

GP 6: Business Cafe – new way of doing business, creating culture of success, creating winners entrepreneurial mindset

Owner: GMS for Bosnia , originally Business Cafe from Croatia

Start date: 2010

End date: on-going

Scope:	✓ training needs	policy measures	other
Geographical focus:	local and regional	national	✓ International

Business Cafe solves one of the biggest problems entrepreneurs face – feeling alone, isolated and misunderstood. It is organized in Croatia, Bosnia, Macedonia, Slovenia, previously also Montenegro, Serbia, and Austria.

Aim:

- Sharing successful entrepreneurial stories
- Connecting people – using networking to grow entrepreneurs businesses
- Cultivating culture of success
- Cultivating entrepreneurial mindset

Target group:

Entrepreneurs and would be entrepreneurs

About the good practice:

Business cafe shows the entrepreneurs that every other business women goes through the same problems, faces same issues.

Every event lasts 3-4 hours. Approximately 4 – 6 events are organized per year.

The key factors of success:

- Networking
- Motivation
- Support

Resources needed:

500 €/ event

Evidence for success:

- ✓ 700 shared entrepreneurs stories
- ✓ 300+ events
- ✓ 20 000+ visitors
- ✓ Deals for more than 30 mln. euro

Potential for learning or transfer

- organizational model / implementation process

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