culture, communications and media
- **Business genre:** Recruitment and HR
- **Enterprise goals:** to create synergies between candidates, companies and higher education in the cultural field
- **Proposed services**
 - Help cultural companies recruit better candidates
 - Help young graduates find a job in the cultural field
 - Help students find an internship in the cultural field
- **No. Of employees:** 2 business partners and an intern



- **Contact:**

Website: *omniaculture.fr*

Mail: *alix.martet@omniaculture.fr*

Quote from the entrepreneur: "To infinity and beyond!"

PROFESSIONAL JOURNEY

Source of inspiration for the business idea: After graduation it took her more than 6 months to find first job in the cultural field. despite her efforts, the process of looking for a job put her under a lot of stress as she didn't have necessary self-promotion skills to draw attention the companies, in which she applied to.

Social status before creation of status:

- She was a full-time employee while developing her business idea
- She is now in a couveuse with an “unemployed” status

Business organization correspond to field of study or not: Yes, she studied the field of corporate management of cultural activities

Challenges encountered:

- Developing the business while being under lockdown during the pandemic was very challenging. Looking for funding opportunity for new ventures is challenging, specially while the whole economy is in a financial crisis due to pandemic.
- A lot of people discouraged her by describing her venture as crazy and put her into moral dilemma
- Being a full-time employee made it difficult for Alix to find enough time to work on her project while maintaining full responsibility of the workplace.

Solution to the challenges:

- Managed to learn how to organize my time better
- Got in association with a business partner
- Solidify the business model and marketing strategy for a year before entering the couveuse to make sure that it was full proof and viable

Support organisation:

- Omnia Culture is supported by the Couveuse Nuna based in Thyez, France. The couveuses provides professional aid in jurisdictional and accounting matters.

Sustainability plan for enterprise

- To stay in the couveuse for at least a year to make sure that the activity is viable and can generate income
- To attract as many partners and public funding as possible while we are in couveuse
- To apply to a business incubator after the training in couveuse

Recommendation for future entrepreneurs:

- Don't create your business without having a basic business model and a clear idea of what you are going to sell and to whom
- Ask questions and connect with people that have the same interests to create synergies and get new ideas
- Don't isolate yourself and require the help of professionals if needed
- Make your creation process safer with the help of supporting organizations like the “couveuses”

Case study 3

BIO/PERSONAL INFORMATION

- **Name** : Agnès Jacquier
- **Age** : 47
- **Nationality** : French
- **Work Position**: Independant
- **Education level**: Engineer Degree in Plastic Materials Transformation



DESCRIPTION OF ENTERPRISE

- **Enterprise Description**: The Floating Mushroom is a training center born from the realization that many good technical professionals were freaking out when requested to speak or work in English
- Training Center in Technical English
- **Enterprise goals**: to prevent good professional losing it when the conversation switch to English
- **Proposed service**: English training courses for professionals
- **Number of employee**: 1
- **Organization contact**: www.the-floating-mushroom.com



PROFESSIONAL JOURNEY

- **Source of inspiration**: After 20 years in the Automotive industry, mostly in foreign country, she found herself in the Vallée de l'Arve in the French Alps, between Geneva and the Mont Blanc. This is an area with a very high technical knowledge... but poor level of English when it comes to the industrial culture. She soon realized that people didn't understand each other when talking with foreign customers or suppliers, leading to difficult situations that shouldn't have been that hard to solve. Thus the idea of The Floating Mushroom, an English training course designed for professionals in the industry, not wanting to know how to talk about the weather but about their production line or quality issues.
- **Social status before creation of business**: Employed as a Quality Manager in the industry
- **Business organization correspond to field of study**: Her new job has absolutely nothing in common with her previous job or her education. She had to go through a new training session before starting the company. But when she thinks about it, English speaking was always her best asset, and opened quite a lot of doors for her.

Despite being a young - and small - woman in the technical area of automotive at the end of the 90's, she managed to get good positions and a lot of opportunities just because she was able to have a conversation with the customers whatever their language was.

- **Challenges encountered:** The most difficult part of the journey was to leave a high paying job for a not-so-well paying new job. But the need for independence and meaning was bigger than the need for financial security.
- **Solution to the challenges :** just trust life ! even if it is easier for someone who had 20 good years in the industry and managed to buy her home before leaving the 9 to 5 race. Before starting this project, she had 3 failed experiences with creating her own business. So this time she decided to join a couveuse in order not to be alone but also in order to test the concept before putting any money in the development of a new company.
- **Support organization:** Couveuse d'Entreprise
- **Sustainability plan for enterprise:** Forecast is excellent. After a few months, if you give a quality performance, people start talking about you and you get new clients on a regular basis. Today, after just 6 months, her company provide more than 70% of her income, and she completes it with some subcontracted Quality missions for the time being.
- **Recommendation for** She seldom thinks about the 3 failures before this new company was a success. She believes that if you have it in you, no matter how long it takes, no matter how many times you fail, you will someday be independent.

Case study 4

BIO/PERSONAL INFORMATION

- **Name** : Sourzac Maiwenn
- **Age** : 30
- **Nationality** : french
- **Work position** : auto-entrepreneur
- **Education level** : Master



DESCRIPTION OF ENTERPRISE

- **Enterprise history**

Maiwenn Sourzac created her “micro-enterprise” in 2015 while she was still an employee, to meet a demand for the creation of brochures. At the time, the vocation of an entrepreneur was not yet in his mind. It was when she moved to a new region to join her partner that the idea of becoming 100% self-employed came up. Her former employer becomes her first client for the social media part: it started for the development of the company.



TREMA Communication, the current name of the company, did not come until later, after a failed attempt to create an agency with two graphic designers.

- **Business genre:** Currently, TREMA Communication offers its community management services to medium and large companies across France. The first intern starts in February 2021!

- **Enterprise goals:**

In the short term, the objective is to satisfy customers to retain them (contracts are renewable each month since it is a monthly service for the management of social networks) and to encourage verbal recommendation from the clients.

In the long term, the ideal would be to be able to create jobs and delegate some of the work.

The founder Maiwenn does indeed have other entrepreneurial desires that she would like to focus on in several years, once this first company is solid and sustainable.

- **Proposed services:** Digital communication: Social media management / Social media advertising / Content writing (article / newsletter)
- **Number of employee:** 1 employee and 1 intern

- **Contact:**

Telephone: 06 78 59 08 43

Mail : m.sourzac@tremacommunication.fr

Web Site : www.tremacommunication.fr (under fabrication)

Facebook : <https://www.facebook.com/tremacommunication>

PROFESSIONAL JOURNEY

- **Sources of inspiration for business enterprise:** Once on her own account, Maïwenn had the idea of offering a global communication service since this is the training she had received. Finally, it was demand that created employment: With 90% demand in community management, it specialized in the field.
- **Social status before the creation of a business:** Employee for 2 years at the end of studies as a Communication Officer in a management school.
- **Business organization correspond to field of study** The company's activity is linked to the school career, but its creation was born of opportunities to be seized!
- **Challenges encountered:** The only challenge encountered was to learn to work alone, in an apartment, a little cut off from the world because in a new region. A new organization to manage to get motivated even on days when you have nothing planned and no one to see.
- **Solution to challenges:** Quickly, Maïwenn joined a business incubator where she was able to meet other entrepreneurs, be accompanied and have a perfect ecosystem for the development of her business.
- **Support organization:** The accompaniment of the business incubator the Economic Site of the lakes. The director Sophie Littoz has always been there in case of doubt to challenge and reassure the entrepreneur.
- **Sustainability plan for the enterprise:** The company has always worked very well thanks to word of mouth. Trema Communication's objective is to capitalize on this by developing the TREMA Communication brand. For this, the creation of a website is planned, in which will be disseminated several testimonials and customer references in order to give credibility to the brand and reassure future customers. The goal is to be more visible and open other channels to bring back more customers. Ideally, TREMA Communication would like to be able to hire a first employee by the beginning of 2022.
- **Recommendations for future entrepreneurs:**
 - Create your own rules: Never listen to the a priori on freelancers. We can have an activity that works without working night and day + on weekends. For this, you must be clear with the customer from the beginning about your ways of doing things so as not to let bad habits set in.



- Surround yourself well: The environment is crucial. Working alone can be complicated but if the people around you encourage you, it's already easier!
- Not being impressed by "professionals" or putting people on a pedestal: everyone has their weaknesses and can accept yours. Even the hardest people hide their weaknesses (fear of failing, losing one's place, etc.)
- The strength of the social: be diplomatic, listen and adapt: the secret of the customer relationship
- Be honest with yourself and others and seize opportunities!

Case study 5

BIO/PERSONAL INFORMATION

- **Name** : Savannah Truong
- **Age** : 26
- **Nationality** : French
- **Work position** : Entrepreneur / CEO
- **Education level** : Master degree in luxury marketing at University Paris Dauphine



DESCRIPTION OF ENTERPRISE

Enterprise history: Kick Café—KPOP Is For Cool Kids

Savannah has been a k-pop fan since 2008 and I realized that there was no place for French k-pop fans to gather and share their passion together. So she decided to create a concept store dedicated to k-pop in Paris: Kick Café. Kick is the acronym for KPOP IS FOR COOL KIDS. The idea is to combine the warm feeling of a coffeeshop to the trendy atmosphere of a kpop store.



Business genre: Restaurant and K-Pop store

Enterprise goals: To introduce K-Pop culture in France and make it appear cool Kick Café includes a coffeeshop with food and beverage and a store with k-pop goods and clothes.

Proposed services

- Coffeeshop: Korean food, drinks and desserts
- K-pop store: Events around kpop, art, diversity and inclusivity.

No. Of employees: 1

Website: www.kpopisforcoolkids.com

Quote of the entrepreneur: “If you don’t believe in yourself, no one will do it for you”.

PROFESSIONAL JOURNEY

- **Source of inspiration for the business idea:** In South Korea, there are a lot of concept stores and coffeeshops where people can just come and hang out together. It is a real life space between house and work where people enjoy being together.
- **Social status before creation of business:** She was student who had just finished her master degree before creating my company.
- **Business organization correspond to field of study:** She studied business administration, so she is well aware of the financial aspects, law regulations, marketing and communication strategy to apply for a company. However, she did not study restaurant logistics or supply chain, so she had to study by myself all these new things I needed to open my business.
- **Challenges encountered:** Covid was a big challenge in 2020. Firstly, we wanted to open in May 2020 but we had to completely stop the development of the project because the situation was not good: all the Kpop concerts were cancelled in France, restaurants were closed, people could not gather and be together. It made no sense to open in the middle of the pandemic.
- **Solution to the challenges:** We had to postpone everything for a year, it was the best choice we could make because we did not lose any money and we can finally have a fresh start.
- **Support organization:** She was not officially in a couveuse but got consultation from an officer at the Union des to form the business layout. Her consultant helped to start a crowdfunding campaign and advised for other entrepreneurial aspects of the company, especially participating in start-up contests for fund raising. It made her realize the corporation dynamics in the real world.
- **Sustainability plan for enterprise:** We are earning money through three different channels selling food and beverage, Kpop products and events.
- **Recommendation for future entrepreneurs:** My recommendation is that it will never be perfect, so just do it if you want to try. Doing it imperfectly is better than not done. When building a company, confidence is key, so I hope you will believe in yourself and find the strength and braveness to start what you want to do because no one will do it better than you.

Case study 6

BIO/PERSONAL INFORMATION

- **Name** : Giammertini Alinr
- **Age** : 51
- **Nationality** : French
- **Work position** : director
- **Education level** : Diploma of higher education



DESCRIPTION OF ENTREPRISE

Entreprise history:

- Chocolaterie aline is a Handcrafted chocolate factory based on the use of Corsican products (Balagne lemons, PDO honey from Castagniccia, herbal tea from the maquis, hazelnut from Cervione) which are mixed with chocolates and transformed into delicious ganaches and pralines. Following her lifelong love and passion for chocolate, Aline created her boutique over time right after completing university.

