



START UPS IN RURAL AREAS

ENHANCEMENT OF YOUTH ENTREPRENEUR

This Handbook will help you to
to set up your own business idea



PROJECT 2018-2-TR01-KA205-060888



This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



EYE IN RURAL

The enhacement of youth entrepreneurship in rural areas

www.eye-project.eu

DISCLAIMER ABOUT THIS HANDBOOK



This Handbook was developed within the framework of the project EYE in RURAL- The enhancement of Youth Entrepreneurship in Rural". EYE in Rural project has been funded with the support from the European Commission. This publication reflects the views only of the author and the Commission cannot be held responsible for any use which may be made of the information contained therein

Designed by ACD La Hoya Ph: +34 649 686 721 Email : acdlahoya@gmail.com
Website: www.acdlahoya.org

Pictures: Canva.com

AIM OF THIS HANDBOOK

The main aim of this handbook is to help rural youth entrepreneurs with practical information, successful entrepreneur startups reports as well as methods and tips to be followed in order to develop your own business idea and to promote the entrepreneurial spirit among youth as a solution for the unemployment.

This handbook will include information, visuals, examples of successful entrepreneurship, successful initiatives and entrepreneurs to help youth entrepreneurship in rural areas. It will also enhance the development of rural areas build jobs in rural areas according to young people's ability, and efficient use of the resources of these areas

TARGET GROUP



Youth (18-30)
Vulnerable groups

FIELD OF RESEARCH



Entrepreneurship

Languages

English, Greek, Polish, Turkish, Spanish

Keywords:

Unemployment

Rural areas

Entrepreneurship

PARTNERS



Adana Governorship Adana,
Adana, Turkey



Institute of Entrepreneurship Development (iED) ,
Larissa, Greece



Cukurova Development Agency (ÇKA) ,
Adana, Turkey



Karaisali Municipality ,
Karaisali, Turkey



ACD La Hoya ,
La Hoya, Spain Spain | Email: ACDLAHOYA@GMAIL.COM



Autokreacja Foundation
Warszawa, Poland | Email: autokreacja@autokreacja.org



EYE IN RURAL
The enhancement of Youth Entrepreneurship in Rural

www.eye-project.eu

YOUTH ENTREPRENEUR

INDEX

Handbook

Business sucesses examples of young entrepreneurs in rural areas.....p.2

Empowering young Entrepreneurs.....p.18

Conclusion.....p.29

Start your own business idea.....p.30

Steps.....p.34

Your idea.....p.35

Analyze Market place.....p.36

Analyze Competitors.....p.37

Marketing Plan.....p.38

Branding.....p.39

Obtain Capital.....p.40

Make it official.....p.41

References.....p.42

YOUTH ENTREPRENEUR

INTRODUCTION

Entrepreneurship is possible especially for young people or those who love to create and capture the essence of an idea but also it implies that someone goes for the next step to work on it and gain the objective. In other words, to set up a start-up.

Entrepreneurs who prove to be successful are those who take risks, actions and make decisions and they are rewarded with profits, growth and professional opportunities.

That is why, to encourage entrepreneurs in rural areas is based on stimulating local entrepreneurial talent and promote growth. This implies to give an economic value to rural areas, as well as job opportunities in the community.

Many examples of successful rural entrepreneurs are given in this handbook from Turkey, Greece, Poland and Spain. Good practices to have into account in order learn from others, apply steps and to encourage us to follow our objectives.





BIOSAN AGRICULTURE BUSINESS

Biosan Agriculture business is an agricultural production company, located in **Thessaly region** and more specifically in **Larissa city**, a town famous for its tradition in agriculture which is surrounded by rural areas.

The company produces **legumes, pulses, vegetables, aromatic herbs and organic olive oil**. Most of the products are grown according to GLOBAL G.A.P requirements and there are also organic productions. As part of the company's dynamic development, there are also **experimental fields** where new cultivations can be tested.

Christina Malagari who is managing her family business the last few years, holds a BA in Agriculture Crop Production and Rural Environment from University of Thessaly, a Master in Quality Control from Hellenic Open University, and a Certificate in Milk and Dairy production from Open Mellow Vocational XI Training Center.

During her studies gained experience and knowledge in difference sub-sector of Agriculture (diary and production).

Her vision was to **improve and change the cultivation procedures** of the family business in an environmentally and healthy way. Thus, she **improved the cultivation techniques** adding **less medicines** for growing vegetables.

Bringing innovation in her area, she motivated also the other producers and farmers of the area to adapt these techniques in their cultivation procedures and local people, customers and tourists can buy **biological food products**.





BIOSAN WINE & SPIRITS



Biosan Wine & Spirits is a family owned liquor store at the center of Larissa city. What makes this place special is that most of the **wines are organic** from small wineries from all over **Greece**. Most of the wines are in bulk and anyone can try them out and buy as much as they want.

Malagaris Jason, who is managing the liquor store, studies in Department of Agricultural Engineering Technologists of University of Applied Science of Thessaly. At the same time, he is also working in the production of olive oil (PDO) from Samos Island.



He gained experience and knowledge during his studies in **agriculture (cultivation and production)**, and his is trying to bring the Samiotiko **olive oil** in the market place of Larissa. His vision is to gain more experience in production of olive oil in order to start produce his own products and sell them in his own store.





BEGO JEANS DESIGN

#betodaygotomorrow

Bego Jeans designs healthy, long-lasting and recyclable jeans that are **respectful to environment, nature and human life** for clean tomorrows.

BegoJeans aims to find solutions to the problems in the sector by **improving the textile sector** by providing a fair living wage to those who produce their products with the "**clean**" **fashion approach** that focuses on nature and labourers.

The production process is designed to use fully **clean component**. For instance, the cotton is completely **organic** without using any chemicals; labour are delivered with the names and values of its **producers**; zippers have no carcinogenic substances, fabrics are made of organic cotton and buttons are made of 100% brass in Sakarya region.

The founder and entrepreneur Bego builds on his natural talents as a charismatic leader with high levels of empathy, his firsthand experience of being a textile worker. He built alliances to bring his work to new geographies and other key problems in textiles. With this idea, the **Clean Fashion Movement** is transforming the industry by inspiring other brands.

