

MENTORING COUNTRY

RESPONSIBLE PARTNER



CONTACT

 Krisztina Horváth-Karip (+36 70 907 1746)  vali@ifka.hu  +36 1 312 2213

“ IFKA Non-profit Ltd. has developed a crisis management incubation program for entrepreneurs in order to deal with the difficulties caused by COVID-19. In November 2020, a pilot business strategy management program was started. The main result of the incubation program is that the selected entrepreneurs can start rebuilding their business with a new developed business model and marketing plan. You can now apply again for a mentoring program for businesses. IFKA provides mentoring assistance to individual micro and small businesses adversely affected by the COVID-19 outbreak.

Services available under the programme: BUSINESS QUICK DIAGNOSIS, MENTORING SERVICES, MOTIVATIONAL MEETINGS.

The application form is available here:
https://urlap.ifka.hu:443/player/questionnaire_play/214c36a2-b070-4578-8e71-adfb254b23f4

MENTORS

Zsolt Kovács: I have a colorful professional background. I worked for several years in the SME sector as Marketing and Project Manager moreover I have been working in the municipal and public – government – sector in several positions. I have participated in the national development programme of the SME as a business development officer, later as a professional leader. Furthermore, I have worked in urban development and in short supply chain programme as an advisor. Currently, I have been working as a managing director at Derecskei Városgazdálkodási Nonprofit Kft which firm profile is urban and economic development.

Kristóf Baltay dr.: HR and Business executive with 20+ year's international experience in Consulting, Automotive, Energy, Banking, and Telecommunication industries. Well exposed to the European, North American, Middle Eastern, and African work environment & culture. As a generalist and Business Partner proved track record in change and talent management, leadership development, organizational design, labor relations, new site openings, and restructuring as well as in M&A activities. Experience in Fortune 500 corporate, SME, start-up, and family business environment.

Anikó Soltesz: lawyer, economist, trained sociologist. I have been working for DC program since 2019.

What is the opinion of these two mentors about the program?

Zsolt Kovács: In my opinion, many entrepreneurs and businesses cannot differentiate between mentoring and counseling. What follows that the so-called 0. step is very important where the mentee and mentor have to lay down the rules and need to prepare a survey. In this step, the mentor has the opportunity to make quick diagnostics and make a targeted strategy. I think this step lays the groundwork for the following occasions.

Kristóf Baltay dr.: General needs to launch own business and prepare fundamental operating rhythm. Strong expectation to understand and set up sales, marketing, and supply chain processes. Be involved in hands-on support identifying the business org that be involved in recruitment and selection procedures.

Anikó Soltesz: First I completed a Curricula for the trainer and the participants of the Second Chance training program, provided two days of training for the applicants, and have mentees in the first phase of the program as well.

Currently, when we provide mentorship to eliminate the harmful effects of the COVID pandemic, I have two mentees.

1. Sole proprietor, Marion Condo follower, home&office organizer, virtual assistant, provides home staging services, etc. She would like to begin a more systematic marketing activity to enlarge her clientele. She has a teacher's training diploma, so exploring her business thinking is crucial. Actually, she made empathy maps, defined the business persona, now we are working on the value proposition for the different customers as well as the pricing.
2. Family business, facing the problem of succession and modernization. Until now I worked with the potential successor only, having risk analysis, completed the first version of the Business Model Canvas, but based on my visit to the factory I think, solving the most important problems only will far beyond the mentor program.

