



# Interreg



## Danube Transnational Programme DanubeChance2.0

### MENTORING COUNTRY



### RESPONSIBLE PARTNER



"Business incubation program" is a very technical term that is very difficult to translate into Croatian, while retaining its original meaning. It is for this reason that CFE decided to call the program a "mentoring program" keeping in mind the marketing activities that are needed so that the mentoring program can be adequately promoted and presented to entrepreneurs (but also to the public).

As an additional step to promote mentoring, CFE decided to organize a kickoff seminar and invite all interested entrepreneurs, local government representatives and the general public to present the mentoring program, ie the results done in period 6, and present a new program and invited entrepreneurs to sign up.

In the first round of the public call, the CFE received 19 applications from interested entrepreneurs, but 5 were selected in the first round.

The second round of the mentoring program is planned for September 2021, when 5 more entrepreneurs will be involved.

#### What do we know for the applicants?

Currently, 5 entrepreneurs in different phases of business are included in the mentoring program. After the initial meeting with the entrepreneurs, the first step was to develop an action plan and aid entrepreneurs in the areas of expertise of mentors who are mostly CFE employees, while for other issues and problems external experts are involved as mentors.

**Entrepreneur 1** - is engaged in the production and packaging of granola

**Entrepreneur 2** - deals with nutrition and promoting a healthy diet

**Entrepreneur 3** - is engaged in adrenaline tourism penetrating market niche

**Entrepreneur 4** - introduces a new innovative product to the market in addition to electric scooters

**Entrepreneur 5** - restaurant owner promoting creative and healthy diets by offering healthy to-go meals

All of them are in different phases of mentoring, but they all have in common the analysis of the environment, building a sustainable business model, focusing on marketing strategies and market penetration, developing partnerships and cooperation, and building the local community.

#### What do we know about mentors?

CFE has 5 in-house mentors, one pro-bono mentor and planning to expand


The mentor we have chosen to present is the pro-bono mentor and her name is Vedrana Mataja, mag.psych.

**Vedrana Mataja, mag.psych.**, is a human potential manager of the very successful Osijek IT company. While studying at the Department of Psychology at the Faculty of Philosophy in Osijek, she found herself in the field of organizational psychology, which is why she joined the HR team of the student organization AIESEC and went through several HR internships in banking and IT and public administration. After graduating with a degree in human resources management, she deepened her knowledge by graduating from the HR Academy. She got her first HR job in the Human Resources Department at a big IT company in Croatia's capital, Zagreb, after which her enthusiasm for organizational psychology only grew and she now continues in the position of Human Potential Manager in a very successful and rapidly growing IT company in Osijek. Her involvement in the mentoring program is very important because of her knowledge and experience, and she joined the program without hesitation and with a big smile on her face looking forward to working with entrepreneurs and her contribution to the development of their business which is fully pro-bono because she truly believes that if you do good, good will find you back.

#### CONTACT

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