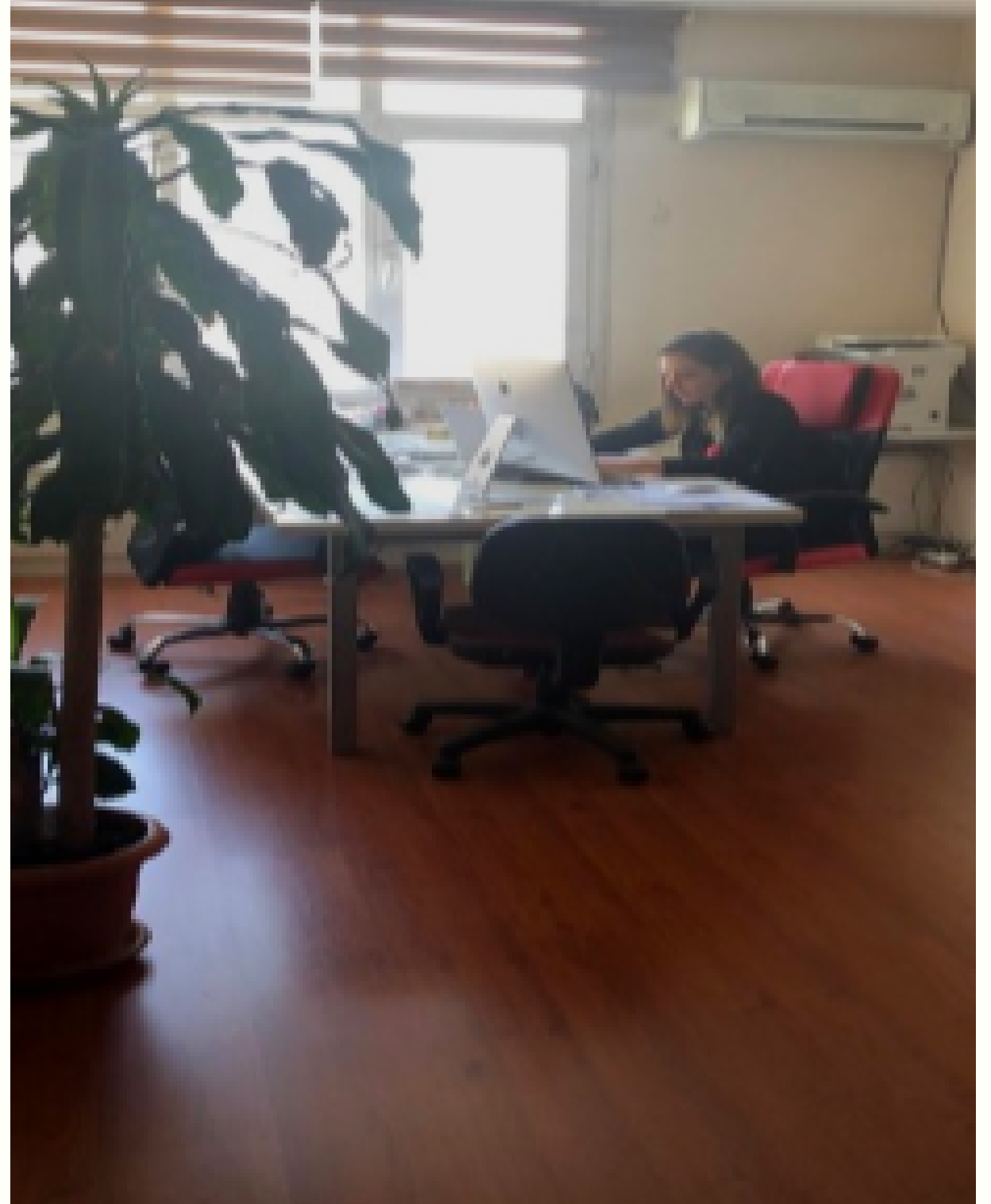




YÖNETİM DANIŞMANLIĞI

Nett Management was established by the young entrepreneur Mehmet Tamer AVŞAR. They have been working in the consultancy sector for 10 years and they continue working with young engineers with the know-how acquired.

It is offered **technical consultancy** such as strategic planning, institutional resources and Industrial Engineering applications. In addition, as a **project consultancy** they estudy from entreprises to benefit from grants or incentives for the financing. Also, they analyze technical, finantial and economics reports of feasibility of investment expenditures in **the industrial and agricultural sector**.





KAPÇA RESTAURANT

The company was established in **2018** with a different architecture and presentation in mind with the idea of gathering Adana business world with 13 different industries in the same location and hosting guests from domestic and abroad in business world. The qualified workforce qualified in accordance with the concept has been the biggest challenge in the project.

By meeting their young and new generation with regional tastes, the interest in different regions has increased and at the same time, they have met with a different concept about gastronomy and their perspectives have gained value.

The effect on the region and the local community is ,due to the place carries historical architectures belonging to the **Çukurova region (Turkey)** to its walls to make customers feel welcomed in a different area and to highlight our riches other than food, by effecting region tourism.

All the ingredients of the **local dishes** are obtained from products that are produced naturally from their **region** and prepared in accordance with the procedures of that region and served to the customers by presenting them in original handmade historical pots





LEZZET ODAĞI ŞALGAM



Turnip is one of the indispensable beverages of **Cukurova Region (in Turkey)** especially in summer. However, only the **local consumption** of the product causes the money to return inside. However, employment in turnip manufacturing companies will increase thanks to buy services and goods from local companies and that will give more opportunities to the region.

Alaaddin Kılıçaslan is an entrepreneur who has gained experience in many places from a small **turnip manufacturer** to turnip factories in the production of it since his childhood.



He established his business in **2017** by the support of **KOSGEB's entrepreneurship grant**, with his 2 employees. In order to respond to the increase in orders, it has enlarged its machinery and had to move to a larger factory.

Turnip product does not need much technological production lines. For this reason, a large audience from a small tradesman who sells 20 liters daily to large enterprises producing tons of products is in this sector. Therefore, it is very difficult to obtain market share and to ensure it's continuity. At this point, providing the product of the same quality has always been the primary goal of the entrepreneur and has managed to increase his capacity in this framework





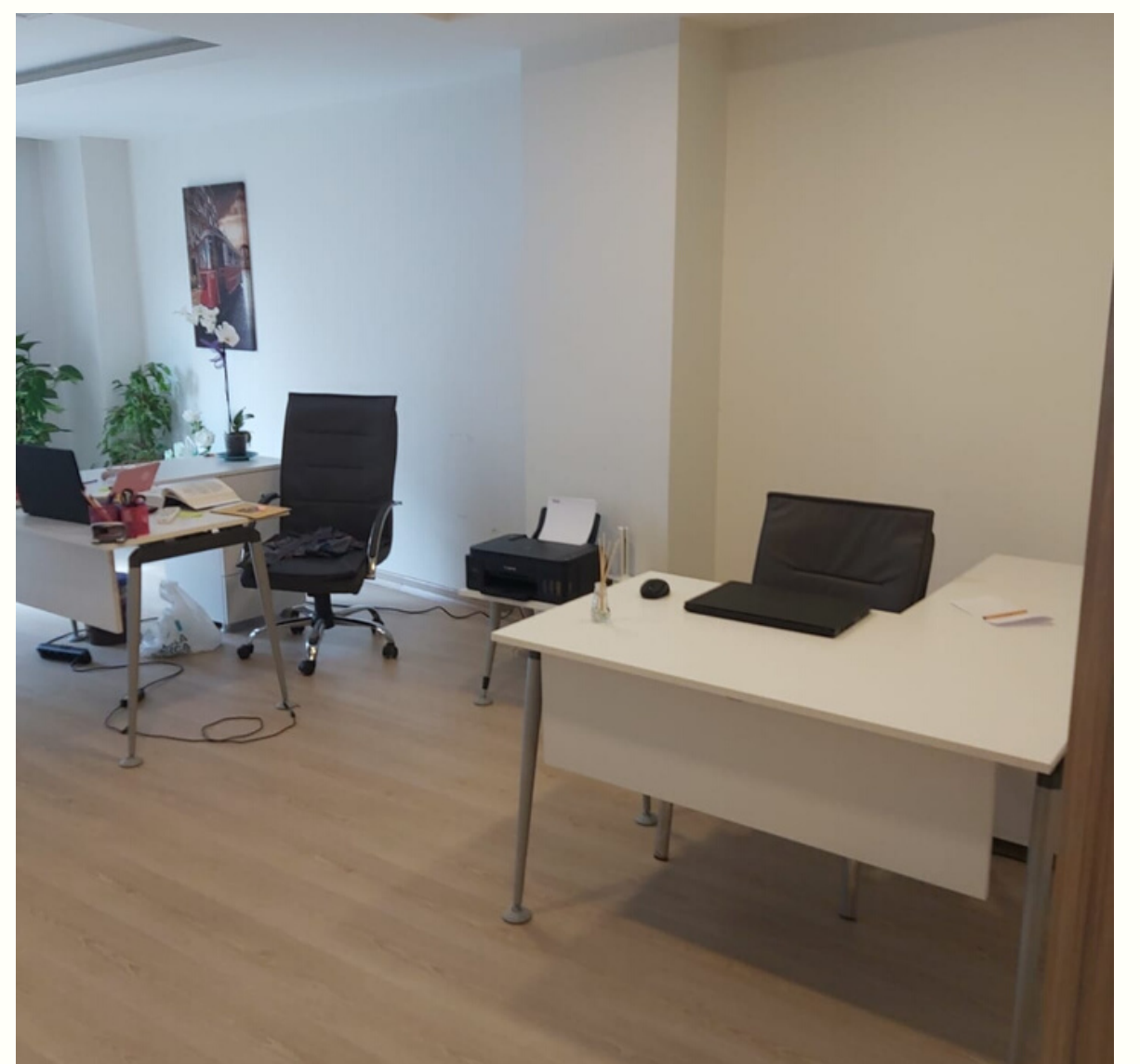
Fullimex is an exports company of all kinds of products, especially **fruits and vegetables** located in **Adana (Turkey)**. It is mainly engaged in trade in Arab and African countries and there are two staff working in the company.

