

Is everything possible in the Central  
Baltic region?



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DÄR STUDENTERNS IDÉER VÄXER



*"The way forward is never a  
straight line"*  
Susanne Rittedal Söderblom



**Susanne Rittedal Söderblom**

Regional manager "Spira-project"  
Drivhuset Göteborg

Mother to Arvid, Elmer and Vera  
Own business – developing a product  
idéa

Board committes

Business coach

Adventurous

Travel freak

Older than 30 but younger than 40

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From student to entrepreneur

- Or, how do you support people to create their own future?



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Founded in Karlstad, Sweden 1993  
Non-profit organization  
Located in 12 universities in Sweden  
Covers 60% of Swedens students  
Own methodology – **situation adjusted coaching**  
Courses  
Inspiration  
Attitude changes (ex. [drivet] och Potenzial)  
Projekt (ex. Uppdrag 24)  
Drivhuset Start up

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**“Picking the winner”**  
or  
**“making the winner”?**

*” Everything that can be invented has been invented”*

*Charles H. Duell, Commissioner of the United States Patent and Trademark office, 1899*

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**What is a good business idéa?**



The collage includes: a purple logo with the word 'Dough' in white cursive; a child sitting at a table with colorful dough and tools; a child holding a white cup; and a child wearing a green bucket on their head with a purple handle.

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**"Internet is just a fad. I don't think people, in the long run, would want to spend that much time it actually takes, surfing the internet"**  
- 12 maj 1996. Ines Uusman, IT-responsible minister in Swedish government

**"There is no reason why anyone would like a computer in their home"**  
- Ken Olsen, CEO, founder and head of board of Digital Equipment, 1977 -

**"I suggest you go back to driving a truck again"**  
Quotation from a concert manager after dismissing Elvis Presley in 1954

**"Honey, you lack experience and you're so young. Get a real education instead!"**  
Business coach at Almi 2004 to Therese Albrechtsson, founder of four businesses and appointed Europe's best young entrepreneur 2009

Remote shopping, while entirely feasible, will flop—because women like to get out of the house, like to handle merchandise, like to be able to change their minds.  
*Time*, 1966, in one sentence writing off **e-commerce** long before anyone had ever heard of it.


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**VÅGA, VÅRDA,  
VINN!** THERESE ALBRECHTSSON

MARIA OTTERLING

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Karolina Röntfors with her company  
**“Tic”**

Snap-on lock for buttons



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It's better with an A-person with a B-idea than the opposite! A business idea is stone dead without a human being realizing it!

The philosophy of Drivhuset:

The entrepreneur is superior of the idéa!

Colorful entrepreneur in the year of 2025?  
**Vera Söderblom 5 years**



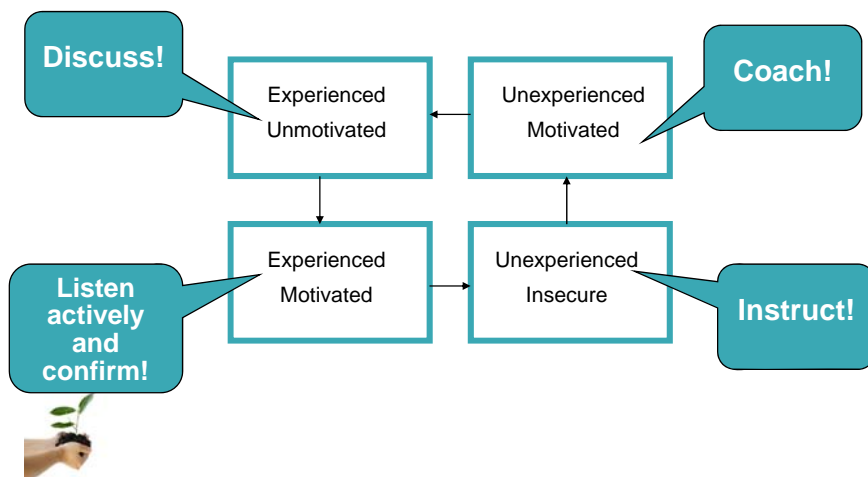
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So, how do we do it?