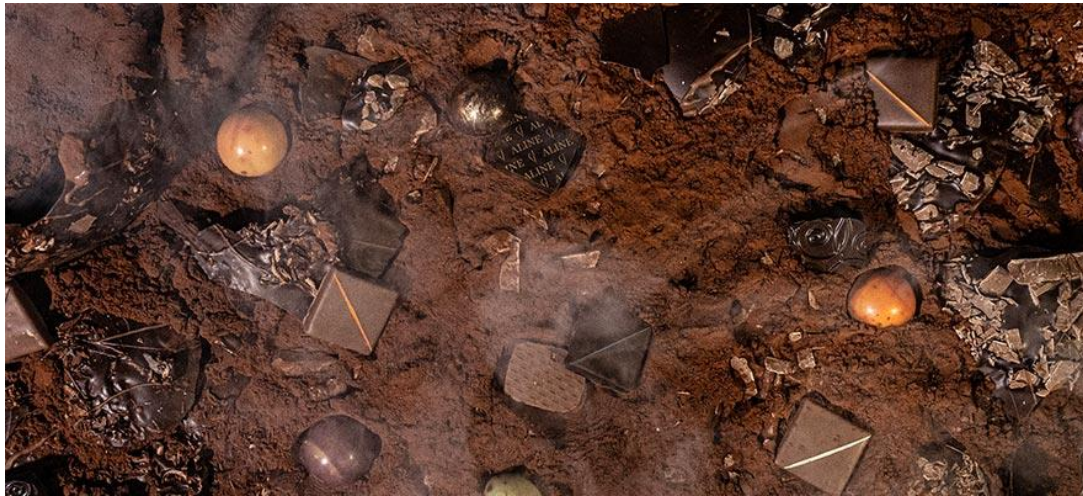


Aline
Chocolatière passionnée

- **Business genre** : artisanal manufacture of chocolates and delicacies
- **Enterprise goals** : Export of chocolates on national and international level.
- **Proposed services** : artisanal chocolate products and fine food concepts in jars.
- **Nombre d'employes** : 9
- **Contact** :
Téléphone professionnel : 06.77.90.69.24
Mail contact : contact@aline-chocolatiere.com
Site web : <https://boutique-aline-chocolatiere.com/>
Facebook : ALINE CHOCOLATIERE
Twitter :
Instagram : alinechocolaterie



- Presentation of the products :





PROFESSIONAL JOURNEY

- **Sources of inspiration for the business idea:** The idea came to her and matured for 20 years before becoming her only professional activity, We are our own sources of inspiration;
- **Social status before the creation of a company:** auto entrepreneur
- **Business organization correspond to field of study:** No
- **Challenges encountered:** A passion that was just a hobby gave birth to a core business. We had to make a choice between passion and reason, I chose passion.
- **Solutions to these challenges:** Always stay focused on motivation and achieving your goals. The rest is...
- **Support organization:** No
- **Sustainability plan for business:** By developing our production axes (new products) and marketing (export). Be observant and offer products according to demand
- **Recommendations for future women entrepreneurs:** Believe in your dreams and believe in your project, never doubt its success.

Cases from France

Incorporated by Petra Patrimonia Corsica

Case Study 7

BIO/PERSONAL INFORMATION

- **Name** : VEPORI Célia
- **Age** : 28
- **Nationality** : French
- **Function**: Director
- **Education level**: Bachelor (french degree BAC+3)



DESCRIPTION OF ENTERPRISE

- **Company name**: A Perla Rara
- **Type of activity**: Luxury and aesthetics
- **Company objective**: To have several establishments under this label in Corsica, creation of a luxury tourist establishment
- **Services offered**: Specialized in facial care and various skin treatments. Reference center for the best technologies for face and body.
- **Number of employees**: 7 employees



A PERLA RARA
L'EXPERTISAGE VISAGE

“Don't put any barriers in your way, believe that everything is possible, live it...and it will become possible”

PROFESSIONAL JOURNEY

Company history: Célia Vepori created this business idea as a student-entrepreneur, in other words, while she was studying, she created her company in collaboration with the PEPITE pole of her university. She desires to make a career in the aesthetics sector and to

manage an establishment that corresponds to the codes of luxury and savoir-être that led her to this project. She created PERLA RARA, the first luxury center in Ajaccio specialized in medical-aesthetic facial care. She intends to offer a qualitative expertise but also to participate in the revitalization of downtown Ajaccio.

Challenges faced : During the creation of her business, she faced several challenges: response times of the banks, management of the works of a space of 140m² to be rehabilitated, its studies, different project set-ups ...

Solution to challenges: To face these difficulties, she decided to create a steering committee with her chartered accountant, a business lawyer and the business department of the Chamber of Trades of her region. She preferred this option of creating a steering committee and did not wish to benefit from any help in the accompaniment of her project.

Sustainability plan for the company: The development of her company focuses on the development of its turnover and the creation of jobs. She also works on innovative and modern axes, on partnerships and wishes to open other branches in the region.

Recommendation for future entrepreneurs: Célia Vepori recommends that future women entrepreneurs surround themselves with the best and benefit from the synergy of active forces. She also advises them "don't put any barriers in your way, believe that everything is possible, live it...and it will become possible".



Case Study 8

BIO/PERSONAL INFORMATIONS

- **Name:** JOSSEN Sarah
- **Age :** 38
- **Nationality :** French
- **Function :** Self-employed
- **Eduction level:** Licence



COMPANY DESCRIPTION

- **Company history**

His first self-employment project was a handicraft project, with the creation of costume accessories for children. This business named Cocolune led her to many encounters. She started to make illustrations for the Canopé Network of Corsica. Today it is a loyal partner with whom she is constantly working on new projects.

Her self-employed business focuses on the illustration of youth and school books and on the creation of handicraft accessories for children.



- **Type of activity :**

Today, she has put aside craft creation because of the current situation and is concentrating on illustration. With the first confinement, she started working with an American company on a hiking application: Alltrails. These are the two facets of her activity: illustration, creative workshops and the data company.

- **Company objective:**

In the short term, she wants to find the right balance and finalize the various current illustration orders. In the longer term, she plans to create personal projects on children's books and develop a new collection for Cocolune.

- **Services offered :**

Illustration, textile design, visual identity, creative workshops for children - Data analysis.

- **Number of employees: 0**

- **Contact:**

Professional phone number : 0612756698

Email address : sarahjossen@gmail.com

website : sarahjossen.ultra-book.com/

Facebook : Cocolune

Instagram : _cocolune_

- **Presentation of the activity:**

Cocolune: Poetic costumes and accessories filled with animals, soft and natural materials, Cocolune speaks to children's imagination.

She creates illustrations mainly for children, and participates in associations in creative workshops for children (drawing, sewing, manual work). (before the covid)

She works on data analysis for the Alltrails application.

- **Photos of the activity**



- **PROFESSIONAL BACKGROUND**

- **Sources of inspiration for the business idea:**

She studied visual communication at the HES-SO in Geneva. Before working in creation, she worked in a bookshop and was in charge of the youth department. Illustration for children is first and foremost a passion, a universe. It was while watching her daughters grow up that the desire to be with them pushed her to find the solutions that would lead her to it. His children loved to dress up and Cocolune (his first project) was also theirs.

- **Social status before the creation of the company:**

Employed, after in an incubator, and now self-employment status

- **Has the development of the company been linked to the school career path?**

In part, but when she was younger, she didn't have the confidence to take the plunge. At first, she took other ways. Meeting inspiring people was what drove her to create in the first place.

- **Challenges faced:**

When she entered the incubator with the idea of Cocolune (accessories for children), she had just been dismissed for economic reasons. She chose to go into business as an independent for the flexibility it allows. She has two daughters and wanted to have the opportunity to include them in my project while having the time to see them grow up. Mothers and single mothers like them are in charge of the children, the house and their work. Organisation is clearly the key to being self-employed, earning a living without being overwhelmed by the project. The slightest mishap remains complicated.

Solution to challenges: Diversification is the option she has chosen, and which corresponds to her temperament. Textile creation, children's workshops and illustration are activities that resonate with and complement each other. It is also a chance for her to have a "food" job (contractor at Alltrails) that remains exciting while having creative projects. And once again the organization, especially the time management. Knowing how to devote time that fits the budget.

Support organisation :

She was accompanied by the activity incubator, Workinscop Sc'opara. This support gave her the courage to take the plunge and test her skills. She was able to create her status as a self-employed person more serenely by already having commitments.

Sustainability plan for the company:

The current period is so uncertain that it is difficult to foresee over several years. What seems essential to her is to be able to reinvent oneself and embrace the opportunities that arise. Creativity can take many forms!

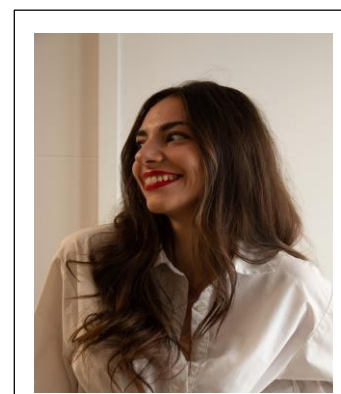
Recommendation for future entrepreneurs:

She believes that the most complicated thing that came up when talking to women entrepreneurs is the trust that is placed in each other. This is where incubators or cooperatives have a role to play. What she would also advise is to use social networks to create a network with people in the same field of activity. There is goodwill among creators, you can save time by asking them for advice.

Case Study 9

BIO/PERSONAL INFORMATION

- **Name:** MARA Eline
- **Age:** 23
- **Nationality:** French
- **Function:** Digital content creator/auto entrepreneur
- **Education level:** Master (BAC +4)



DESCRIPTION OF ENTERPRISE

- **Company name:** Macé Studio
- **Type of activity:** Digital content creation and Community management
- **Company objective:** Developing the studio, recruiting, finding premises
- **Services offered:** Community management, Social Media Strategy, Photography, video, graphism
- **Number of employees:** 0 employee



“ Being motivated and self-confident is the key to success! “

PROFESSIONAL JOURNEY

Company history: Eline Mara was inspired by artists (painters, graphic designers, illustrators, photographers) and self-entrepreneurial women to launch her business. Her studies in Bachelor of Art and one year of professional degree in visual communication led her to the creation of her studio, specialized in the creation of digital content and community management.

Challenges faced : Numerous challenges have appeared all along her entrepreneurial path: few means to buy expensive technological equipment or to find premises and suddenly be faced with her choices at the end of her studies. However, these difficulties enable her to gain confidence in herself, in her choices, in the vision of her company, and also to be more autonomous. She was accompanied by an incubator and PEPITE Corse.

Sustainability plan for the company: She intends to develop her studio and to be financially stable in order to recruit a staff.

Recommendation for future entrepreneurs: She encourages future women entrepreneurs to take up this challenge and make encounters that can turn your life around and give you a boost." You do what you love and share it with people who are just as passionate. Being motivated and self-confident is the key to success! "

Case Study 10

BIO/PERSONAL INFORMATION

- **Name** : HAVOUDJIAN Nora
- **Age** : 51
- **Nationality** : French
- **Function**: Human Ressources Consultant/Trainer
- **Education level**: Practitioner Certificate in Personal and Professional Life Coaching
Practitioner Certificate in NPL (Neuro linguistic programming)
Attestation of study in psychoanalysis at the CERFPA centre
Diploma of Higher Education in Economics Sciences
Baccalauréat série G2 (French High school diploma)



DESCRIPTION OF ENTERPRISE

- **Company name**: FORMA PRO CONSEIL
- **Type of activity**: Consulting, professional evolution, relationship-building skills
- **Company objective**: HR orientation and training, support for teams or individuals in improving performance
- **Services offered**: Leadership & Management, Culture & Talent, Management, Sales & Marketing, Personal & Professional development, Professional support
- **Number of employees**: 0 employee

“Build the life you are proud of”

PROFESSIONAL JOURNEY

Company history: Nora Havoudjian was trainer and consultant for the AFPA, the French national Agency for Adult Vocational Training. She chose this field because she became passionate early on about the individuals who are essential for companies. She is particularly interested in personal and professional development,

"convinced that the perennial performance of organizations can only be combined with the fulfilment of their employees".

