

GP 43: Podjetno v svet podjetništva - Entrepreneurially into the Business World

Owner: Maribor Development Agency and Regional Development Agency for Koroška d.o.o

Start date: 2014

End date: 2018

Scope: ✓ training needs

policy measures ✓ other

Geographical focus: ✓ local and regional

national International

The GP presents a unique mixture of temporary employment, during which the training process takes place as the participants were guaranteed income while establishing their initial business activities.

During this time a network of mentors were providing both general trainings and workshops, as well as tailor made consulting for individual participants, best suited to their needs. The programme is carried out in cooperation with the Employment Service of Slovenia.

Aim:

- to enhance the entrepreneurial potential of the population of the identified area of 9 municipalities.
- to decrease the unemployment rate among the vulnerable target groups of the population

Target group:

Unemployed persons from the specified territory

About the good practice:

Calls are published, to which potential participants apply. Among all candidates, 10 participants were accepted under each call. The candidates apply by sending in their business ideas, along with their resume and a business plan. The business ideas should be feasible and if possible innovative. The results indicators set: 30 % of participants will become employed or self-employed within one year after the conclusion of their participation in the programme.

During the 4 month period the participant receive extensive training in the fields of preparation of business plans, preparation of a canvas business model, business negotiation, communication, finances and marketing. Total hours of training in 4 months received by the participants: 80 hours.

Each training was conducted as interactive workshop, where the participants were prepared to display their own progress in setting up their businesses. During the training participants were working closely with their mentors. Mentors were constantly monitoring the development of participants and assisting them at finding solutions for their challenges. The mentors accompany participants at meeting with potential clients and business partners.

The key factors of success:

- model to enhance entrepreneurship
- mentoring scheme
- training programme

Resources needed:

Total budget: 2,223,000€

Budget per participant: 11,465 €

Evidence for success:

- ✓ 200 persons involved
- ✓ 91 participants set up a business/ get in employment

Potential for learning or transfer

- organizational model/ implementation process
- Networking, providing business contacts, events

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<http://www.mra.si/pvsp-za-problemsko-obmo269je.html>