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**To motivate entrepreneurs**  
– situation adjusted coaching



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**Valentin** started his company a year ago, a few months before he graduated. After both set backs and success the company prosper, customers come flocking and Valentin hired two co-workers a few months back. This fall he is developing new services which he plans to market and sell in the spring. "The future looks bright", Valentin says.

**Lisa** studied at the university for four years and has managed to get a degree by taking separate courses. Since a year back she has thought about a number of idéas and has finally decided to go ahead with one of them as her first project. The idéas are still only in her head and she doesn't really know where to start to get along and come forward.


**Max** has a Masters degree from a qualified university of design and has many years of experience as an industrial designer since before school. During the education Max gets current inquiries for orders from his network, and he needs a F tax certificate in order to invoice..He also sees the potential of running and developing his company full time after graduation since he already is buiding up a customer stock.

**Olivia** has run her company for two years since she graduated and the customers has come to her by themselves. Now she feels the company needs to grow and get some more new customers, but she feels a huge aversion against picking up the phone and start selling. I'm not a seller – I'm a Dietician", Olivia says.

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idéa → start → operate → growth →



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Imaginary picture of the "Typical entrepreneur"  
Source: Sagt 03, Drivhusindex



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attitude – the importance of role models

- Who is a role model?



Filippa K  
Bill Gates  
Richard Branson  
Ingvar Kamprad  
Antonia Axon Jonsson  
Amelia Adamo  
Bono  
Tamara Christmann  
UpZone Adventure parc

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**Real** role models inspire!

Individuals close to the target group in for example...

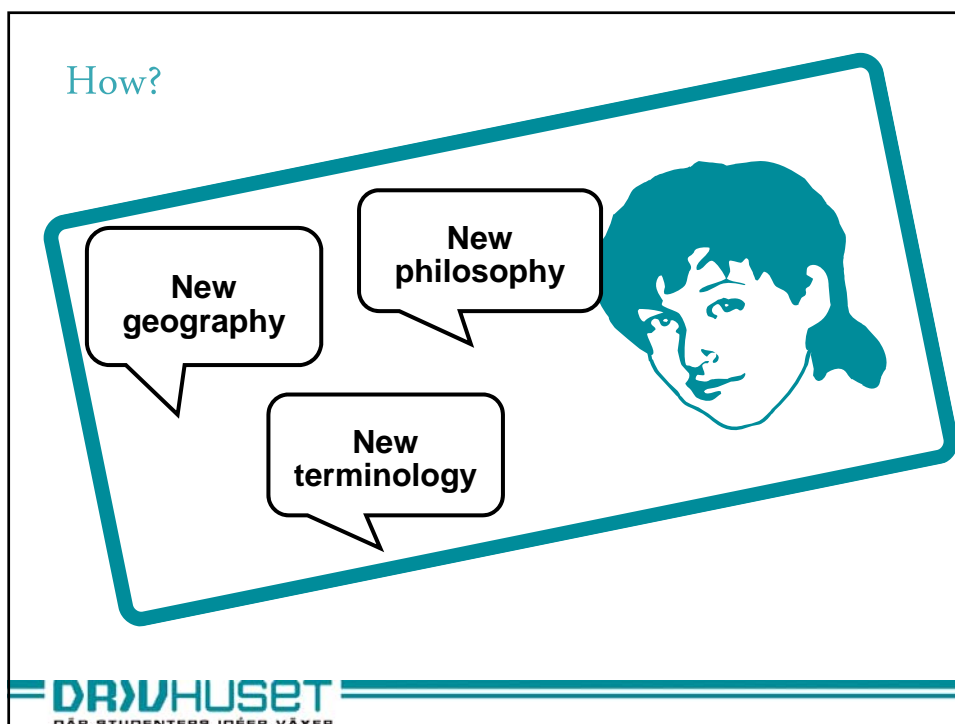
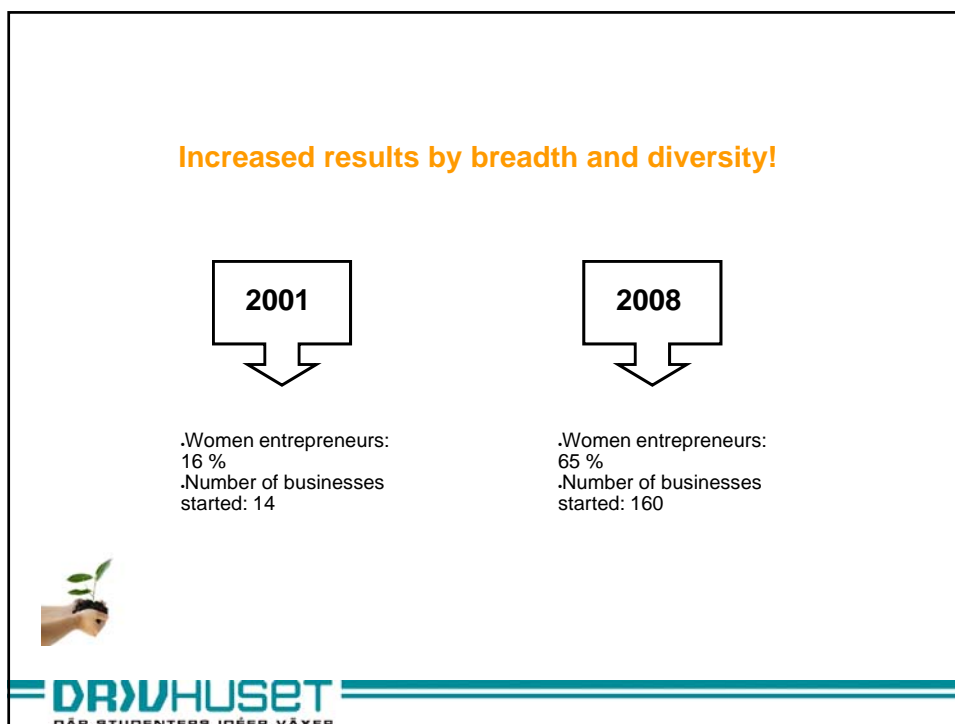
- age
- line of business trade
- sex
- process
- interest
- geography