She is versatile and intervenes with a varied public in terms of communication, management, and relationship management. This is concretized by training actions, support for individuals and teams in their search for coherence, efficiency, and professional achievement. Nora Havoudjian is convinced of the power and efficiency that "individuals and teams can achieve when they are aligned on a common project and when the synergy of their talents is sought and valued.

Source of inspiration for the business idea: One of his inspirations regarding entrepreneurship is a quote from Havner: "The greatest good we can do for others is not to communicate our richness to them, but to reveal it to them. "

Challenges faced : During her career as an entrepreneur, she did not encounter any major challenges but rather opportunities, in particular that of becoming a member of the association Working Sc'opara, which allows her to exploit the feasibility of her project and to develop as an independent.

Sustainability plan for the company: She intends to develop its activity by responding to calls for tenders but also by prospecting bodies, organizations and companies.

Recommendation for future entrepreneurs: It is with these words that she encourages future women entrepreneurs to have confidence and embark on this adventure: "Have confidence, enjoy the adventure, act according to your own rules and build the life you are proud of. "

Case Study 11

BIO/PERSONAL INFORMATION

- **Name** : LEZIER Sylvie
- **Age** : 54
- **Nationality** : French
- **Function**: Manager and Photographer
- **Education level**: French General Certificate of Secondary Education



DESCRIPTION OF ENTERPRISE

- **Company name**: Sylvie Lezier
- **Type of activity**: Photography- Provision of services to individuals and professionals
- **Company objective**: Developing the activity (international) — Renown of the studio
- **Services offered**: Portraits, photo reportage, corporate, industrial, fashion, product and culinary photography, training
- **Number of employees**: 0 employee

“never underestimate yourself, [...], don't be afraid of failure, always learn”

PROFESSIONAL JOURNEY

Company history: Passionate about photography and inspired by photographers she admired, Sylvie Lezier has been practicing this art for years as an amateur in addition to taking care of her family and children. She earns her living by doing odd jobs. In spite of a heavy workload in relation to her responsibilities as a mother at home and a school career that did not formally prepare her for her passion, she decided to launch herself professionally in this field that she loves so much as a self-entrepreneur. She believes that the literary studies she has followed in her school career have certainly opened her mind to artistic creation.

Challenges faced : She believes that organizing her personal life before her professional career allowed her to launch her project at the right time in her life. The biggest challenges she encountered in this project were mainly those with herself.

Solution to challenges: To overcome these challenges, she has surrounded herself with positive people, joined a group/union of photography professionals, trained in new photography practices and participated in competitions. The passion, the will, the work and the need for recognition and learning are not foreign to her success. His perseverance has allowed him to overcome and learn from his failures.

Support organisation : Since her beginnings and until now, she has never been supported by a support organization or an association and has completed her entire path as a pure self-taught person.

Sustainability plan for the company: She wishes to develop her activity internationally by continuing to offer quality to her clients and by using her personality and personal skills and abilities.

Recommendation for future entrepreneurs: She advises to future women entrepreneurs: "surround yourself with kind, positive people, never underestimate yourself, have projects even far away, not be afraid of failure, always remember where you come from, always learn and respect the path you take while respecting yourself. If I can do it, they can do it."





Erasmus+

2019-1-FR01-KA204-063048



Sylvie Lezier
Photographe

Une image... ..vos souvenirs

0674783402
www.carpediem-studio.com

Maitre Ouvrier de France

Studio Carpediem
20290 Lucciana



SylvieLezier
Photographe

LAISSONS L'ART DEVENIR NOTRE DEVISE...



Case Study 12

BIO/PERSONAL INFORMATION

- **Name:** Meszaros Karine
- **Nationality:** French
- **Position:** Communication and Marketing Consultant – Bilingual Italian
- **Level of study:** Master in Digital Communication
European Diploma in International Marketing (Bac+ 3)



DESCRIPTION OF THE UNDERTAKING

- **History of the company:** Aroma Communication was born from international experiences and missions. Also, this idea of entrepreneurship was always present and built around a red thread: the desire to facilitate the development of the company and my passion for Italy.
- **Intervention field:** Communication/ Marketing/ International/ commercial development
- **Objectives of the company:** To be a facilitator of entrepreneurial development in the cross-border area France - Italy
- **Proposed Services:**
 - Communication & Marketing
 - Commercial development France/Italy
 - Project Management
- **Number of employees:** 1 + freelance team
- **Contact:**



Website: www.aroma-communication.fr

Email: karine@aroma-communication

Quote from the entrepreneur: «If you can dream it is that you can do it»

CAREER PATH

A source of inspiration for the business idea: my experiences, my values and the inspiration of Tuscany.

Social status and position before the creation of the company: Employee

The business organisation corresponds to the field of study or not: yes

Challenges faced:

- Probably the versatility and the difficulty of hiding certain skills to specialize me.
- The difficulty of “selling” and connecting with the right people.

Solution to the challenges:

- Surround, exchange and integrate networks of entrepreneurs and specialized networks
- Learn from successful experiences and recognized coaches.

Support Organization:

- I am close to support networks for start-ups and innovation. I belong to networks that interest me.
- I maintain my relationships with my colleagues, collaborators and clients.

Corporate Sustainability Plan

- Capitalize on the successes in supporting companies in the France-Italy cross-border area
- Increase skills and increase the level of responsibility of missions
- Increase turnover and invest in alternance initially.
- Linking Partnerships
- Maintain a 35% to 40% base of Training Center interventions
- Refocus my image and redefine my company name for more readability.

Recommendation for future entrepreneurs:

- Listen to this little voice that says to you, “I want, I need, I want to become an entrepreneur and I know I can do it.” Never stop believing it. Anchor in his mind that the word failure no longer exists and replace it with the word experience. Do not leave in all directions, take the time of reflection, surround themselves. The choice of a springboard such as Boréal Innovation has been invaluable to me.

Cases from Portugal

Incorporated by Mindshift

Case study 13

BIO/PERSONAL INFORMATION

- **Name:** Sofia Prata
- **Age:** 34
- **Nationality:** Portuguese
- **Work position:** entrepreneur and CEO of *Branca de Neve* - Home Jungle
- **Education level:** secondary schooling



DESCRIPTION OF ENTERPRISE

- **Enterprise History:** Branca de Neve [Snow White] – Home Jungle is a home and garden online store. Branca de Neve was founded in 2020, in Oporto, by Sofia Prata. Being a plant lover since she was a little girl, Sofia Prata always had the drive to create her own business. But it was during the COVID-19 pandemic that she decided to get out of her comfort zone and took the risk of starting a new business venture - an online store dedicated interior plants selling. Sofia does not sell only interior plants, she sells handmade pots and hangers, which she delivers directly to her costumers. Furthermore, after the selling she provides guidance and care tips to her costumers.
- **Business genre:** online store
- **Enterprise goals:** to bring nature to home and work, to increase well-being
- **Proposed services:** home and gardening design, interior plants selling, creation and planning of gardens and vertical gardens



“We must pursue our dreams, take risks, and get out of our comfort zone”

PROFESSIONAL JOURNEY

- **Source of inspiration for the business idea:** Sofia Prata was raised next to nature and plants, and she became very passionate about them
- **Social status before creation of status:** unemployed
- **Challenges encountered:** according to Sofia Prata, getting out of one's zone of comfort and taking the inherent risk to start a new business venture, without knowing how things will turn out to be was the most difficult thing to do
- **Solution to the challenges:** after spending nine years thinking about how to create a successful business, Sofia Prata had the courage to move forward and to overcome her concerns, and she relied on her creativity and resilience to create her business during the COVID-19 pandemic. Sofia's husband has been very supportive and helps her with the orders, packaging and deliveries
- **Recommendation for future entrepreneurs:** do not accommodate to job or profession that you do not like; above all, we must pursue our dreams, take risks, and get out of our comfort zone.

Case study 14

BIO/PERSONAL INFORMATION

- **Name:** Marta Stilwell
- **Age:** 29
- **Nationality:** Portuguese
- **Work position:** digital entrepreneur/artist/ceramist/HR consultant
- **Education level:** MA degree



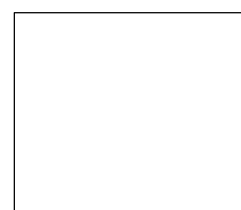
DESCRIPTION OF ENTERPRISE

- **Enterprise History:** Marta Stilwell Ceramics is a business born from her passion for clay. In 2017, Marta Stilwell received a peculiar gift, the chance to attend a ceramic workshop. After that moment, she felt so passionate about the craft that she decided to continue working with clay. Marta had a full-time position as HR Consultant, but in her spare time Marta enthusiastically began to produce beautiful painted ceramic pieces. By the end of 2017, Marta decided to take a risky step: she quit her full-time job. And, in 2018, while she became a freelance HR consultant, she created the brand Marta Stillwell Ceramics. Marta said she felt deeply touched by the encouragement provided by her family and friends, which was crucial for her to create the brand and pursue this endeavour. Although ceramic is a quite traditional art, Marta devoted her best efforts to promote her brand and work on digital platforms (as Instagram and Facebook). So far, she has been very successful in combining tradition and innovation. Thus, she is not only a talented artist, but also a glaring example of digital entrepreneurship.
- **Business genre:** arts
- **Enterprise goals:** provide beautiful and unique ceramic pieces
- **Proposed services:** artistic ceramic sale

marta stilwell ceramics

“To establish a brand consistency and a strong identity are key”

PROFESSIONAL JOURNEY



- **Source of inspiration for the business idea:** Marta has always loved ceramic. She grew up watching her mother restoring fine china pieces in her home atelier
- **Social status before creation of status:** HR consultant
- **Challenges encountered:** communicating the brand and products through online platforms for selling purposes was challenging, Marta says, as clients are used to actually see the ceramic pieces before buying them. The orders delivery system was also challenging, as sending ceramic by mail is be risky
- **Solution to the challenges:** Marta created a private showroom at home, where she invites potential clients to see the pieces when necessary. As regards to the orders delivery system, along with sales in several physical shops, Marta has set a specific delivery point in Lisbon
- **Support organisation:** the most important was my friends and family encouragement and positive feedback. As the process of creating the brand and displaying the pieces in digital platforms evolved, several stores established contact and the network Portugal Manual (composed by contemporary artisans and entrepreneurs) offered me support in terms brand promotion
- **Recommendation for future entrepreneurs:** the most important elements to establish a brand are consistency and a strong identity

Case study 15

BIO/PERSONAL INFORMATION

- **Name:** Ana Maria Pereira
- **Age:** 63
- **Nationality:** Portuguese
- **Work position:** entrepreneur and managing director of the Pax Júlia stores
- **Education level:** elementary school



DESCRIPTION OF ENTERPRISE

- **Enterprise History:** Pax Júlia was founded twenty years ago by Ana Maria Pereira whose life story is an inspiring one indeed. Ana Maria started working as seamstress at a very young age, 12 years old. Ana Maria Pereira was fond of her work, but she was equally a very competent salesperson, and she dedicated to selling baby clothing, cosmetics, etc. The company where she worked as a sewer was restructured and she was offered a compensation in exchange of quitting her job. With part of that money, she bought an industrial sewing machine and established her first business, which consisted in sewing studio. But she wanted more, she wanted to work in retail. After while she started working as salesperson in a clothing store, where she worked for ten years. When her employer got sick, she was offered the possibility of keeping the business. She weighted the pros and cons, decided to accept the offer, and asked for a loan for that purpose. During the next two years, Ana Maria Pereira would work seven days a week, fourteen hours a day, selling and sewing cloth. She has no employees during that time. As the tide started to change, she began recruiting staff and currently she has three full-time collaborators and two shops: one sells women and man clothing and the other sells lingerie. During the COVID-19 pandemic, Ana Maria Pereira not only reinforced her presence on social media, where she made several promotional campaigns, but she started doing social masks for her clients as well.
- **Business genre:** clothing retail
- **Enterprise goals:** selling clothing and provide a personalised customer service
- **Proposed services:** sales
- **No. of employees:** 3



