

Erasmus for Young Entrepreneurs

SUCCESS STORY

New Entrepreneur

Name and Surname: Olga Martyna Michalska

Country: Poland

Age: 29

Status: Would-be entrepreneur

Sector: creative / biophilic design

Name of business/website: JATTA studio



Picture:



Host Entrepreneur

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Name and Surname: Kateřina Piechowicz, Chairman of the Management Board of the Organization Business and Employment Support Centre (Centrum pro podporu podnikání a zaměstnanosti)

Country: Czech Republic

Age: 40

Experience:

- media representation,
- coaching managers,
- relationship coaching
- supporting of new entrepreneur

Sector: Social economy/responsible entrepreneurship/CSR

Name of business/website: NGO Center for Business and Employment Support / <https://www.centrumpropodnikani.cz>

Picture:



Details of exchange:

Date of exchange: 15 February 2021 - 15 June 2021

Duration of exchange: 5 months

Brief introduction (max. 1.000 characters): Who are the participants, how did they discover EYE, why did they decide to participate, what were the expected benefits,...

Olga Martyna Michalska is a young artist and a beginning designer who is thinking about starting her own business. By combining her passions, that is design and plants, she created a vision of business aimed at restoring harmony between man and nature. She discovered biophilic design and decided to develop her career according to its principles. She decided to participate in the project to gain key knowledge and get to know the possibilities. She discovered the project thanks to a friend who also took advantage of it.

The Business and Employment Support Centre (Centrum pro podporu podnikání a zaměstnanosti) seeks to increase the entrepreneurship of the population and the associated development of the entire region. As part of business consulting, it helps start-up

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entrepreneurs realize their business plan based on the principles of sustainable growth, which means that under its wings are created social enterprises, enterprises using the principle of circular economy or sharing services. Olga's business plan perfectly completes the current socially responsible businesses that have been supported by the Centre.

Activities undertaken (max. 1.000 characters): Examples, description of the relationship between the two entrepreneurs,...

During 5 months of cooperation, I was able to create 5 prototypes of products that I would like to sell. I created social media profiles where I share my projects in Polish and Czech. I took part in several conferences where I had the opportunity to present my future business. I appeared on regional television and the local newspaper. I have gained a lot of knowledge about doing business in the Czech Republic. Using the experience and advice of HE I have created a stronger business plan for my business that I can rely on in my future activities and in presenting my business.

Benefits achieved (max. 1.000 characters): Future prospect of cooperation, skills developed, contacts made...

Thanks to the cooperation with the Center for Business and Employment Support, I was given the opportunity to further develop my business. Jointly written application for an innovative start-up subsidy gave me the opportunity to stay in the Czech Republic and set up a business here. Despite the end of the EYE project we continue to cooperate - we started a project of creating upcycling furniture for office equipment. Thanks to the cooperation, I have created a strong marketing strategy based on innovative solutions. Participation in the events organized and co-organized by the Center for Business and Employment Support gave me the opportunity to create a wide base of contacts with other entrepreneurs, producers, subcontractors and with potential clients. I also acquired the necessary practical skills. The joint venture of creating prototypes of my products and placing them in four strategic places gave me the opportunity to check their functionality. Thanks to this, I can make corrections to my products without losses.

Quotation regarding the experience: (NE max. 300 characters)

Whether we like it or not, we face difficulties when running our own business. Cooperation during the project has taught me that it depends on us whether we treat them as difficult problems or as challenges that lead us to the top.

Quotation regarding the experience: (HE max. 300 characters)

It was a pleasure for us helping Olga. We could see her professional growth. In 5 months, we helped her with the design of prototypes, cost calculations, process settings and profit margins. In return, she turned our Center into a greener world.

Picture (NE + HE together)

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- I grant Erasmus for Young Entrepreneurs Support Office the right to use my story in its publications



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