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SUCCESS STORIES



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Success Stories

<https://pixabay.com/de/kinder-gewinnen-erfolg-videospiel-593313/>

- The following stories are taken from the platform <http://youthbusinessseurope.org>
- The case studies describe stories of young people across Europe, who became entrepreneurs.
- The stories should inspire you, but also help to learn from benefits and potential obstacles.



Example 1: Story

- Entrepreneur/Business: Mustafa Panshiri from “Kreativ Integration” in Sweden
- M. was born in Afghanistan and came to Sweden with his parents when he was eleven years old. Since childhood, he wanted to become a police officer .

As an adult, working as a police officer, he interacted with refugee boys from Afghanistan, who had just arrived in Sweden and were struggling with the change of environment. Coming from a similar background, he felt a connection with them and had the feeling that he “wanted to do something”. He organised a lecture where he talked to the boys and encouraged them to integrate and embrace all the opportunities they could find in Sweden. The first lecture was an enormous success. This motivated M. to organise more lectures and seminars, one day a week, for refugee and migrant children (most of whom were unaccompanied minors or orphans). The lectures proved to be incredibly successful and demand for them increased exponentially.

Example 1: Setting up of a social business

The demand for his lectures was getting bigger, so he quit his job as a police officer. The idea of actually starting his own business was terrifying, because he had effectively no business experience and no real way of knowing where to begin.

Following a valuable advice, he contacted the institution “NyföretagarCentrum” to support him setting up his business. He first received entrepreneurship training, which proved to be exactly what he needed to convert his business idea into a business plan. Then, in late 2015, he was matched with a volunteer business mentor, which was very helpful for M. With this kind of support, he soon learned how to not only run his lectures series as a full time job, but also how to effectively expand his venture to include services such as seminars and other formats.

With his organisation Kreativ Integration (<https://panshiri.se/>), M. wants to encourage young people to follow their dreams and embrace Swedish culture and society, as well as to trust authority figures such as the police.

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YOUNG ENTREPRENEURS SUCCESS Story - Motivational Video
by Young Entrepreneurs Forum.

Available at:

<https://www.youtube.com/watch?v=j7wZogQhmFE>

Motivation...



The video player shows a cartoon illustration of a person shaking hands with a man in a suit labeled 'COMPETITOR'. To the right, a hand is drawing a diagram on a whiteboard with the text 'important to reach the Target Area' and several arrows pointing towards a central point. The video player interface includes a progress bar at 2:07 / 3:17 and a 'SUBSCRIBE' button.

YOUNG ENTREPRENEURS SUCCESS Story - Motivational Video

Example 2: Story

- Entrepreneur/Business: Alice Angelotti and Anita Ballabio from “Corteccia Bookshop” in Italy
- The two women met working at a bookshop in Milan. They have the same academic background and love reading.
- They were searching for a more stimulating and exciting job, so they decided to start their own business and open a bookshop together.
- “Corteccia Bookshop” in Milan (<https://www.facebook.com/pg/corteccialibreria/about/>).

Example 2: Mentoring and expansion

- In their shop, they mainly sell books for babies, kids and young adults, and are continuously expanding their offer. They also exhibit drawings from illustrators for kids' books.
- They got financial support with a microloan, that allowed them to start facing the first expenses before having a proper income. The responsible organisation "PerMicroLab" matched them with a volunteer business mentor, who helped them with building their business and giving valuable expert support and guidance.
- What was perceived as tough by the two entrepreneurs is facing Italian bureaucracy and additional working hours during the weekend.
- However, they are very proud of their achievement and even think of expanding their bookshop.
- In 2016, they won, together with their mentor, the 2016 edition of the Young Entrepreneur Award.

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References

Sources:

<http://youthbusinessseurope.org/case-study/711/>

<http://youthbusinessseurope.org/case-study/alice-angelotti-anita-ballabio/>

Pictures:

<https://pixabay.com/de/erfolg-erfolgreiche-isoliert-503509/>

<https://pixabay.com/de/kinder-gewinnen-erfolg-videospiel-593313/>

Links:

<https://www.facebook.com/pg/corteccialibreria/about/>

<https://panshiri.se/>

<http://youthbusinessseurope.org/>

Video:

<https://www.youtube.com/watch?v=j7wZogQhmFE>