“The best publicity I can have is my clients’ satisfaction”

PROFESSIONAL JOURNEY

- **Source of inspiration for the business idea:** Ana Maria Pereira's drive to be a salesperson and her experience in the retail sector
- **Social status before creation of status:** salesperson in clothing retail
- **Challenges encountered:** managing orders and the inherent risk and responsibility of having a business and wages to pay
- **Solution to the challenges:** Ana Maria Pereira was always very careful when dealing with management tasks, her priority was always to honor her responsibilities
- **Recommendation for future entrepreneurs:** do what you love doing professionally but be responsible, do the math

Case study 16

BIO/PERSONAL INFORMATION

- **Name:** Madalena Rugeroni
- **Age:** 29
- **Nationality:** Portuguese
- **Work position:** country manager and leader of Too Good to Go Portugal
- **Education level:** degree in international relations and journalism

DESCRIPTION OF ENTERPRISE

- **Enterprise History:** Madalena Rugeroni lived in the US for five years, where she studied and worked in several companies as Google, Young & Rubicam and Havas Media Worldwide. When Madalena decided to return to Portugal, she aimed at creating her own business, a start-up that combined technology with her love for food. She then established Misk, a social network tailored to customise its users' gastronomic experiences, allowing them to find recommendations. This business was ended, however.

Then the opportunity came, in 2019, as Madalena became country manager of Too Good to Go, whose mission is to act against food waste, aiming to generate a positive change in society and environment. This movement, created in Denmark, is built upon an app that allows users to buy great food from restaurants, hotels and supermarkets. Being an enthusiast of having a business with a purpose, in one year Madalena's woman saved over 100,000 meals from ending up in the garbage.

- **Business genre:** digital start-up and social entrepreneurship
- **Enterprise goals:** combat food waste
- **Proposed services:** use digital technology to connect people and empower them to reduce food waste



“The important thing is that everyone does the best he/she can”



PROFESSIONAL JOURNEY

- **Source of inspiration for the business idea:** Madalena Rugeroni is a foodie who loves technology. Having a strong entrepreneurial profile, Madelena introduced a very innovative project in Portugal.
- **Social status before creation of status:** entrepreneur
- **Challenges encountered:** Madalena Rugeroni had to cope with skepticism when she talked about her project, at first people found her business idea to be odd.
- **Solution to the challenges:** she overcame this situation by proving that the Too Good to Go business project works and has a purpose, which is relevant to clients themselves.
- **Support organisation:** Too Good to Go
- **Recommendation for future entrepreneurs:** create a business with a purpose

Case study 17

BIO/PERSONAL INFORMATION

- **Name:** Liliana Pereira
- **Age:** 39
- **Nationality:** Portuguese
- **Work position:** entrepreneur and environmental manager
- **Educational level:** degree in environmental engineer and post-graduation in advanced cosmetology



DESCRIPTION OF ENTERPRISE

- **Enterprise History:** Caracóis Saudáveis – Método Curly Girl [Healthy Curls - Curly Girl Method] is a project born, in 2017, to answer Liliana Pereira personal needs. Back in that time Liliana Pereira was not happy with the way her hair looked and she was struggling to overcome the situation. She started researching about which hair products and daily routine she should adopt to improve her hair appearance. Liliana discovered the Curly Girl handbook, by Lorraine Massey, and decided to experiment it. She became an enthusiast of the method and she was so successful that those who surrounded her started to notice and praise the changes on her increasingly healthy and beautiful curly hair. In January 2018, as several persons started approaching her to ask for her expert advice, she decided to create a Facebook page and group, which grew rampantly. In a couple of months, she created other two groups (one focused on kids with curly hair, the other on hair products). Liliana progressively increased her presence in other digital platforms and now she is a regular presence at TikTok, YouTube and Instagram. Along with digital marketing actions, Liliana works as consultant offering her expert advice to everyone aiming to follow the method and makes several workshops targeting professional hairdressers. Finally, drawing upon her chemistry knowledge she created a cap to boost the results of hair treatment products.
- **Business genre:** beauty advisor and hair products sale
- **Enterprise goals:** to support those who want to embrace and improve their natural curl or curls, ensuring that their hair remains healthy
- **Proposed services:** consultancy, workshops, and hair products
- **No. of employees:** 3



“Empowering women through a pro-curl attitude”

PROFESSIONAL JOURNEY

- **Source of inspiration for the business idea:** Lorraine Massey that Liliana Pereira had the chance to meet in person, when she went to New York and visited her hairdresser salon
- **Social status before creation of status:** environmental manager
- **Challenges encountered:** time constraints, as Liliana continues to hold a full-time position and has a child
- **Solution to the challenges:** she does not sleep much, she says, but doing what she loves keeps her going
- **Recommendation for future entrepreneurs:** resilience and persistence make the difference. Working for a wage is not enough, one must seek personal realization and helping other persons

Case study 18

BIO/PERSONAL INFORMATION

- **Name:** Manuela Medeiros
- **Age:** 68
- **Nationality:** Portuguese
- **Work position:** entrepreneur, founder, and owner of Parfois



DESCRIPTION OF ENTERPRISE

- **Enterprise History:** Manuela Medeiros is a glaring example of a pioneer and very successful entrepreneur. During the last 25 years, she managed to create an empire from scratch. Manuela Medeiros is the creator of the fashion accessories brand Parfois (wallets, purses, shoes, bijouterie, handkerchiefs, hats, suitcases, belts and, recently, clothing). The first store was opened, in 1994, in Oporto. By then Manuela Medeiros was 42 years old.



Manuela Medeiros came up with her business idea after making several trips to London, where she always found several women fashion accessories shops. The concept of the brand was also key, as Manuela Medeiros built her business drawing upon a democratic approach to women fashion accessories.

The brand success led to its expansion through franchises. In 2019, Parfois achieved the impressive number of physical 1000 stores in Portugal, and 805 abroad. Plus, the brand has a strong presence in social media and one online store. All Parfois products are designed in house by a team of 40 designers and shops receive novelties every week. The majority of Parfois employees are women (80%, in 2019).

- **Business genre:** retail of women fashion accessories
- **Enterprise goals:** produce and sell affordable fashion accessories
- **Proposed services:** design, production, and sale of women fashion accessories
- **No. of employees:** 3121 direct employees (not including franchised shops)

“I leave balance to the accountants. For me, the most important is to have objectives for the future”

PROFESSIONAL JOURNEY

- **Source of inspiration for the business idea:** when traveling to London, Manuela Medeiros always loved to visit women fashion accessories stores, as Top Shop, because there was nothing similar in Portugal
- **Social status before creation of status:** Manuela Medeiros was already an entrepreneur; she owned a clothing shop in Oporto
- **Challenges encountered:** managing and mentoring the human resources is the most difficult, in Manuela Medeiros' view
- **Solution to the challenges:** Manuela Medeiros values ambition, availability, and commitment when recruiting staff. She underlines that a good team is crucial to get as far as she did.
- **Recommendation for future entrepreneurs:** always look to the future

Cases from Spain
Incorporated by GDOCE

Case study 19

BIO/PERSONAL INFORMATION

- Name: María Xosé Silvar Fernández
- Age: **38**
- Nationality: spanish
- Work position: singer song-writer
- Education level: bachelor's degree + master's degree



DESCRIPTION OF ENTERPRISE

- Name + history
- Business genre
- Enterprise goals
- Proposed Services
- No. of employees



Once you have done, you already are

PROFESSIONAL JOURNEY

- **Source of inspiration for the business idea:** Her willing to develop her work which is also her passion with her own rules and as she wanted.
- **Social status before creation of status (student, worker, freelancer, auto entrepreneur):** student and worker.
- **Business organization correspond to field of study or not:** No.
- **Challenges encountered:** socio-economic factors, Marriage + kids, organizational challenges etc.: being a leading woman is still difficult nowadays, emotional obstacles.

- **Solution to the challenges:** She considers herself lucky but is aware that many problems can arise. For people with kids, for example, it would be key to have some help in order to keep working without quitting other things.
- **Support organisation (if any):** business incubators, couveuses, mentor organizations
- **Sustainability plan for enterprise:** any.
- **Recommendation for future entrepreneurs (if any):** Start doing what you like in order to be the person you like; it is important to be constant.

Case study 20

BIO/PERSONAL INFORMATION

- **Name:** Águeda Ubeira Navazas
- **Age:** 35
- **Nationality:** spanish
- **Work position:** small business owner
- **Education level:** A Level

DESCRIPTION OF ENTERPRISE

- **Enterprise History:** Chupipostres is a dessert making business. One of its marks is the possibility to order home delivery breakfast with homemade products.
- **Business genre:** small business
- **Enterprise goals:** to keep growing
- **Proposed Services:** dessert making and home delivery service
- **No. of employees:** 4



PROFESSIONAL JOURNEY

- **Source of inspiration for the business idea:** the blog she had with her son and the fact that cupcakes, fondant and all the bakery style shops were very fashionable at the moment. Furthermore, where she lives she found out that there was a market niche for the business.
- **Social status before creation of status (student, worker, freelancer, auto entrepreneur):** worker
- **Business organization correspond to field of study or not:** no
- **Challenges encountered:** all the legal and bureaucratic obstacles
- **Solution to the challenges:** hiring consultancy, training...
- **Support organization (if any):** no
- **Sustainability plan for enterprise:** no

Case study 21

BIO/PERSONAL INFORMATION

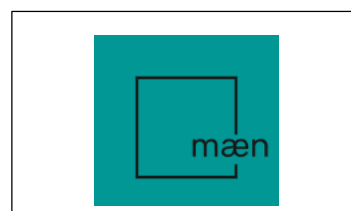
- **Name** : Maen
- **Age**: 43
- **Nationality**: spanish
- **Work position**: self-employed
- **Education level**: High School Diploma

DESCRIPTION OF ENTERPRISE

- **Enterprise History**: Maen Life

Maen accompanies people in order to guide and help them to be who they **want** to be not who they must be. She works with her own tools as “planner life” and other tools such as PNL, coaching, mindfulness, systemic and psychotherapy.

- **Business genre**: others
- **Enterprise goals**: show people her methods in order to help them.
- **Proposed Services**: Maen calls her services “stages” and there are several “Life stages” depending on each person present situation, and she also work with “Planner stages” which help people to plan their lives so they can live their time and plan their space to enjoy their life.
- **No. of employees**: 1



PROFESSIONAL JOURNEY

- **Source of inspiration for the business idea**: Her own life experience and the question about how to manage our thoughts and therefore our emotions and definitively the perception we have of life.
- **Social status** before creation of status (student, worker, freelancer, auto entrepreneur): worker.
- **Business organization correspond to field of study or not**: yes.
- **Challenges encountered**: Maen explains that each day is a challenge, as the people progress in a different way. She adapts her tools to each person not the other way

around. On the other hand, before the COVID-19 pandemic she only worked face to face and it has been a challenge for her to adapt all to work online.

- **Solution to the challenges:** she is always seeking for new options, observing other people and adapt their solution to her problem.
- **Support organization (if any):** no.
- **Sustainability plan for enterprise:** not designed.
- **Recommendation for future entrepreneurs:** it is really important that before going ahead with your business idea to have clear all your ideas and analyze why and for what you want to do it. The second step would be when we are sure about what we want to create/develop and do it from the inside to the outside, not from the product to the person but from the people to the product.