Beytullah USLU who graduated from Çukurova University as a software developer in 2009 is fluent in English, Spanish, Portuguese, Italian and French. Between 2010 and 2014, he worked in the Export Department of Güney Çelik Hasır Company due to his foreign language proficiency.

Due to his success in the field, he transferred to Çokyaşar Wire Mesh Company as Export Manager between 2014-2017 and continued a successful business life.

The entrepreneur decided to establish his own export company in 2017. The company, which was founded with the support of **KOSGEB entrepreneurship grant**. Firstly, it started to export food but nowadays they export many **Turkish goods** to many countries of the world and they are growing exponentially every year.

The company provides a significant foreign exchange input to the national economy and also provides motivation to individuals who will be entrepreneurs.





bikivi

BIKIVI

It is an initiative that brings all the fruits and vegetables in the freshest way to people's doorstep who do not have time to go to the market and who have difficulty in going out (pregnant, elderly, sick, children). In the company they are 4 team members working on it.

The idea came out in November 2018. They met as a team member at the start-up weekend event organized by the Adana Entrepreneurship Center. They worked on our business model for 48 hours and decided to realize this business idea.

In addition, they have been involved in the bootcamp organized by Entrepreneurship Center for 6 months and having mentoring support to develop their business idea. Studies continued for a few months in order to achieve customer-product compliance. The company was officially established five months ago and started to sell products by cutting invoices. In order to announce the initiative, they received support from non-governmental organizations working in the field of entrepreneurship in the region.



Bikivi is working on alternative methods to solve the supply chain shortages and to pay a fair price to the manufacturer. It is planned to buy the products directly from the field instead of the market hall by agreement with the farmers.

Bikivi agreed with the artisans in the wholesale market hall, the first collection point of the products which come to the shopkeepers at 4 a.m. and are sent to markets in a few hours. They generally prefer to wholesale rather than retail.

Due to this constraint, they receive orders up to a certain hour and staff goes to the market hall at 4 a.m. to provide orders and distribution reducing the waste rate to zero by working without stock.





ENDER SEEDLING

Ender seedling was founded in **2008 in Mersin-Tarsus** and produces and sells seedlings. The founder is **Ender Ağaçseven**, an entrepreneur who has been dealing with seedling viols for many years. Besides, he studied at Cukurova University, Faculty of Agriculture, Department of Horticulture to become **professional in seedling business**. He completed his education by dealing with the profession of farming which is his father's job.

Currently, it serves many of the **seedlings** all over the **regions of Turkey** and the company's profile is to specialize in **tomato, eggplant, lettuce, cabbage, melon and watermelon** seedlings. The secret of Ender Fide's success is that it provides consultancy to the vegetable producers from the date on which the seeds are thrown to the date on which the seedlings are planted. It provides Turkish Farmers to benefit from this technology by informing our farmers about how to grow these seedlings, especially tomato and pepper seedlings. Ender Fide has an annual production capacity of **25 million seedlings**.

Although there are many enterprises of different scales in our country, the lack of seedlings in the sector cannot be met with the increase in **organic agriculture**. Therefore, producers often go on their way to produce their own seedlings. In this case, it gives the manufacturer extra time and cost. So, these types of initiatives are needed to bring youth back to a career in agriculture.

Ender Seedlings has become a profitable company by improving skills and exchange knowledge with farmers. It shows the importance of patience as the networks in which they engage in take time to develop.



Due to the high cost of autism education, the majority of children with autism do not have the opportunity to receive adequate education. **Otsimo** offers **educational games and materials free** of charge for every child with **autism**. In this way, education can be sustained without the need for physical conditions (school or a special room anywhere and the cost is reduced. It aims to solve the lack of **concentration**, which is one of the biggest problems in education of children with autism, through **gamification techniques**.

Otsimo is a social enterprise founded by **Zafer et al.**, who studied Computer Engineering at METU and the decided to start his company in order to help his brother with autism to be self-sufficient . Apart from these training materials, a monthly membership model is applied through the online application shops for alternative trainings. These trainings are open to **children with autism living in urban and rural areas** through an online portal.

Besides, it offers two separate platforms dedicated to children and their families. The Children's Department provides educational games and materials to children; The family section gives families the option to review their child's development reports and configure their educational settings. They developed more than 50 games with educators and families and created a free open source AAC communication tool for non-verbal children in different languages. Thus, **educational content production, content creation, and curriculum studies** are carried out by the Inclusive Education Association ("Kapsayıcı Eğitim Derneği") on behalf of otsimo.com and technology and education development activities are carried out by Otsimo Bilişim A.Ş on behalf of otsimo.com.



"I was looking for ways that would help my brother to take his first steps towards becoming a self-sufficient child, as well as encouraging him to interact with other individuals."

Zafer Elcik,
Brother of Alper





MYRTUS LAURUS

The main activities of Myrtus Laurus are **leaves and flowers** like Bay-bay leaf, myrtle, cistus, eucalyptus oil, rosemary, lavender, citrus, pine, orange, lemon, mandarin and grapefruit which are distilled with steam to **provide oil**.

It is equipped for the production of essential oils and it has the capacity to process 1000 kg of raw products per hour with 3 cubic meters and 2 distillation units to boil the distillation units of the main plants such as murt, lavender and laurel which are collected to the villagers. They are loaded to trucks and brought to the production facility and during harvest period labor is quite high.



KARAIHALI AGRICULTURAL ENTERPRISES

The Karaisali agricultural enterprise works with vegetable such as Tomato, Cucumber and Greenhouse and and two planting is done twice a year. The initial investment (greenhouse installation) costs are slightly higher, but then the input costs are quite low.

Since the production of the vegetables most needed by humanity insufficient, it is recommended for our young people to produce in the greenhouse. On 1-2 acres of land, 1 person can make a living in a comfortable way.





MIRLO FRUIT S.L.

The activity of this enterprise is the export and import of fruits and vegetables. The business was created four years ago by three young people from La Hoya (Rural area of Elche, Spain) because the previous owner was planning his retirement, they decided to step forward and acquire the full business in order to keep the enterprise running.

It supervises production, packaging and marketing, guaranteeing an exceptional fresh product that reaches the consumer with all its qualities. For this, the work in the field is fundamental. A close relationship with the farmers and a direct and personal treatment with them guarantee an optimum product quality, and allow MirloFruits to meet the expectations of its customers.

The fruits and vegetables that MirloFruits commercializes comply with the most demanding international regulations on food quality, taking maximum care of the process that goes from the cultivation itself, to the harvesting, packaging and transport.

Currently, the company has a young and very professional team that sells thousands of tons of fresh produce every year. It has advanced facilities and a wide network of farmers who guarantee a constant and high quality production. Seasonal fruits and vegetables that always reach the final consumer with all their nutritional properties and the best taste.

Summarizing, it is a brave move to get engaged in a rural area with this kind of project with a business of fruits and vegetables contemplating the number of rivals they have in the area already, but it is worth it and this good practice proves it.





It is a rural enterprise based on the production of **spanish olive oil**. It is a business created by a young entrepreneur (Hugo), alongside with his father. The idea of them was quite original given that they possess several land fields where they were able to **grow olive trees**. They managed to **rebuild a country house** where the mills are now for the production of the olive oil. This business was created in **2011**, and they have been improving during these years.

Señoríos del Relleu have more than **100 awards throughout the world** (from LOS ANGELES, NEW YORK, GERMANY, FRANCE, UK, SPAIN, ITALY, ISRAEL, JAPAN) both for the quality of our oil and the design of our bottle and we have received the award for the most **innovative company** in Alicante by the MEDITERRANEAN MARKETING CLUB. Relleu (where is located this commerce) is very small town inland, on the mountains of Alicante having currently less that one thousand inhabitants.

