

# QOUSQOZA7

Is an interior styling and textile business creating soft furnishings and fabrics with an infusion of contemporary styles and traditional, authentic Egyptian touches.



*"I now have a concrete vision through the tools I obtained. The workshops allowed me to reflect on my values and subsequently, issues I was experiencing with certain retailers. I now target retailers with the same values as my own".*

Sahar describes that prior to the Creative Enterprise Workshops her business had been operating for 2 years and was not achieving the financial success she hoped for. Sahar feels this was, in part, due to having limited connections within the creative sector.

***“I didn’t know what my next step was or where to focus my attention. I was lost. I have a good understanding of how business works but it is not the same for creative industries. I felt like I was missing something and needed to find out what that was”.***

Sahar had completed a UK diploma in interior design but wanted support relevant to her industry and local area. After spotting the workshop opportunity, Sahar decided it might meet those needs. Having taken part, Sahar agrees that the workshops provided a useful set of tools and perspectives for taking her business forward. In particular, Sahar feels the workshops generated fresh ideas. Moreover, group activities encouraged an open discussion between businesses and helped to reaffirm Sahar’s business goals. The information provided helped Sahar to forecast, plan and manage her finances effectively, and to match business values with customer needs.





Sahar expressed that her outlook has also changed with regards to responding to customer feedback. For example, customers were suggesting that she branched into wearable fashion and, subsequently over the last couple of months she has been designing a new collection of garments. Sahar hopes to launch this in the summer of 2016, ***“I now have a better vision for my business. I am feeling much more confident and excited for my new business venture.”***

The opportunity for creative individuals from outside of Alexandria to stay together ‘offsite’, encouraged Sahar to focus on the workshop content with no outside distractions and increased networking opportunities. As a result, Sahar remains in contact with 3 or 4 individuals, one of which is a jewellery designer, and Sahar hopes to collaborate through exhibitions and joint photoshoot. Sahar believes that without the workshop support the same results would not have been possible for her business: ***“I would have been struggling in the same circles, no networks, and no help in certain areas”***. Furthermore, Sahar has recently completed the ‘Train the Trainer’ workshops in Cairo and is excited to support other local developing creative businesses in her area.

# RANIA HILAL DESIGNS

Rania is a jewellery and leather goods designer from Egypt



*"I believe that the workshop environment really helped me, the trainer believed in us and I am really grateful for the opportunity. I would like to see the continuation of the support and helping me to take that next step".*



Rania was primarily jewellery designer, but has recently branched into leather designs. At the start of this new business venture, she faced a number of challenges in particular the commercialisation of individual artistic pieces and growing from a 'one man show' into a more developed production line. Rania initially engaged with the workshops to gain more skills to make her business more commercial and in order to it marketable and profitable, she worked on making the process more innovative.

Having previously worked within the creative sector, Rania was aware of business support available and states that there is nothing similar to the Creative Enterprise Workshops anywhere else in Egypt. Rania feels the workshops are unique as they offer support which is relevant to up and coming creative industries.

Rania originally expected the training to involve 'spoon feeding' exercises. To her surprise, the workshops were participatory and provided an opportunity to **recognise and reflect upon her own values**- something she hadn't done previously. Rania describes that *"it gave me the time to think about my business and obtain an outsider's perspective on my business. The materials provided were really useful and I have been able to use with my business planning. The business blueprint in particular is now at the heart of my business."*



On a personal level, Rania believes that the workshops have helped her to **grow confidence** and she now has a clear understanding of how to capture and develop new business opportunities which draw upon her business values. Rania has put this into practice through targeting new companies to stock her products, accessing new opportunities to exhibit products and accessing new clients.

In terms of business growth, Rania stated that in the first month after attending the workshop her **profit had increased six fold**. She now has a new line of leather products and one of her new retail suppliers in Cairo sold 50% of her stock within the first month. Her **contacts across the creative industries have expanded**, and since participating, Rania is in regular contact with a number of creative individuals. She describes that many of the participants have become loyal customers, asking for bespoke jewellery and leather goods.

Moving forward, Rania hopes to upscale her business and employ someone who can support her product development. Rania no longer experiences her initial doubts about the business venture, and has **clear ambitions to grow the business**. She hopes to start exporting her products to wider markets in the future.



# ASSOCIATION OF ART IN THE COMMUNITY AND CROSS-CULTURAL DIALOGUE



Ran Sasson is a project manager and business enabler who helps new companies to develop and grow. He has worked in a variety of different sectors but most recently he is working with The Association of Art in the Community and Cross Cultural Dialogue to develop and grow their ideas

Ran initially wanted to take part in the Creative Enterprise workshops to develop his network of contacts in the South of Israel. He was also interested to **gain a more international perspective of business and global market investment opportunities**, which he anticipated he would gain from the British Council.

Lastly, Ran hoped to learn about the special characteristics of creative/artistic businesses. Ran believes that one of the challenges faced by the creative sector is that it can sometimes be more **difficult to attract investment** when goods and services don't always offer high returns.

Ran considers the workshops to have been effective, particularly the trainer, and the size of the group which he feels **aided discussion and sharing of ideas**. Furthermore, Ran feels that the content was delivered at a good pace, which kept the sessions interesting yet easy to follow. Ran also thought that the more technical content was delivered in an **easy to understand** manner ensuring that the information was accessible to participants of all skill levels.