Case study 22

BIO/PERSONAL INFORMATION

- **Name :** María del Mar Vázquez
- **Age:** 47
- **Nationality:** spanish
- **Work position:** self-employed
- **Education level:** Associate degree.

DESCRIPTION OF ENTERPRISE

- **Enterprise History:** Cun Estética y Bienestar

Cun Estética y Bienestar is the fusion of two passions, a place where care, relaxation and beauty come together with strength, energy and passion. It is a space of care and well-being where you can come to relax for a while and take care of yourself from time to time.

Mar has always thought about creating a new concept of beauty centre, more in line with the idea of an urban spa where people could go to get relaxed and take care of their skin at the same time. She has always been working as a qualified technician in aesthetic in different centres until in 2017 she decides to run her own centre more specialized in wellness and natural treatments.



- **Business genre:** wellness and aesthetic
- **Enterprise goals:** provide aesthetic services and help clients to have a healthier skin thanks to natural products and techniques.
- **Proposed Services:** body and facial skin care treatments, massages, natural treatments (wood therapy, reflexology, etc).
- **No. of employees:** 1

Friends are really important when it comes to start a new project

PROFESSIONAL JOURNEY

- **Source of inspiration for the business idea:** Mar has always been interested in personal care, not only on the outside but also on the inside which has led her to do different courses and training regarding this.
- **Social status** before creation of status (student, worker, freelancer, auto entrepreneur): worker of a beauty clinic/center.
- Business organization correspond to field of study or not: no.
- **Challenges encountered:** a huge lack of digital skills. Nowadays in a business like this, technological competencies to implement a good dissemination strategy on social media is key. Also, to get new potential clients, knowing how to run an advertising campaign through social media, or how to set up your business data on internet are essential steps. Also, running a business all along requires administration and organizations skills which we are not used to when we are just workers.
- **Solution to the challenges:** thanks to some friends who have helped her and to its willing to run its own business, Mar started learned those important skills. She also attended some trainings in order to improve her confidence and digital competencies.
- **Support organisation (if any):** no.
- **Sustainability plan for enterprise:** not designed.
- **Recommendation for future entrepreneurs:** it is really important to make the difference among the others in order to be specialist in something that you can offer to your clients and they remember you or your business for that.

Case study 23

BIO/PERSONAL INFORMATION

- **Name:** Elena Ferro Lamela
- **Age:** 37
- **Nationality:** spanish
- **Work position:** artisan
- **Education level:** A levels + master

DESCRIPTION OF ENTERPRISE

- **Enterprise History:** Eferro zocos e coiro: Elena is following a familiar tradition of artisans manufacturing the traditional Galician clogs. This artisan way of producing the clogs was about to disappear but now it is coming back thanks to the commitment to create modernized and ergonomic models. Eferro has been one of the promoting brands of this revitalisation.
- **Business genre:** small business (commerce)
- **Enterprise goals:** reactivating the artisan profession which was being lost.
- **Proposed Services:** traditional Galician clogs and also modern and more ergonomic models.
- **No. of employees:** 9



Once you have done, you already are

PROFESSIONAL JOURNEY

- **Source of inspiration for the business idea:** the willing of maintaining a familiar job to keep a traditional artisan workshop.
- **Social status before creation of status (student, worker, freelancer, auto entrepreneur):** worker at the workshop
- **Business organization correspond to field of study or not:** no
- **Challenges encountered** (socio-economic factors, Marriage + kids, organizational challenges etc.): Acceptance of the product by the clients.



- **Solution to the challenges:** try to implement new models or changes in their products to meet the clients' goals.
- **Support organisation (if any):** no
- **Sustainability plan for enterprise:** no

Case study 24

BIO/PERSONAL INFORMATION

- **Name:** Nuria Fernández Delgado
- **Age:** 43
- **Nationality:** spanish
- **Work position:** Accountant and Social Media Manager
- **Education level:** Bachelor's degree and Master

DESCRIPTION OF ENTERPRISE

- **Enterprise History: Nufede**

Nuria manages her company from her personal brand, Nufede. She is a Social Media Manager, she manages companies' social networks, offers audits and mentoring and she is also a trainer in social networks, becoming an official Facebook trainer in 2019 for Castilla y León. In 2019 she created her first physical product, the Community Planner. In 2020 she launched her first info product, a training in hashtags usage. She also creates marketing strategies; from her brand Nuria gives visibility to businesses and companies that want to grow in social networks.



- **Business genre:** Marketing
- **Enterprise goals:** Double the number of clients and create a work team to help her to create more business.
- **Proposed services:** network management, strategy creation, mentoring, audits, social media training, sale of community planners and training infoproducts.
- **N. of employees:** 1 (although she counts on 2 collaborator freelancers)

“Start a business without and stablished plan, is like doing it blindly”

PROFESSIONAL JOURNEY

- **Source of inspiration for the business idea:** the willing of undertaking her own business.

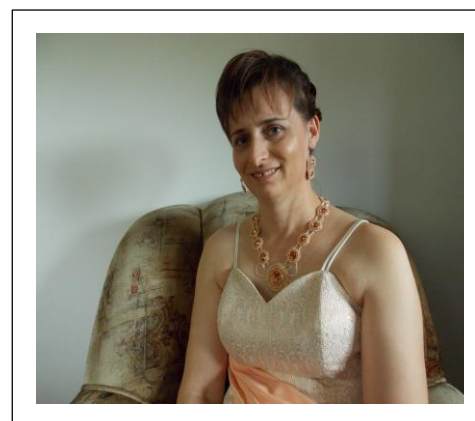
- **Social status before creation of business:** Worker.
- **Business organization correspond to field of study or not:** No
- **Challenges encountered:** The lack of knowledge of this field by the client, no subsidy or help for women entrepreneurs.
- **Solution to the challenges:** To train her audience to understand the goal of being on social network. Regarding subsidies, she couldn't find any solution.
- **Support organisation (if any):** business incubators, couveuses, mentor organizations, etc.: Any
- **Sustainability plan for enterprise:** not designed
- **Recommendation for future entrepreneurs** :: If you believe in your Project, work hard, show that there is a need, show its benefits, do a lot of networking and always have a plan B, incomes can never be generated by a single channel.

Cases from Poland
Incorporated by Viva Femina

Case Study 25

BIO/PERSONAL INFORMATION

- **Name:** Renata Kaczmarzyk
- **Age:** 41
- **Nationality:** Polish
- **Work Position:** Self-Employed Person
- **Level Of Education:** Master Degree in Financial Management



COMPANY DESCRIPTION

- **Enterprise history :**

Renata works under her own name and surname, she wanted to be associated this way, and not under some foreign-sounding name.

Her business started about 8 years ago when she bought a soutache jewellery set for herself online. Unfortunately, the product did not meet her expectations, it was of low quality and not aesthetic. Then, Renata thought that she could do it better. She started to learn everything by herself, mainly from films on the Internet, and after two years she realized that it is now possible to show her products to the world. In the beginning, she was selling on Allegro, then she dared to take part in the first fairs and shows. Today, Renata is not afraid to exhibit her products in the most prestigious fairs or jewellery markets.
- **Company type :** Jewellery creation and sale.
- **Company goals :**

Renata's goal is to make women happy when they put her jewellery on, make them feel more beautiful, happier, more valued, because they receive a unique handmade product in which Renata puts a lot of enthusiasm, patience, commitment and heart - just a part of herself. Renata makes everything with the greatest care, as if she was doing it for herself, because only then can she be sure that it will be of the highest quality. Renata's goal is also to make herself happy because she does something she loves and earns money at the same time.

- **Proposed services** : Renata creates artistic jewellery for individual customer orders.
- **Number of employees** :
Renata works alone, but the constant lack of time for everything more and more makes her think about hiring an employee, e.g. in the season to sell her products at the stand.

- **Contact:**

Website: sutasz-baltow.pl

FB: <https://www.facebook.com/SutaszRenataKaczmarzyk>

- **Product presentation**



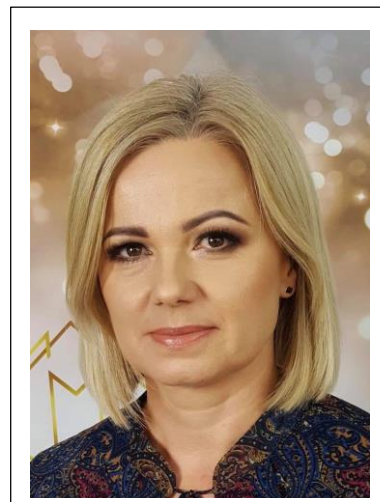
PROFESSIONAL JOURNEY

- **Source of inspiration for the business idea :**
Inspirations for creating jewellery are absolutely everywhere, mainly in nature, and the greatest layers of ideas are created in Renata's imagination and there are no limits, and the possibilities are endless ...
- **Social status :** Entrepreneur.
- **Business organization correspond to field of study:**
Yes and no, Renata did not graduate from any Academy of Fine Arts, but in her field of study there were many classes in management, accounting, marketing and advertising, and this knowledge is very useful for her in running the business.
- **Challenges encountered:** Renata was lucky that she started her own business when her children were grown up and at least they did not interfere with her work, e.g. scattering beads all over the house. Today, her son is 20 and daughter is 17. From the very beginning, Renata could count on her husband to support her in everything she did.
- **Support organisation (if any):** Since Renata has been running a business, such an organization that supports her is Commune Office (Gmina Office) in Bałtów, through which Renata is invited to various events and trips where the commune promotes itself and she also have the opportunity to present her products to new clients.
- **Sustainability plan for enterprise :**
Renata's plans for the future are to create an online store and expand online sales, which in the era of the COVID-19 has become especially important.
- **Recommendation for future entrepreneurs :**
"Don't be afraid to make your dreams come true, and when you reach one peak, reach for the next one right away ..."

Case Study 26

BIO/PERSONAL INFORMATION

- **Name:** Aneta Osypanka
- **Age:** 46
- **Nationality:** polish
- **Work position:** Manager of sales/self-employment
- **Level of education:** Higher education



COMPANY DESCRIPTION

- **Enterprise history:**

Avon Cosmetics Poland

It is a world-wide company dealing in the production and distribution of cosmetics, selling them in the direct sales system using multi-level marketing. The company operates in over 135 countries. The company was founded in New York in 1886 as the California Perfume Company. Its founder was David H. McConnell. Since 1939, it has been operating under the name Avon Products Inc.

Aneta's story began in 1997 when she came across an advertisement for the brand in a women's magazine. Then she reported her interest in working with the company and started her journey in a new role - Consultant recommending and selling cosmetics. She was great at combining this role with being a mom. At the same time, she was gaining knowledge about products and professional customer service to build her business even more effectively. Aneta was self-employed from the very beginning. While running a business, she was gaining new experience and competences. After about two years of cooperation as a Consultant, she received a proposal to develop as a District Sales Manager and thus create a team of Consultants in part of the province Podkarpackie. Thanks to enormous commitment, systematic work and continuous improvement of her managerial competences, she created one of the best developing teams in Poland, which allowed her to be among the TOP teams and maintain this position for many years. Today Aneta work with a team of 103 Leaders who are directly subordinate to her, who also build and develop their sales teams, and with a group of 2600 consultants. Aneta systematically provide training, product and incentive meetings for her people. Alone, she is constantly developing thanks to the training available to follow the changing market.

- **Company type:** Direct selling

- **Company goals:**
Recruitment, development of sales teams and structures, increase in sales, training, motivation
- **Proposed services:**
Sales of cosmetics, cooperation as a consultant / seller and a sales leader, i.e. A person responsible for building a team of consultants and their training.
- **Number of employees** – cooperation with a group of 103 sales leaders and 2600 consultants.
- **Contact:**
Tel. 602603978 mail; aneta.osypanka@avonoms.pl
Website:
<https://www.facebook.com/aneta.osypanka/>

- **Presentation of the activity**



PROFESSIONAL JOURNEY

- **Source of inspiration for the business idea:**
Feminine beauty business

- **Social Status :** Self-employed person

- **Business organization correspond to field of study:**

Master degree - NO, postgraduate studies - YES

- **Challenges encountered:** Socio-economic factors are a constant challenge in building a business, especially for women, which in Aneta industry accounts for about 90% of cooperating people.