With their range of products they want to **provoke sensations** from the visualization of the packaging, Paula Alenda's Naif style; sensations with the story of our history and with the organoleptic characteristics of AOVE.

About the beginning of the enterprise, the first year was challenging but overcoming it, learned a lot and made what is today “Señorios de Relleu”. After analysing the market, they observed that the vast majority of quality oils are packaged in glass bottles. The most innovative ones have some kind of engraving or printing, while others opt for materials such as ceramics or components linked to the world of luxury.

It was then that they decided to do something different by choosing **aluminium**. This metal, besides being aesthetically attractive, offers a series of interesting **advantages**. One of the most notable is that it preserves the content by **preventing light** from penetrating, by **maintaining** a constant **temperature** better and by not transmitting strange flavours or aromas. On the other hand, it is also a more **sustainable material** than glass since, in addition to being **recyclable and lighter**, it causes **fewer CO2 emissions** in its manufacture and transport. Moreover, this type of packaging **does not break**, only dents, although for that to happen it must be impacted.





AK-ART & GARDEN

Ak-Art business is a combination of profession and passion - **Aleksandra**, the owner, she is a landscape architect, she **designs gardens** and deals with **artistic activities** - painting clothes, porcelain, and **interior decoration items**. Seemingly these unconnected areas intermingle and bind together.

Her company combines **natural and artistic areas**. She started the activity shortly after graduation, but before that, she worked as a subcontractor in a friend's company who recommended her to the clients and their friends in the field of garden design. Besides, she used to design gardens during her studies.

Aleksandra would place herself in the sector: **environmental protection/landscape architecture** - **artistic handicrafts** and she runs a sole proprietorship. Currently, she does not employ anyone.



AK-Art
Art&Garden
Aleksandra Korzeniak





YOGA CREATIVE MOVEMENT



Oliwia Misztur - Yoga & Creative Movement, is dedicated to raising body and self-awareness through the practice of yoga, meditation and mindfulness. She teaches **Ashtanga Yoga method** and her original method **Fly/Flow (air yoga & creative movement)** to groups and individuals, she does business yoga for companies and organise workshops and retreats in Poland and abroad.

Also, as practitioner and teacher, she builds a **strong community** of people concerned about the healthy balanced living, sustainable growth and self-development. Apart from regular classes and workshops, I get involved in many **pro-bono actions**, **teaching** yoga for **free** outdoors and getting involved into **charity events**. She gets lots of support from students, but also strangers who just like the idea. People and companies invite for events, offer new possibilities of growth and seeking cooperation.

She has been involved in work with the body since early childhood (dance, performance), got a degree for a dance instructor, practising yoga for 12 years, depending her knowledge during the workshops and classes with most known teachers worldwide. She is definitely considering hiring employees in the future, for administration, promotion and young teachers as well.



EMPOWERED YOUTH ENTREPRENEURS

INTRODUCTION

Entrepreneurship is seen as the main factor in preventing unemployment, accelerating economic growth and initiating an innovative process in social structure. It is of great importance that individuals with entrepreneurial potential can develop the most important skills in order to start their business. That is why, in every country it can be found different organizations, associations, partnerships, etc which provide training and mentoring to young entrepreneurs as well as financial factors.



YOUTH BUSINESS IN SPAIN

YBS is a **network of 11 well-established local delivery partners (NGOs)** in 12 Spanish regions that join resources and efforts to **provide training, access to finance and mentoring to young entrepreneurs**, especially to underserved young people. It **promotes cooperation** between local delivery partners, private companies, public administrations and volunteers through knowledge sharing, best practices exchange, national partnerships, funding opportunities and technology.

Their **mission** is to **create a community of practice** that offers **self-employment opportunities** to the **youth**, especially to underserved, offering them the necessary **resources** to develop their **entrepreneurial** and professional **initiatives**.

Since 2014, we have supported **95,102 young people** to start or grow a business by delivering a range of entrepreneurship support services, from **training and mentoring** to access to finance and other **business development services**.

In addition, they provide to young entrepreneurs with an integrated package of **financial and non-financial support** to help them start and grow sustainable businesses.



Jovempa (Federación de Asociaciones de Jóvenes Empresarios de la Provincia de Alicante- Spain) was established in 1991. encourages technological innovation and entrepreneurial training. Assist young entrepreneurs during the whole creation process, from generating ideas to scaling-up their businesses.

The association of Young Entrepreneurs of Elche and the Region, was born in 2002, being the second of the regional associations that was launched. More than 1,500 companies spread over 7 associations and more than 600 businessmen in the province of Alicante that the entrepreneurs can contact on their events or by the website.

This association develops its activities in the region of Bajo Vinalopó that groups only three cities, but with an important population: Crevillente, Elche and Santa Pola. With a very important **industrial tradition**, especially in the footwear and auxiliary sectors and with representatives in this sector, the associates of Jovempa Elche are a very diverse group in which the construction and real estate sectors, the hotel and catering industry, advisory and consultancy services and training stand out.

The main activities that they develop are training, advice, innovation and growth of its associates, promote, participate or coordinate all kinds of initiatives or actions aimed at the development and consolidation of Alicante companies; training programs for entrepreneurs, among others.

JOVEMPA helps the young entrepreneurs to find the opportunity to use their ideas connecting them to the almost 600 businessmen that they have in the forum.



FUNDESEM
C/ Deportistas Hermanos Torres, 17
Alicante
#Jovempainetwork

jovempa
Alicante

**DESAYUNO
NETWORKING**
Viernes 31 de enero a las 9:00
¡Apúntate!

bookaris mediolanum BANCO (Cúidate son tus méritos) FBS Business School

Noemí Mira
"Facebook Ads: cómo convertir apuntando al centro de la diana"

Inscripción gratuita en:
alicante@jovempa.org





The aim of this organization is to expand the use of **renewable energy resources** by making use of all the **technological opportunities in Turkey** and by the investments they have made. Thus, the vision of ensuring the integration of new technologies as a result of our R&D studies, will enable them to exceed the current technology to the market. The main activities they are doing are **Engineering, Project and Consultancy Service, Turnkey EPC Application, EVD (Energy Efficiency Consultancy), Commercial Product Sales Maintenance and Operation Service.**

The number of people involved in the project is 21. Added to this, the young entrepreneur **Abdullah Göktekin** has developed himself in the USA for a while after graduating from two universities in business and marketing in the USA. In 2014, he went to Erbil as the **Manager of GOSONIC company** in Iraq. Abdullah Göktekin who has carried out this task for 1.5 years, established **Göktekin Energy** in 2015 by examining market developments in the energy sector in Turkey and has resigned from his position in the company GOSONIC.

Renewable energy and Energy efficiency consultancy provides electricity production without damaging the world. This is important in terms of leaving a livable world to future generations. It is a new and developing sector open to **innovation for young people.**



Established in certain locations, usually car wash places and vending systems for disposable swab in exchange for coins. **Software and Mechanical Education Vending machines** are a **system** that offers a complete solution to the needs of the consumer with our wide range of products in different fields from software systems to practical single-use products.

Rulomatik™ E Series is a **vending machine** that provides an **advanced car drying towel** that gives configurability to a new level. The software and mechanical training in the automat is a system that offers new opportunities for new entrepreneurs.

The number of people involved in the project is 14. Young entrepreneur **Delal YÖNLÜ** graduated from high school in 2006 and worked in various institutions and organizations. After attending the 'Would You Be a Dealer' Fair in Istanbul, he wanted to turn the roll automat systems. Besides, he has worked in various institutions and organizations since the age of 18. Afterwards, the entrepreneur, who wanted to evaluate this knowledge and experience, established his own business in 2016.

This sector is a new one and the number of vehicle ownership is increasing rapidly. These vending machines installed in the car wash centers that people use to clean their vehicles will make their lives even easier both in terms of time and hygiene.