Key word: **IDENTIFICATION**

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**New  
philosophy**

**Philosophy:**

Idéa is subordinate to the person.


Likeliness for success increases with an A-person than a B-person compared to the opposite,

**No one** can judge or foresee what idéa or trade of business that will be a success. It's up to the market to decide.

There is growth potential in all trade of business.


There is growth potential in technical ideas as well as in service idéas.

There is no general ABC in starting business or realizing idéas.




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**New  
geography**

**CHALLENGES:**


55 000 students

Predjudice and rivalry amongst students

No homogenous target group

**STRATEGY:**

- Segment target group
- Meet students in their own environment (at least the 1st time). Build a relationship. They are safe in their own every-day life.
- Matching activities




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**CHALLENGES:**

- Unknown entrepreneurial concepts of words - Discouraged by entrepreneurial terminology
- No identification
- Over informed

**STRATEGY:**

- Real Role models
- Avoid certain entrepreneurial words. Don't say business plan or customer analysis.
- Find "STEP 1"

**New terminology**



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**Dreams...**



**...can come true...**



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**Fear – the entrepreneurs biggest enemy**



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**You should not have dreams!**




**You should only have yellow post-it notes!**

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**CONCLUSIONS**

- ✓ The drive of the entrepreneur is more important than the idéa
- ✓ Adjust the message to the target group
- ✓ Limit information to suit the process – destroyer of information to clarify the next step!
- ✓ Say **yes!** – keep the drive and motivation of the entrepreneur
- ✓ The market will decide the potential of the idéa– we can not judge!!



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**Target group:**

- youth
- tourism operators
- painter

**Need:**

- balance in life
- knowledge
- communication


**Product/service:**

- bicycles
- envelopes
- home cleaning



**Extra practice!**

Talk to the person next to you:  
What business idea can **you** come up with in 5 minutes?



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