- **Solution to those challenges:**

Reconciling Aneta's involvement in building a business and her development, with simultaneous responsibility for her family, is often a challenge and requires proper planning and defining the values that guide her. Aneta has planned these issues carefully, defined them, and with a lot of support from her family, she was able to successfully develop as entrepreneur.



- **Support organisation (if any):** NO
- **Sustainability plan for enterprise**

For Aneta, it is a stable business with sales growth and the development of my associates.

- **Recommendation for future entrepreneurs**

"In my work, I put people first, their development, motivation and their success. An appreciated and motivated team of people is the key to success."

Case Study 27

BIO/PERSONAL INFORMATION

- **Name** : Monika Wodziańska
- **Age** : 39
- **Nationality** : Polish
- **Work position**: : Self-employed person
- **Level of education**: Higher education



COMPANY DESCRIPTION

Enterprise history:

Deka.pl

The activity founded by Monika began in 2014 with establishing cooperation with a leading brand in the area of IT services. Own business gave her the opportunity to cooperate with several partners at the same time and was not limited to one industry. Earlier professional experience - she changed industries several times from publishing houses, through printing houses, to a recruitment agency - convinced her that nothing was impossible and possible problems are challenges that can usually be easily solved, provided that she reacts quickly.

- **Company type**: Advertising Agency
- **Company goals**: Financial, realization of passion
- **PROPOSED SERVICES**:
Type setting and breaking, preparation for printing, visual identification, promotional and advertising materials for companies (leaflets, catalogues, folders), website development, graphics for social networks, consultancy in the field of security and IT services
- **Number of employees** : 1
- **Contact**:
Contact form on the website: deka.pl

- **Presentation of activities :**



PROFESSIONAL JOURNEY

- **Source of inspiration for the business idea:** Professional experience and willingness to select projects that she would like to develop.
- **Social status:** Employee/freelancer
- **Business organization correspond to field of study:** No



- **Challenges encountered:** Finding a serious business partner for long-term, permanent cooperation.
- **Solution to challenges:** Patiently searching among local companies. She focused on selecting entities that have been existing on the market for a longer period or operating in an interesting area.
- **Support organisation (if any):** No.
- **Sustainability plan for enterprise :** Use your knowledge and skills to improve the image of cooperating companies. Build trust in yourself and your services.
- **Recommendation for future entrepreneurs:** Surround yourself with people who inspire you to develop further. Do not be afraid of change and try not to limit yourself to the industry or the environment.

Case Study 28

BIO/PERSONAL INFORMATION

- **Name :** Katarzyna jakubowicz czachur
- **Age :** 53
- **Nationality :** polish
- **Work position:** 1/ work in corporation as human resource manager; 2/ co-owner of guest house miętowy anioł-mint angel
Address : równia 10, ustrzyki dolne
- **Level of education:** Higher



COMPANY DESCRIPTION

- **Enterprise history:** Agrotourism guest house “miętowy anioł”, year of foundation:2017
- **Company type:** Agrotourism
- **Company goals:** Accommodation and food for tourists and popularization of the culinary culture of podkarpacie and beyond
- **Proposed services:** Accommodation, meals, culinary and music workshops
- **Number fo employees:** 2 (owners)
- **Contact:** tel. 796 354 085; email: mietowyaniol@gmail.com
Website:www.mietowyaniol.pl
<https://www.facebook.com/mietowyaniol>
- **Presentation of the activities**





PROFESSIONAL JOURNEY

- **Source of inspiration for the business idea:**

The Mint Angel is a place in the Bieszczady Mountains where you will find peace and the azure of the sky and the fragrant colors of forests ... You will find here breathtaking views, winding mountain trails, red sunrises and sunsets bursting with red. Here you will find everything you need to gain vitality and strength after hard work breathing the clean air.

The hosts are Kasia and Paweł, who have escaped from the hustle and bustle of the 21st century cities and have created a place where they welcome with an open heart everyone who wants to spend their time in the Bieszczady Mountains.

She - with many passions for sports and hiking in the mountains. Once a marathon runner, forced to pause a bit after an injury....

Supports all runners on mountain trails in ultramarathons. Passionate about cooking everything that is good. Once she managed to be in the "Ugotowani" (Come Dine with Me), TV program.

He - graphic artist, painter and musician - guitarist and cajonist. Participant of music festivals creating a beautiful playing world with nature.

Both of them - patient and open to everyone, with a passion for life. They create a place where everyone can return and capture warmth for body and soul. They invite you to spend time with people who want to share their energy with others.

At their doorstep, you will smell the wonderful bread baked according to Grandma's recipe, proziaki, pickled soup with mushrooms from a nearby forest, smoked bacon or juniper ham, or local mace. A home where music can envelop you with warmth and give you the joy of being. Guests do not spend time in their rooms, but interactively with other co-inhabitants. The TV is only in the living room. Kasia wants the guests to spend time talking together about the world, travels, even politics, about everything and nothing.

- **Social status:** Corporation employee. Still working and managing work-life balance, thanks to partner Paweł.
- **Business organization correspond to field of study :** No
- **Challenges encountered:** Economical - getting a loan to buy a house and the legal situation was a real challenge for them. However, nothing is impossible when you really want to have a house like "Mint Angel".
- **Solution to challenges:** Patience, time and support from good people
- **Support organisation (if any):** None
- **Sustainability plan for enterprise:** No
- **Recommendation for future entrepreneurs**

*„Do what you love, be bold in making decisions,
When you make a decision: "don't stop, not now ..."*

Case Study 29

BIO/PERSONAL INFORMATION

- **Name** : Wioletta kruczek
- **Age** : 55
- **Nationality** : polish
- **Work position/vocational**: company owner, pastry cook
- **Level of education**: secondary education + a master in the profession of a pastry cook



COMPANY DESCRIPTION

PPUH WESTO Wioletta Kruczek Kalinka Confectionery Production Plant.

The company was founded in 1989 as a small cafe called "Kalinka", which served coffee, ice cream desserts and own pastries (cream, apple pie, cakes). After 2 years of operation, the company was suspended because Wioletta's second child was born and being a mother was a priority for her. At that time, she had no other option. And so the company was suspended until 1995. In the years 1995 - 1998 the company operated as a small wholesaler, selling sweets and drinks.

In 1998, it became possible to start small-scale confectionery production. In a building with the dimensions of 56 m², on April 1, 1998, on April Fools, Wioletta and her friend started production. The first baked goods were Christmas cakes, they baked 30 cakes and gave them to all institutions in the area as a gift, inviting them to place orders on the phone for Christmas baked goods. This way they managed to find first clients.

With time, the number of customers has increased, and Wioletta and her husband bought an old house on the main street in town of Błażowa. They managed to obtain funding from ARIM (Agency for Restructuring and Modernization of Agriculture) for work positions, as a result of which they created 6 positions, and with the obtained funds they renovated the building. In December 1999, they moved the company to a new building. Since then, they have been providing services in baking cakes for weddings, baptisms, communions and other celebrations. On a daily basis, they supply stores with small sweet bread, buns, cabbage rolls, cookies, fondant, apple pies, etc. In 2009, they bought a second building, which now houses a self-service grocery and company store.

- **Company type:**
A self-employed person running a business – Production-services-trade company.
- **Company goals:**
Supplying customers with natural, fresh, based on home recipes products according

to their orders. Taking care of the quality and customer satisfaction in accordance with the advertising slogan "Call, order, and we will make and deliver to you to the address provided".

- **Proposed services:**

- ✓ supplying stores with their own products (cream, apple pie, bun, cookies, etc.)
- ✓ service of special events (weddings, communions, baptisms, etc.)
- ✓ delivery of purchases and products to the customer's home

- **Number of employees:** Currently 18 workers

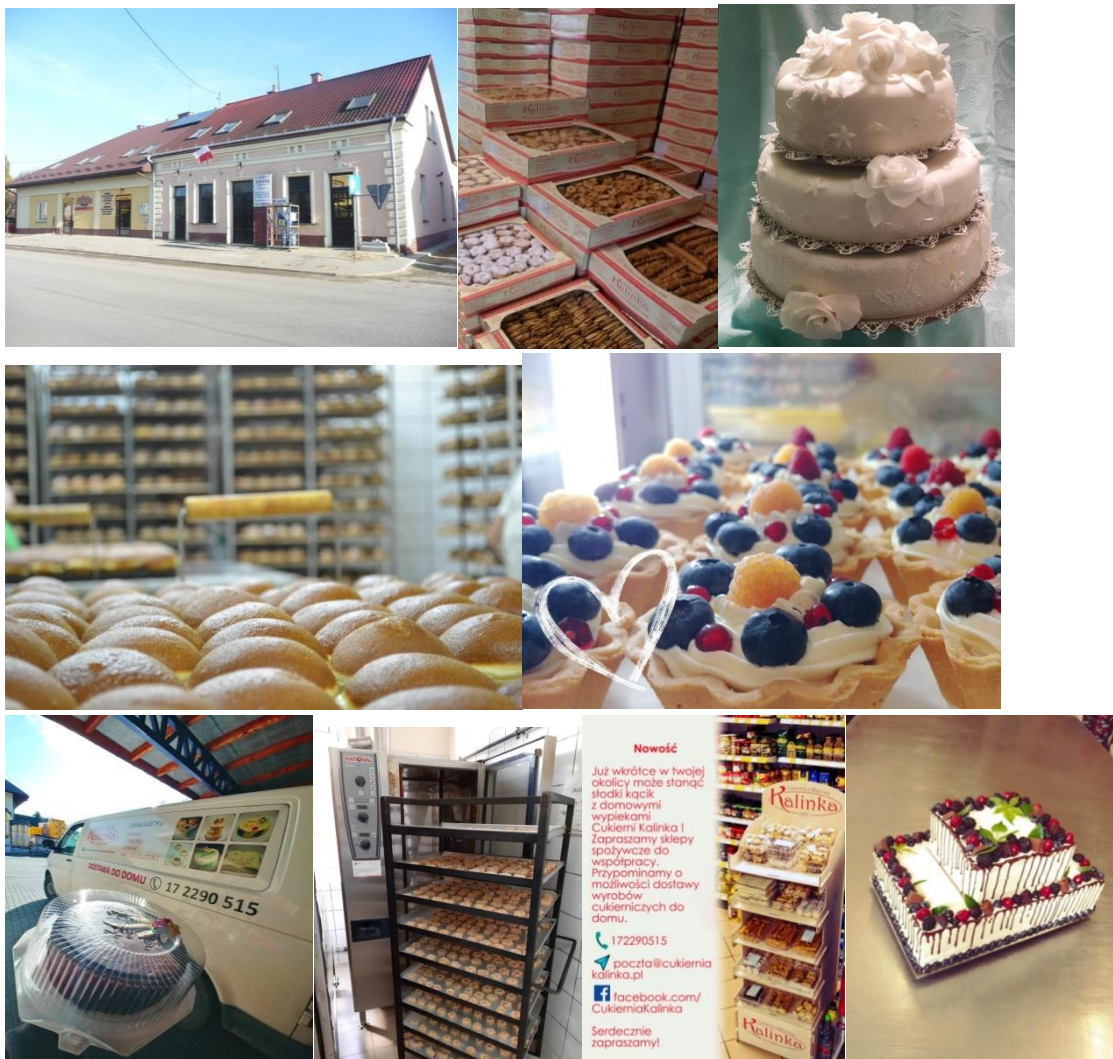
- **Contact:**

E-mail: poczta@cukierniakalinka.pl

website:

FB: <https://www.facebook.com/CukierniaKalinka>

Presentation of activities



PROFESSIONAL JOURNEY

- **Source of inspiration for the business idea:**

As a young girl, Wioletta went to help with weddings, she always wanted to come up with services like that to help the hosts with baking and this inspired her to create a confectionery that would carry out the orders and deliver it to the customer at the address indicated.