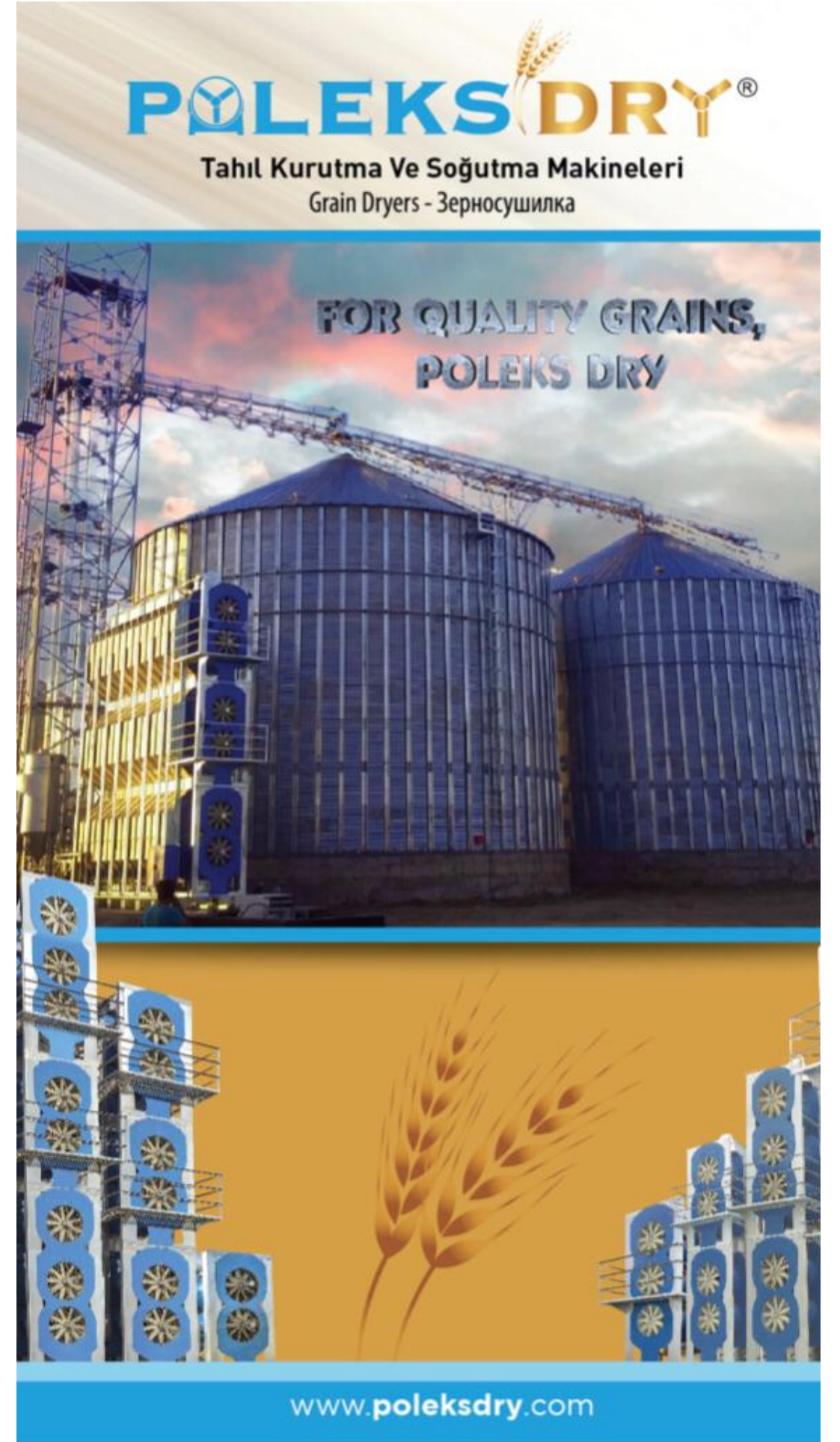




POLEKSDRY

The company was founded with the idea of producing grain **drying machine** which is mostly imported from abroad and lacking in Turkey .It started its activities in 2015 as a small workshop. The shortcomings in the machinery infrastructure and the lack of trained personnel and the lack of initial financing were the main challenges. Meanwhile, young workers were employed and in-service training was provided.

The dynamic structure ,which comes from youth people, of the founder of the company developed the company in a short time. The grant support of young entrepreneurs given by their state and Kosgeb have contributed to this great development. They have developed a rapid growth by overcoming this process with their own entrepreneurial spirit and state support.



BERAT ÇINAR

The main activities are manufacturing of fresh pastry products (Cream Cake, cookie, Cake, Paty, Pay, Pie, Waffle etc.). There are eleven people involved in the project.

They are offering different types of pastry products including doughs, cakes, gluten-free and vegan, macarons and nougats. Undoubtedly, they are using processing techniques and advanced technical equipments in order to create a high quality products. The main objective is transformation of cake and bakery concept and offer a great quality, of customer service.





YÜZTAK is a delightful **Jewelry Design Workshop** where university students can go to **learn jewelry design** in their free time and then earn income by selling their own designed jewelry. Students both learn about an art that reflects the culture of the city, can earn income from the sale of the jewelry they designed and have the opportunity to socialize in a pleasant environment. In addition, students have access to opportunities to contribute to their personal development through volunteering, social entrepreneurship, social benefit, project preparation and various other topics. They gain a new professional skill through trainings and workshops.

In 2017, the YüzTak Social Initiative received the **final award in the Bilgi Young Social Entrepreneur Awards Program** organized by Bilgi University. Yüztak aims to spread its ateliers in different universities of various cities with customized contexts.

The initiative started because five students realized that students were looking for part-time work in Van, but most of them could not find part-time work, established the YüzTak Social Initiative to address this problem.





RUMII



Rumii Social Initiative produces designer clothes from traditional **Van Kilim (rug)**. With the income gained from the sale of products, **women's rugs** and young women living in Van are supported economically. In addition, it can be found a team of 10 people involved on it.

Rumii started with the initiative because she was unemployed after graduating from university and wanted to sell the rug as a more **innovative product**.



In June 2017, she started a preparatory work and in September 2018, it was produced the first product. As far as the production process of the products is concerned, it is quite **long and laborious**. Besides, the costs of the products are quite high and it is very tough to find a high-qualified designer.

In addition, **traditional craftsmanship** provides an important job opportunity for female kilim masters in Van. The collaboration occurred between women and young people and this cooperation ensures the continuity of **Urartian motifs and Van culture**.

In 2018, Rumii was a **finalist** at the **Bilgi Young Social Entrepreneur Awards** and in 2019, she received **Mentorship** support from the International Mentoring Program İlk Adım Platform. Finally, in 2019, with the **Hamdi Ulukaya Entrepreneurship Program**, the company had the chance to introduce the product to the customer and get feedback.





STAR MUSHROOM

Star Mushroom, which was founded in 2008, is a company that **grows oyster mushrooms**. Production can be carried out in mushroom greenhouses or tents which have closed isolation, specially established for mushroom production.

In addition, production equipment such as air conditioning, ventilation, humidification and lighting are required in mushroom production houses. So the natural environment of the fungus must be created. Oyster mushroom grows in cool, canopy, abundant oxygen fields.

Mushroom compost is a lively and useful by product of mushroom cultivation. It is a mixture of agricultural materials such as straw from growth medium, straw, corn cobs, cotton seed bodies, tea waste, rice husk and other natural organic materials.



WORM MATURE PRODUCTION

Worm Manure Production Farm was founded in 2006 and two people are working currently in the main project. The raw material of organic worm manure is animal manure.

Food is prepared from household wastes (tea, bananas shell waste, peanut shell waste, watermelon peel waste, etc.) and mixed with animal manure and poured on worms. Consumers say that vegetables (tomatoes, cucumbers, eggplants, watermelons), where worm manure are used, are more delicious.

Due to the input materials are quite cheap and they do not require very high investment, they can be recommended to young people.





BRAINSHOT

BRAINSHOT is a **streetwear label** with an ethos that **everyone is equal** and able to **use fashion** as they wish, **away from social constraints** and ephemeral trends.

Each collection features a **unisex approach** with relaxed silhouettes of all sizes to ensure that no one is excluded.

What makes BRAINSHOT special however is the designer's innate need for unique creation and the various ways in which she strives to achieve just that. In each collection, Elisavet Latsiou, invites **different artists** from the fields of **photography, graphic design and music** and together they **produce concepts** that can be translated into beautiful clothing and prints.

Elisavet is an **empowered youth entrepreneur** who started her business activity online by her own savings. Even if she faced many challenges at the begging, she continues to learn and she is trying to adapt the feedback received from her clients in order to create an impacted business activity that can **motivates other young people**.

Elisavet started her idea in 2013. Since then, she has participated in **training programmes of Erasmus+**, aimed to enhance **social entrepreneurship** among young people. The social entrepreneurship programmes took place in Novo Mesto of Slovenia under the framework of YSE (Social Entrepreneurship for youth in Europe) project in which the participants started forming their own idea of a social enterprise focuses on the solution of the local problems, and in Bari of Italy under the framework of ESE (European Social Entrepreneur)

project in which a training week is implemented this June in Cyprus, where participants will gain skills and competences in the field of Social entrepreneurship.



BRAINSHOT





MORFOTIKO CULTURE CLUB

Morfotiko/Culture Club is a non profit youth organization created by **students** who decided to **empower** their own future in a more independent way. Club's vision is to **prepare students'** during their studies, enhancing their **abilities** to enter in the corresponded to their degree job market.

Club's mission is to empower students' skills and competences through **training techniques & actions** that inspire **motivation**, Thus, they **create** the proper **environment** and the right influences that **develop personal maturity** and members' **Business Profile**. Besides, they provide appropriate **guidance** for member preparation to enter the related to its **degree job market** and support members to familiarize themselves with their working environment and their smooth integration into the current working culture.

One of the best practices of Morfotiko Club's Business sector is **Unique Holidays Bureau** an entrepreneurial initiative in the **touristic sector** activating members' managerial, marketing, **IT, R&D, customer service and financial capabilities and talents**. It is an international office based in Greece that started to operate in the context of club's Business Sector. It is operating since 2018 and had expanded in two countries so far, **Albania**

and Greece project in which a training week is implemented this June in Cyprus, where participants will gain skills and competences in the field of Social entrepreneurship.





MIODOWA MANUFAKTURA

Miodowa Manufaktura is a **family apiary**. It was created from passion and love for bees in 2015. They started with two hives, but the apiary grows from year to year. The hives are currently in Wawer and in the city of Urle in the south-eastern part of the Wołomin plain, on the Liwiec river. They also take the bees to various places in Mazovia and Poland. Combining passion and knowledge acquired in Puszcza Wola - in the only **beekeeping technical school in the world**. They strive to provide with the best and **varied honey** and **other beehive products** collected and produced by bees.

Classes are conducted in the form of **interactive group workshops** during which participants acquire knowledge about **bees and the work of a beekeeper**. The workshop program was prepared in such a way as to **engage all 5 senses during classes** (participants eyesight, hearing, smell, touch and taste) so that children activate all during class cognitive functions. The author of the curriculum is a **certified beekeeper**, and one experience in working with children, youth, and adults. During workshops, students will learn several concepts regarding bees life, safety actions, the use and properties of bees products, observation of bees' behaviour among other things.

As the people involved in topics related to apitherapy, they founded the **Kochajmy Pszczoły Foundation**, whose goals are **education and advice for consumers**. They have also developed their own proprietary **education program for preschool and school children** and their beekeeping workshops - to which they import, among others products.



CONCLUSION

As we saw before, starting a business implies to get involved and to work deeply in a project. Once that you start it, your attitude and your values must be considered in order to gain your goals as well as to make money.

DISADVANTAGES

Most of them consider that the most difficult thing is to obtain capital to start and set up the project. In addition, once that the company is established is essential to attract new customers and increase sales in order to see your profits. Since that moment, probably it has taken a lot of time, depending, of course, of the situation and the budget of each company. Added to this, new students, who want to begin with the project, they realized that they have not enough knowledge regarding how to manage a company, specific aspects of their expertise or they lack of skills to launch it.

ADVANTAGES

In spite of the disadvantages, all of them affirm that it is fantastic to dedicate their life doing what they are passionate about. Furthermore, despite hard-working, the sense of value, strenght and perseverance made their dream came true. Also, they confirm that to be an entrepreneur implies to learn everyday in every situation, manage with uncertainty and to be flexible. They see it as a positive because they are "here and now" living everything that life offers.

All things considered, we can remark that entrepreneurship is an adventure and can offer great amount of possibilities and experiences both professionally and personally.





START YOUR --- BUSINESS

LET'S START

STEPS TO BE FOLLOWED



STARTING A BUSINESS

There is an enormous difference between wanting to do something and being able to make a living at doing that something. For that reason, before starting your business, you should appraise your **strengths and weaknesses** and **assess your personal goals** in order to determine if business ownership is for you.

ENTREPRENEURS

- look for new achievements
- are tenacious
- are curious and flexible
- are good with money
- are controlling everything
- create new ideas
- are good handling new situations
- take risk
- are motivated by challenges
- recover quickly
- dream big
- work hard
- read and learn a lot
- are passionate about their job
- are good planning
- are good managing money
- are creative
- take action

CHECK YOUR OWN ABILITIES

It can be used different tools such as **DAFO; Entrepreneurial Questionnaire and Quizz; Personality and Psychometric Tests;**

SKILLS



Success in entrepreneurship isn't just about your idea or your money. Plenty of people have interesting ideas or a lot of cash and they never quite manage to find success in their ventures. If you want to be an entrepreneur, take a step back and evaluate whether or not you have the following characteristics. And remember! if you don't have some of them, you can learn them.

SELF-MOTIVATION

Hard-working business owners are incredibly motivated to succeed. You have to show up to work every day with a positive attitude.

PROBLEM-SOLVING

Running a company implies to deal with tricky situations by which you will need to take action and resolve problems.

FLEXIBLE

Entrepreneurs know how to adapt to unfamiliar situations and always are ready to learn new things or take new paths.

FUTURE-ORIENTED

Entrepreneurs are focused on moving forward, they are always looking toward the future. Entrepreneurs are very goal-oriented and know exactly what they want.

MANAGEMENT

Entrepreneurs have great management skills including time and money.

PERSUASIVENESS

It can make you a better negotiator, There are times when you are going to need to convince a client, a co-worker, so you need to be persuasive

DECISIVE

Procrastination is not an option, it is necessary to work hard and don't hesitate to make decisions

RISK TOLERANCE

Don't be afraid to take risks when pursuing new clients or testing a new product, etc.

PASSIONATE

Entrepreneurs love what they do. Indeed they are experts in their field and knows everything or learn if it is needed. They feel confident.

OPTIMISTIC

Entrepreneurs always look on the bright side and are constant dreamers. There are not problems, otherwise opportunities.