- **Social status:** Employee

- **Business organization correspond to field of study:** Yes

Yes, although she did not finish her studies, the secondary school was in this field of study / technician, technologist and organizer of mass catering. Further work and continuous learning allowed her to conduct independent accounting and human resources for her own company.

- **Challenges encountered:** As in the life of every human being, there is no problem-free and carefree path towards development and career. Wioletta also faced challenges along the way. Running the company and taking care of 6 children was a lot of fun, the responsibilities of mother and boss had to be skilfully separated and time managed well. She believes that the biggest challenge she faced was the pandemic, which resulted in the shutdown of production, a sharp drop in orders, difficulties in retaining employees, and thus the fear of losing the company.

- **Solution to Challenges:**

The support of her husband and family helped Wioletta to adjust her duties properly - she could develop as a business owner, but also as a young mother. During the pandemic, an important role was played by the support from the Anti-Crisis Shield for Enterprises, which allowed them to maintain jobs and help to maintain financial liquidity. She believes that there is no hopeless situation and no matter how bad it is, the optimal solution will always be found.

- **Support organisation (if any):**

ARIM (Agency for Restructuring and Modernization of Agriculture)

PFRON (Co-financing of disabled people)

County and Provincial Labor Office

Local Action Group - Lider Dolina Strugu

Multifaceted Development Program for Sami Sobie in a microregion - Swiss-Polish Cooperation Program.

- **Sustainability plan for enterprise**



Enterprises operate in an environment which, due to its nature, requires constant control and adaptation to new norms and rules. The development of technology also requires them to improve and systematically verify the devices they have. One of the many advantages is the close relationship of the company with the natural environment and local community. Local suppliers are a guarantee of high quality products, tested and recommended. Supporting local activities helps the company gain respect in the market, and mutual cooperation helps in the development of the region.

- **Recommendation for future entrepreneurs**

“Follow your dreams, do not be afraid to make them come true, the journey may be difficult, but the satisfaction is great.”

Case Study 30

BIO/PERSONAL INFORMATION

- **Name** : Zdzisława tubaj
- **Age** : 71
- **Nationality** : Polish
- **Work position**: company owner, speed reading coach
- **Level of education**: Master degree



COMPANY DESCRIPTION

- **Enterprise history**:

School of Speed Reading and Learning Techniques "TUBAJ"

The school in its present organizational form started its activity in January 2001, when the first branch was established in Częstochowa (today over 50 branches). However, these were not the first steps in the functioning of the School. In 1997, steps were taken to develop own training methodology for speed reading and new learning techniques. The assumptions of this methodology were developed on the basic guidelines of O.A. Kuznetsov and L.N. Chromowa, based on Zdzisława own research, reading diagnosis and practical classes (Zdzisława is a librarian and teacher of Polish language by education). The best practices in the field of psychology and learning methods of Polish and Western authors were also used.

In 1998, in Bolesławiec as well as in the surrounding cities (Legnica, Lubin, Chojnów, Zgorzelec, Złotoryja, Lwówek), the promotion of speed reading techniques and new learning methods began. The beginnings were not the easiest. This methodology was very often accepted with skepticism and a certain amount of disbelief. The first courses were conducted and it turned out that this method works!

The learning outcomes met their assumptions, and in many cases exceeded expectations.

Since 1998, the Polish Championship in speed reading has been held. The Polish record in speed reading set at the 1st Championship was 4000 words / minute with a 50% degree of text comprehension.

During this time, Tubaj alumni began to read much faster (17,000 to 21,000 words / minute) and with a much greater degree of understanding (70 to 100%). Hence the idea to take part in the championship.

The implementation of this intention was started in 1990 by organizing the qualifying rounds and selecting the best of the best! For this purpose, championships of the cities of Bolesławiec, Legnica, Chojnów and Złotoryja were held. The results achieved by the participants

encouraged Zdzisława's team and her to work hard to prepare the eight-person team for the 3rd Polish Championship. With the team, Czesław Tubaj conducted additional, several-week-long classes and training taking into account the realities of the championship, **while developing photographic reading.**

On March 25, 2000 in Katowice, in the Silesian Library, the semi-final of the 3rd Polish Championship took place.

As it turned out, the representatives of the School were unrivalled and achieved the best results in the country, and her student set a new Polish record!

The semi-finals were held simultaneously on one day and at the same time in several Polish voivodship cities. Five representatives from each city qualified for the finals.

At the request of prof. Krawczuk, chairman of the jury in Katowice, justifying the sensational results, prof. Jerzy Bralczyk - chairman of the jury of the final qualified seven representatives of the Tubaj school for the final.

In the finals, one of its representatives set a **new Polish record - 20 374 words / min. with 55% understanding!**

It opened all doors for us!

Media interest in the School grew rapidly. Television, radio, press. Interviews, information on the methodology. Invitations to programs on radio and television.

This had a positive response among the candidates for the courses, and there was interest among teachers in cooperating with the School.

In 2001, teacher training and the creation of a network of "Tubaj" schools began

Today, over 50 trainers in Poland and abroad work together, as the original textbooks of the Tubaj school have been translated into German.

- **Company type:**

The school has the status of a sole proprietorship, but it is a family business (husband, daughter, grandson).

- **Company goals:**

The leading slogan "We learn how to learn" brings tangible benefits to children, adolescents and adults. The school reaches primary, secondary and higher schools with its educational offer. It conducts trainings for companies and seniors (Universities of the Third Age).

The school carries out many educational projects financed by the European Union. The main beneficiaries are children of primary and secondary schools in order to provide equal educational opportunities.

- **Proposed services:**

Speed reading and memory techniques for different age groups:

- "How to teach a small child to read" - workshops for parents
- "Medal Student": a proposal for students in grades 1-3 with learning difficulties

- "6-week weekend courses, workshops for elementary and secondary school students, students, teachers and all adults who want to improve their reading skills
- training for companies
- memory training for seniors

- **Number of employees:**

A family business, multigenerational: 6 trainers at the headquarters in Bolesławiec
50-60 trainers in Poland, running their own business using the TUBAJ methodology, under the substantive supervision of the headquarters in Bolesławiec.

- **Contact:**

You can contact us via the website: szybkieczytanie.pl, by e-mail: tubaj@wp.pl, atubaj@aol.com, and also a Facebook profile: : Szkoła Szybkiego C i Technik Uczenia Się „TUBAJ”.

Telephones: 504 225 773, 531 900 598: on this number also in German and English.

- **Prezentation of the activities:**

III POLISH SPEED READING CHAMPIONSHIP - 2000



**Representation of Lower Silesia with prof. Jerzy Bralczyk (chairman of the jury).
From the left: Czesław Tubaj - coach, Martyna Faryś, Karolina Faryś, Katarzyna Domańska, Izabela Fałat (top), Małgorzata Skowronek, Anna Konopnicka, Marcin Kozołup, Zdzisława Tubaj**

IV POLISH SPEED READING CHAMPIONSHIP – 2002



Katarzyna Dominika Herba- vice-champion of Poland

GUINNESS RECORD



2002-12-31

Katarzyna Sobolewska was a student of the 1st Secondary School in Bolesławiec. She finished the speed reading course in 2000. Before the course, she was a very good student, after the course - an exemplary one! Kasia's mother, although it is difficult for her to believe how Kasia reads, is proud of her. Kasia was able to read twice as fast, but in the final of this championship she slowed down and, with high reading pace, focused primarily on the level of understanding. And she achieved it!



Jakub Lesiński is a finalist of the program "The Brain"



Ireneusz Czyżewski in "Good morning, Poland!"

PROFESSIONAL JOURNEY

- **Source of inspiration for the business idea:** The inspiration for establishing the company were the observations and experiences of Zdzisława Tubaj during her profession.
- **Business organization correspond to field of study:** She is a librarian and Polish philologist by education. Years of working with children and adolescents allowed her to conclude that teaching methods in the field of reading (and not only) do not allow the use of the full mental potential of students. Students are instructed to learn, but the curriculum does not include instructions on how to learn. Most of them are reluctant to read because it takes a long time, and at the same time with a poor degree of understanding, and reading is, after all, the basis of learning.

The experiences of American, English and Russian scientists in this field, as well as their own experiences gave the idea to create one's own methodology and manuals.

- **Challenges encountered:** Zdzisława had to wait a while for the effects of work. The proposed method of learning to read did not immediately inspire confidence, and oddly enough - even in the teaching environment. However, when the first positive effects of the new learning method began to show, interest began to grow.
- **Solution to challenges:** The leading slogan "We learn how to learn" brings tangible benefits to children, adolescents and adults. Tubaj School reaches primary, secondary and higher schools with its educational offer. He conducts trainings for companies and seniors (Universities of the Third Age).

The school carries out many educational projects financed by the European Union. The main beneficiaries are children of primary and secondary schools in order to provide equal educational opportunities.

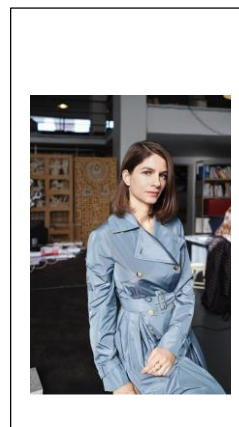
- **Support organisation (if any):** For over a dozen years she has been met with the kindness of local authorities (they patronize numerous speed reading competitions), interest of and cooperation with universities (including the Jagiellonian University, the University of Wrocław).
- **Sustainability plan for enterprise:** In the near future, the company will be handed over to children who will continue their parents' work with equal passion by extending the offer to kindergartens, and will also introduce numerous innovations.
- **Recommendation for future entrepreneurs:** *You can do anything as long as you have the right tools to do it.*

Cases from Greece
Incorporated by University of Thessaly

Case Study 31

BIO/PERSONAL INFORMATION

- **Name :** Stella Kasdagli
- **Nationality :** Greek
- **Work position:** Co-founder, writer and journalist
- **Education level:** French literature in Athens and Media Theory in London



DESCRIPTION OF ENTERPRISE

- **Enterprise history:** Women On Top is a non-profit organization aiming for the professional empowerment of women and for equality at work. It was founded in 2012 and since then has created and monitored over 830 mentoring partnerships for the benefit of unemployed women, women who want to change their professional career, establish themselves in male-dominated professions, build their own businesses etc.

It has also trained over 1200 unemployed, employed and self-employed women in skills camps offering childcare for the little ones of those who are mothers.

Moreover, through the Women on Top in Business initiative, provides training, consulting and project management services to businesses and organizations wishing to prioritize the equal representation of women at work, by investing in the diversity and inclusivity of their talent pools as well as to the work/life balance of their employees.

Last but not least, it has developed a wide communication and content creation platform (surveys, articles, podcasts, events etc), in order to build powerful networks around the goal of gender equality, help promote positive and strong female role models and raise awareness, among the general public as well as decision making bodies, around the obstacles that women face, even in this day and age, in their equal participation in public life.