THE MAIN SKILLS

ASK YOURSELF

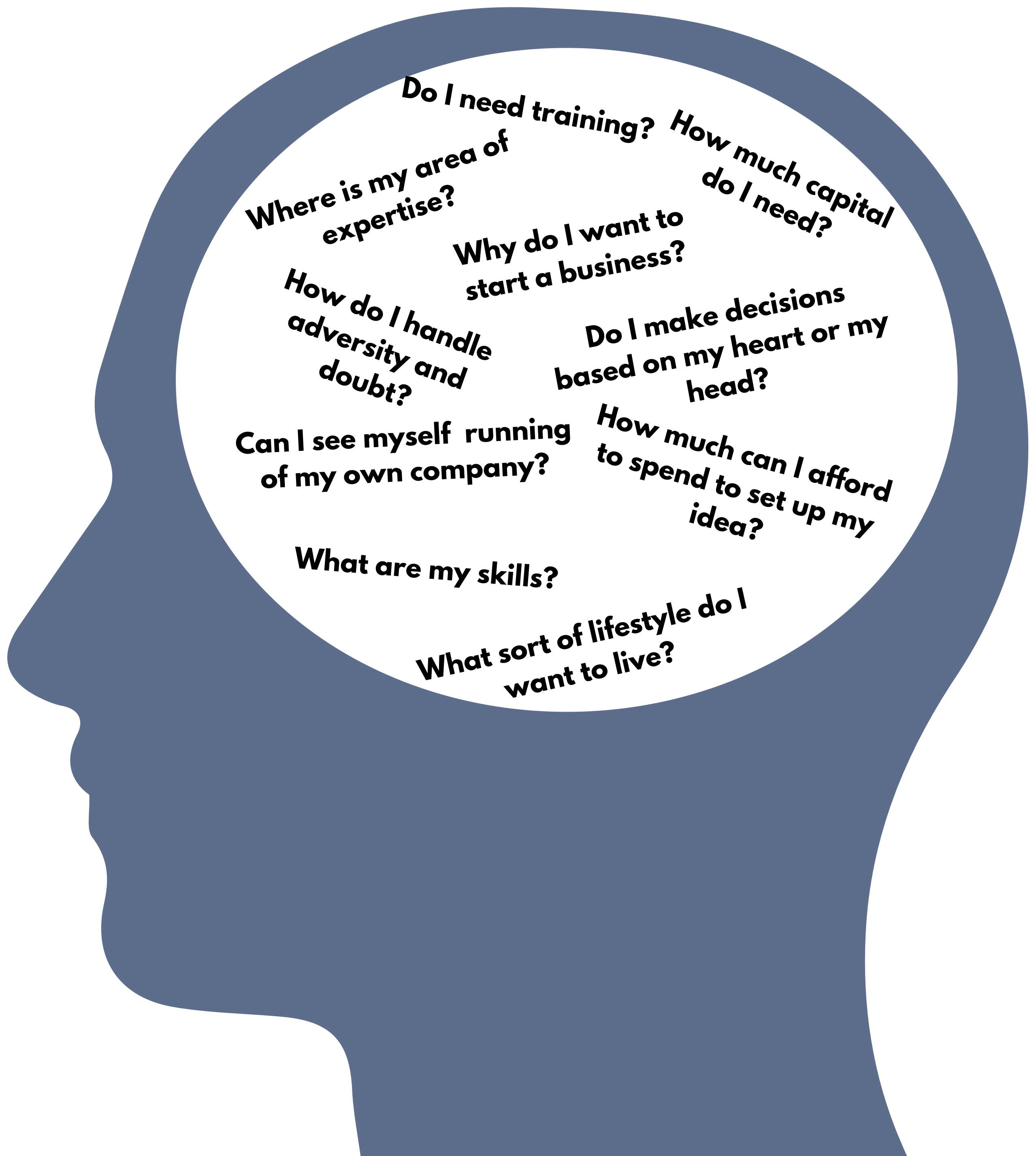


FIGURE OUT

self-knowledge and self-inquiry are important to analyze how we find ourselves in this moment. It also makes it easier for us to see what we have to improve, look for new options or simply accept what we cannot change. But attitude is the key, don't forget.

STEPS TO START

1

FIND THE RIGHT BUSINESS

Think of a business idea
Do market research
Think about your target audience
Analyze how works the market
Analyze your competitors

2

WRITE A BUSINESS PLAN

Form goals and objectives
Establish market strategies and business structure
Create a budget
Create an operation and management plan
Finance factors

3

OBTAIN START-UP CAPITAL

Think of your savings
Loans
Business Angels
Crowdfunding
Microcredits and banks

4

SET UP LEGAL STRUCTURE*

Corporation
Sole-proprietor
Partnership
Limited liability

**Check the legal structures of the country you want to set up your company*

OTHER THINGS...

Register the name of your company
Satisfy Licencing Business requirements
Establish a web presence (register your domain)
Establish your own logo, marketing visuals
Open a bank account
Identify where to get help (incubators, accelerators...)
Follow government rules

YOUR IDEA



INTRODUCTION

In order to start your own business we need an idea. Sometimes you can see it clearly because of your experiences or vocation. However, it is necessary just to think what do you want to do and what are going to offer to the marketplace. You can use different techniques to find your idea.

BRAINSTORMING

Brainstorming is a group creativity technique by which efforts are made to find ideas for a specific situation by gathering a list of ideas spontaneously. The objective is suggest a lot of new ideas for possible development.

CREATIVE THINKING

This creative process allows you to explore connections, meet new challenges and seek solutions that are unusual, original and fresh way. It is used mind mapping, reframing new ways, role plays or quotations, keep an ideas book, drawing or painting a theory on paper.

SOME KEYS

- Imagine possibilities
- Connect ideas
- Consider alternatives
- Seek solutions
- Put ideas into action.

-Be open to ideas when they are still new: look for ways of making things work and pushing the idea to its limits.

- Ask the same question at least twenty times and give a different answer each time.
 - Ask questions such as 'what if....?' Or 'supposing....?'
-

- Let your mind be influenced by new stimuli such as music you do not usually listen to
- Allow yourself to play with an idea



“Creativity is inventing, experimenting, growing, taking risks, breaking rules, making mistakes, and having fun”

-- Mary Lou Cook--



ANALYZE MARKET PLACE

A **market analysis** is a quantitative and qualitative assessment of a market. It looks into the size of the market and it helps us to realize how works our sectors and make sure the requirements to get through it.

DEMOGRAPHIC AND SEGMENTATION

TARGET MARKET

MARKET NEED

BARRIERS TO ENTRY

REGULATION



ANALYZE YOUR COMPETITORS

Competitive research is crucial to your success as a business because it arms you with the ability to quickly identify industry trends and adapt to competitor campaigns or strategies in order to maintain a foothold or out-compete them entirely.

IDENTIFY YOUR COMPETITORS

CATEGORIZE YOUR COMPETITORS

EXAMINE WEBPAGE, CUSTOMER SATISFACTION AND SOCIAL MEDIA

ANALYZE PRICE STRATEGY

USE COMPETITIVE ANALYSIS TOOLS



MARKETING PLAN

Start thinking...

PRODUCT

Buy my
products! (or
services!)

PRICE



PLACE

Where?



PROMOTION

Advertising
Marketing

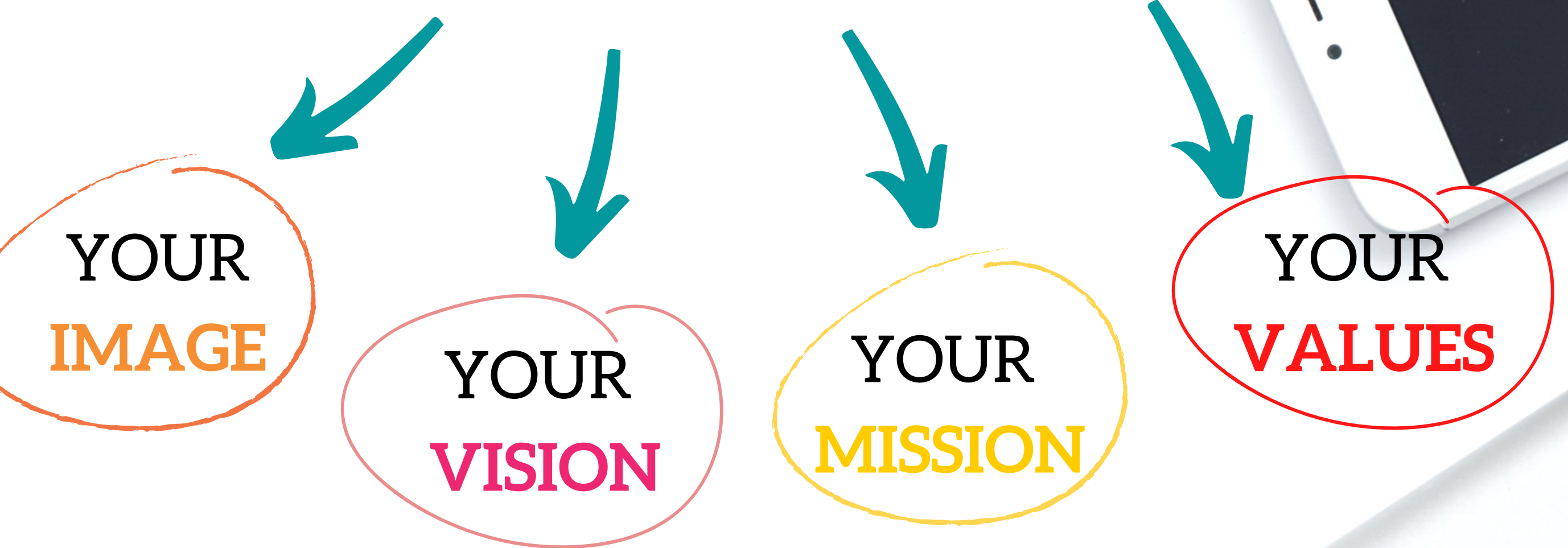
PROCESS

Procedures to
give your
products

PHYSICAL EVIDENCE

Packaging
Branding

BRANDING

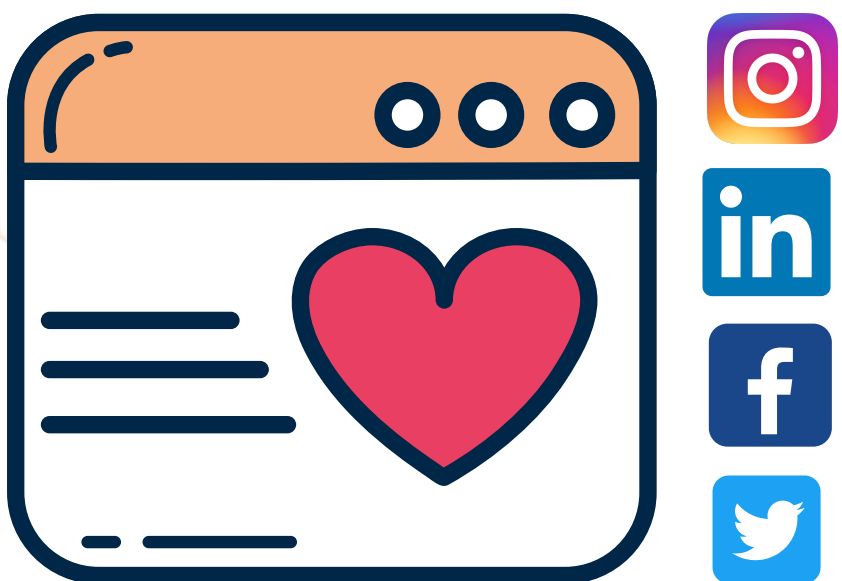


THIS IS MY
LOGO

Advertising

www.thisismyname.com

Social Media Visibility



Marketing Strategy

OBTAIN CAPITAL

CROWNFUNDING



TAKE NOTES

ANALYZE PROS and CONS

**ACCELERATOR
OR
INCUBATORS**

BANK LOAN

**GOVERNMENT
PROGRAMS FOR
STARTUP CAPITAL**

**BUSINESS
ANGELS**

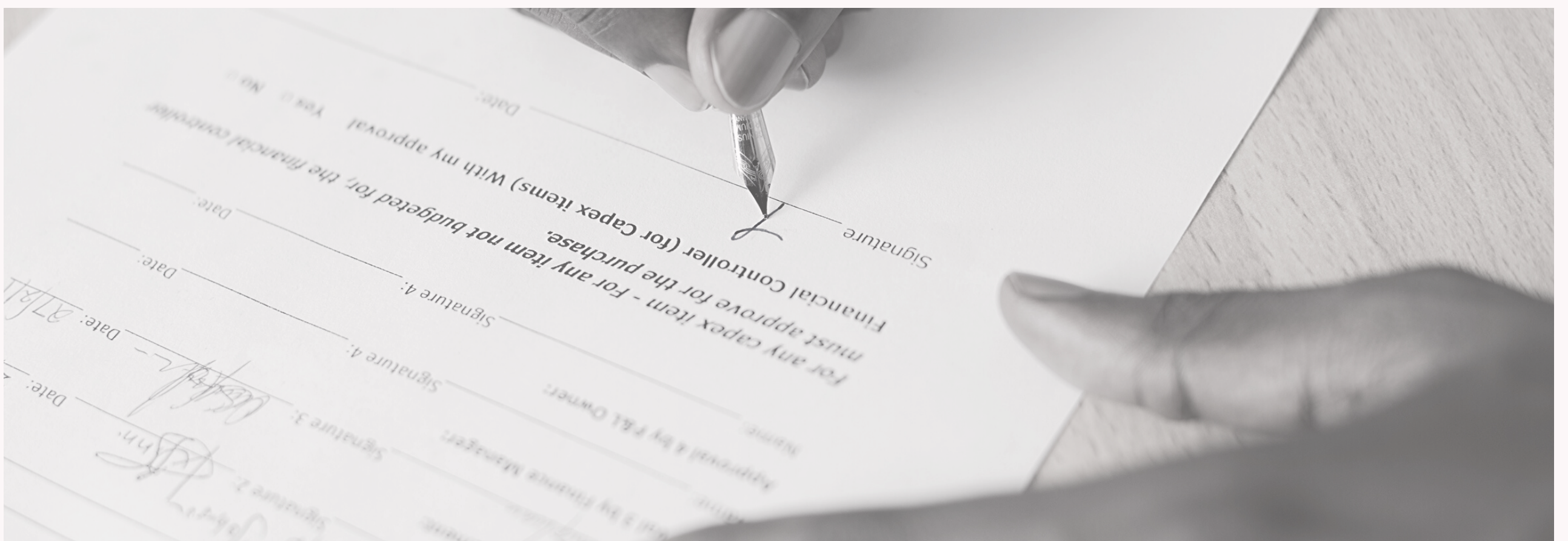
**ORGANIZATIONS,
ASSOCIATIONS,
PROGRAMMES**

**VENTURE
CAPITALS**

MAKE IT OFFICIAL

Make sure that you manage all the legal aspects as soon as you have everything clear. In that way, it is the only way to make sure that your name, idea, etc is registered and consequently you can start working on it.

- ☐ **BUSINESS STRUCTURE**
- ☐ **BUSINESS NAME**
- ☐ **REGISTER YOUR BUSINESS**
- ☐ **TAX ID**
- ☐ **PERMITS**
- ☐ **LICENCE**
- ☐ **BANK ACCOUNT**
- ☐ **TRADEMARK, COPYRIGHT OR
PATENT**



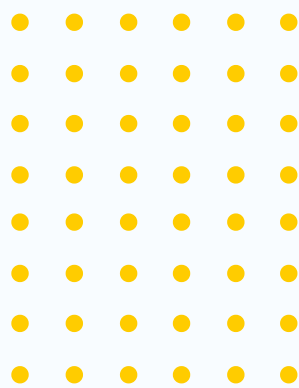
REFERENCES

Citibank. (2006). Basic Business Operations. In https://www.citigroup.com/citi/citizen/community/data/guide6_eng.pdf Forbes, & Kappel, M. (s.f.).

6 Ways To Measure Small Business Success [Blog Publication]. In https://www.citigroup.com/citi/citizen/community/data/guide6_eng.pdf

10 Signs That Prove You'll Be a Successful Entrepreneur [Blog Publication]. In <https://www.inc.com/andrew-thomas/10-ways-to-know-if-youre-a-true-entrepreneur.html>

Alexander Osterwalder & Yves Pigneur (2009) , *Business Model Generation Book*



www.eye-project.eu



This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.