- **Business genre:** N.G.O.: Mentoring, lifelong learning, counseling
- **Enterprise goals:** to support working and unemployed women
- **Proposed Services:** Mentoring, lifelong learning, counseling
- **No. of employees:** 7 employees and 250 active volunteers (mentors)



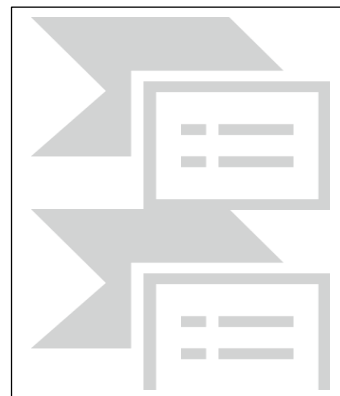
PROFESSIONAL JOURNEY

- **Source of inspiration for the business idea:** “The idea was born in 2010, at a time when I did not know what I wanted to do professionally. I was pregnant, working for years as a journalist for magazines and wondering how I would combine work and family, if I wanted to go back to the office and where I would like to be in five years.”
- **Social status before creation of business:** Journalist to various magazines
- **Business organization correspond to field of study or not:** it corresponds
- **Challenges encountered:** socio-economic factors, Marriage + kids, organizational challenges etc : When she first started her business nobody was interested in equality and woman empowerment in their business
- **Solution to the challenges:** “*We started organizing professional training seminars in soft skills (communication, public speaking, time-stress management), digital skills and entrepreneurship, making sure that there is always creative time for children, so that mothers can also participate. We then partnered with companies that either fund our actions or want to organize their own for their human resources - for example, how to make the company culture more inclusive or how to deal with sexism, inequality, discrimination and other crises.*”
- **Support organization (if any):** business incubators, couveuses, mentor organizations: funded by companies we work with at CSR and HR level, by European programs, charities, as well as by a small commercial activity.
- **Sustainability plan for enterprise:** not applicable
- **Recommendation for future entrepreneurs (if any):** not applicable

Case Study 32

BIO/PERSONAL INFORMATION

- **Name** : Sophia Amarouso
- **Age** : 36
- **Nationality** :, Greek American
- **Work position**: Entrepreneur Founder and CEO at Nasty Gal
- **Education level**: Secondary education level. She dropped out of school because in high school she was diagnosed with depression and Attention Deficit Hyperactivity Disorder and completed her secondary education classes at home. She did not study anything and did not acquire any professional specialty.



DESCRIPTION OF ENTERPRISE

- **Enterprise history**: Nasty Gal online e-shop
- **Business genre**: e-shop clothes and accessories
- **Proposed Services**: vintage clothing and accessories for women
- **No. of employees**: 400



PROFESSIONAL JOURNEY

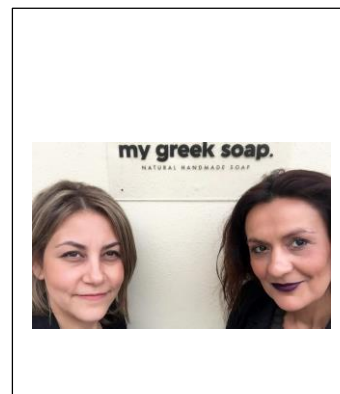
- **Source of inspiration for the business idea**: Her business idea started from her love of creating her own clothes and selling her designs
- **Social status before creation**: she worked as a security guard at the University of Fine Arts in San Francisco. At the same time, she created an eBay store on the internet to sell vintage clothes, that is, used and anything old-fashioned that fell into her hands. Her acquaintance with the illegality did not prevent her from even selling stolen books. In fact, her first sale was a book she had stolen as a student. To increase her sales, she took advantage of her limited knowledge from some photography seminars she had done and using her friends as models, dressed them in the old clothes she had collected, photographed them and made them look nice and attractive. In 2008 eBay kicked her out - she said she left on her own - and set up her own e-shop website
- **Business organization correspond to field of study**: No

- **Challenges encountered:** Socioeconomic facts. She has the audacity and an appeal to "fraud". At the begging she has no external funding
- **Solution to the challenges:** not applicable
- **Support organisation:** none
- **Sustainability plan for enterprise:** none
- **Recommendation for future entrepreneurs:** none

Case Study 33

BIO/PERSONAL INFORMATION

- **Name:** Lia Michailidi, Penelope Tsompanidou
- **Age :** N/A
- **Nationality :** Greek
- **Work position:** Entrepreneurs Co-Founders at my Greek soap
- **Education level:** N/A



DESCRIPTION OF ENTERPRISE

- **Enterprise history:** My Greek soap since 2019
- **Business genre:** online soap shop
- **Enterprise goals:** Our goal is to highlight a Greek traditional product in an advanced form, attracting a growing audience to know the value & quality of these natural products, to try them, to love them and to adopt their use in their daily lives.
- **Proposed Services:** beauty product
- **No. of employees:** N/A



PROFESSIONAL JOURNEY

- **Source of inspiration for the business idea:** My Greek Soap is a workshop for making excellent handmade soaps with the cold soaping method. The common love for natural soap led Penelope and Leah to dedicate themselves to study, search, research and to create a unique range consisting of three (3) lines of unique soaps. Penelope, having many years of experience in the art of soap making as well as her teaching, and Leah with experience in the field of advertising and focused for the last five years on the study and development of natural soap, joined their forces and knowledge. Making products with excellent properties and improved quality characteristics, managing to evolve the natural classic soap and take it one step further.
- **Social status before creation of business:** She worked as an accountant
- **Business organization correspond to field of study:** Yes, it corresponds
- **Challenges encountered:** The soap factory has a lot of manual work. It takes a lot of research to find the right producers at very good prices.
- **Solution to the challenges:** N/A

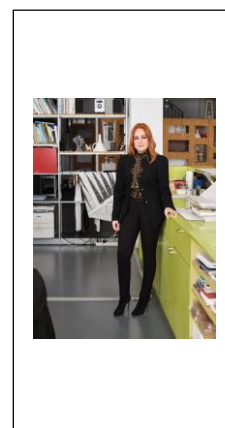


- **Support organisation (if any):** N/A
- **Sustainability plan for enterprise.** Not applicable
- **Recommendation for future entrepreneurs (if any) :** *“Initially I would advise her to do a very good market research and not be afraid to take the step. I believe that every woman can do what she loves, if she has first looked for it enough and really believes in herself.”*

Case Study 34

BIO/PERSONAL INFORMATION

- **Name** : Melina Taprantzi
- **Age** : not applicable
- **Nationality** : Greek
- **Work position**: Social Entrepreneur / Founder of Wise Greece
- **Education level**: Bachelor degree at the University of Humanities and Social Science



DESCRIPTION OF ENTERPRISE

- **Enterprise history**: Wise Greece aims to promote Greek products of small producers, and at the same time supports the food needs of meals, social groceries, orphanages and institutions since 2013.
- **Business genre**: social enterprise
- **Enterprise goals**: help the small farmers and food producers to grow and export their products
- **Proposed Services**: worldwide promotion of Greek food products from small farmers and food producers
- **No. of employees**: The team is completed by experts in important fields, to achieve the goals set by Wise Greece (Taste Specialists, Quality Assurance, Marketing, Sales, etc.), who undertake the placement of products in new points of sale, promotion of the non-profit Wise Greece Movement and the fulfillment of its social work. The exact number of employees is not applicable.



PROFESSIONAL JOURNEY

- **Source of inspiration for the business idea.**: *“Usually it all starts with something that bothers you in your daily life. In my case, in the midst of the financial crisis in 2013, I visited a social grocery store and saw that, instead of having food for the beneficiaries, they only had razors. When I asked why, they told me that this was the only donation they had. Leaving, I thought this was unacceptable. There must be a sustainable way, where food will be provided for people in need, and at the same time the country's economy will be strengthened. Working for several years in marketing and communication, I began to notice the excellent products of the small producers in the country, who unfortunately did not know or could not promote them. We combined the two data to achieve a dual social goal and that is how Wise Greece was born.”*



- **Social status before creation of status:** employee at marketing and communication services
- **Business organization corresponds to field of study:** it corresponds
- **Challenges encountered:** to persuade producers to get involved in a new venture.
- **Solution to the challenges:** At the beginning she focused on female producers that were very supportive to her initiative and while gradually, as Wise Greece began to prove its work, more and more people were persuaded to participate.
- **Support organisation:** producers all over Greece
- **Sustainability plan for enterprise:** Not applicable
- **Recommendation for future entrepreneurs:** "Do not be afraid of fear"

Case Study 35

BIO/PERSONAL INFORMATION

- **Name** : Stefania Niakarou Simou
- **Age** : not applicable
- **Nationality** : Greek
- **Work position**: founder and CEO of Mysterious Greece
- **Education level**: BA in Public Relations as well as Masters in Event Management in London



DESCRIPTION OF ENTERPRISE

- **Enterprise history**: Mysterious Greece, is a destination Platform offering an infinite guide of everything that the travelers need to know about Greece. The travel content in the platform showcases exclusive destinations, boutique hotel, intriguing businesses and everything that has to do with the authenticity that Greece offers. Presenting the authentic face of Greece, Mysterious Greece was established in 2013.
- **Business genre**: online publication
- **Enterprise goals**: highlighting unknown locations across Greece
- **Proposed Services**: Information guidelines and tips about Greek mainland and islands as well as agro tourism, Greek enterprises, hiking, windsurf and more.
- **No. of employees**: Not applicable

PROFESSIONAL JOURNEY

- **Source of inspiration for the business idea**: “The main focus of Stefania was to present the authentic face of Greece so she came up with the idea of creating an online publication / blog.
- **Social status before creation of business**: Journalist/ travel writer at a national newspaper
- **Business organization correspond to field of study or not**: it corresponds
- **Challenges encountered**: socio-economic factors, Marriage + kids, organizational challenges etc : It was a big challenge at the beginning not knowing whether my views of my Home land Greece will be loved by people.

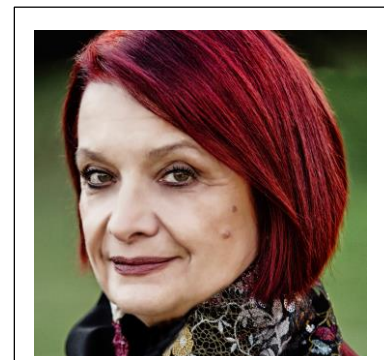


- **Solution to the challenges:** *“My parents helped me financially, especially my good friend Despina, who is there for me in every problem, as well as my brother and his girlfriend, who always tell me their opinion and help me in everything I do. Of course, I owe the final result to the company that realized and in fact digitized my dream, 33Communications.”*
- **Support organization:** Digital company 33Communications.
- **Sustainability plan for enterprise:** not applicable
- **Recommendation for future entrepreneurs (if any):** not applicable

Case Study 36

BIO/PERSONAL INFORMATION

- **Name** : Niki Koutsiana
- **Age** : not applicable
- **Nationality** : Greek
- **Work position**: Pharmacist, Founder and Member of the Board of Directors of APIVITA. President of Symbeeosis
- **Education level**: She graduated from the Pharmaceutical School of the University of Athens. She studied aromatherapy.



DESCRIPTION OF ENTERPRISE

- **Enterprise history**: Her knowledge and love for aromatherapy and homeopathy, virtually unknown at the time in Greece, led her to explore alternative medicine treatments. In 1979, her dream came true by founding APIVITA, the first Greek natural cosmetics company.
- **Business genre**: natural cosmetics company
- **Enterprise goals**: distributing value for the environment, value for society, and value for the economy.
- **Proposed Services**: APIVITA (which means “life of the bee”) offers effective natural beauty products for the face, body and hair.
- **No. of employees**: Not applicable

PROFESSIONAL JOURNEY

- **Source of inspiration for the business idea**: Her knowledge and love for aromatherapy and homeopathy
- **Social status before creation of status**: Students, Pharmacist and beekeeper
- **Business organization correspond to field of study or not**: it corresponds
- **Challenges encountered**: social- economic factors and the fact that aromatherapy and homeopathy, were virtually unknown by that time in Greece
- **Solution to the challenges**: Her love and knowledge of nature and bees along with the support she has from her husband who is also a pharmacist
- **Support organization**: SYMBEEOSIS which is a company founder by herself and her husband that aims to ensure the biological traceability of raw materials of their



products through growing their own bees and aromatic plants and herbs, and through synergies with organic producers and beekeepers.

- **Sustainability plan for enterprise:** not applicable
- **Recommendation for future entrepreneurs (if any):** not applicable