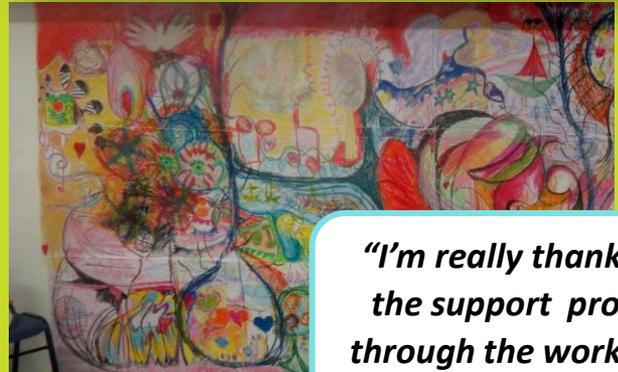


Ran described that his marketing knowledge had improved. Ran has also developed a more positive and determined attitude, sharing that taking part in the workshops helped him strengthen two important characteristics: 'grit & dare'. Ran highlights these are important to realising new ideas.

Currently, Ran is busy looking for funding for the Association using the tools he has picked up as part of the workshop. Additionally, since taking part at least four new projects have arisen that the business is looking to develop further. Ran also shared that he **keeps in touch with a number of his fellow attendees** and is using this network as a means of support and as a means to develop the business (and his other ventures) further.

Following the workshops, from a personal point of view Ran feels that he has gained **greater knowledge of the creative sector** in his country. In particular he feels that his understanding of how to make a creative/community **business more feasible and sustainable** has increased.

To find out more about the Association of Art in the Community and Cross Cultural Dialogue, visit: [www.facebook.com/artinthekehila](https://www.facebook.com/artinthekehila)



**"I'm really thankful for the support provided through the workshops"**

# AMAGUGU INTERNATIONAL HERITAGE CENTRE



Is a cultural and recreational centre in Matobo district of Zimbabwe, celebrating the indigenous heritage of the local area, attracting visitors from schools and other education providers as well as tourists.



***“The workshop more than met my expectations. It helped to boost my confidence. I had been working in isolation and was unsure about my business idea. The workshop provided me with the skills to develop an action plan, business forecast and a network of contacts.”***

Before taking part in the first workshop the company manager, Butholezwe Kgosi Nyathi, found it challenging to develop networks within the creative sector that would offer support to his new business. Butholezwe had a positive impression of the British Council due to prior involvement with them so when he heard about the Creative Enterprise workshops, he was keen to be involved. Furthermore, they were ***offering an international perspective on the creative sector*** which appealed to Butholezwe.

The course was delivered from the capital city, Harare, and Butholezwe travelled from further afield to participate. During the workshop, Butholezwe appreciated the format, and that the workshop was delivered as a discussion rather than a lecture. Butholezwe felt this approach worked well and enabled candidates to get a lot more out of the course. Everyone involved was encouraged ***to participate and share their experiences*** and to offer and listen to constructive advice.



Through the workshops, Butholezwe has experienced a boost in confidence. Furthermore, he cited the ability to **grow his network of contacts** in the creative sector as a major benefit to taking part. Now, as a result of the workshops, Butholezwe has people who are going through similar experiences that he can turn to for advice and support. He is also **working in partnership with one individual that he met on the course to deliver a joined up service.**



Moreover, since taking part in the workshop Butholezwe has reconfigured his business model and has set up systems to better monitor performance and progress. This has included development of a business Action Plan, a detailed Financial Forecast and a Marketing Plan. Since implementing these new systems, Butholezwe has noticed that **tourist numbers are beginning to increase** as a result of better marketing of the heritage centre. Butholezwe describes that he is very confident of business growth this year and into the future as a result of the lessons learned in the workshop.

As he engaged with the workshops in a positive way, Butholezwe was selected to be part of phase 2 of the project (Creative Enterprise Train the Trainer), which he welcomed and is currently taking part in. This will enable him to deliver support and training to other creative businesses in Zimbabwe.

*To find out more about Amaguqu International Heritage Centre, visit:*

[www.amaguquheritage.org](http://www.amaguquheritage.org)

# RADIO SKOVORODA



is an online radio station operating from Lviv in the Ukraine.



*“I thought the workshop was really useful and informative and more than met my expectations. I utilise my notes and the toolkit everyday as part of business planning and to aid discussions with my colleagues.”*

Before taking part in the workshops Andriy Chemes, the Managing Director of Radio Skovoroda had succeeded in getting the radio station up and running. Andriy saw potential to make the company more profitable. However, without a business plan in place, the company was unsure about the best way to realise this ambition for business growth.

At this stage, Andriy heard about the Creative Enterprise Workshops via a friend who had been searching for grants and business support services. Andriy thought this was a great opportunity to gain a better understanding of how to make a **creative product more commercial**. He hoped to learn more about how to make sales and attract investment in his company's idea.

Andriy is particularly positive about the trainer delivering the workshops and indicated that over the course of the few days, they developed a good relationship. Andriy shared that she was very professional and candidates trusted her views and advice. **The workshop also brought a lot of likeminded people together** and helped to develop Andriy's networks and contacts. All of the *“information provided was useful, practical and inspirational and gave the candidates the confidence to develop their business ideas further.”*



***“All of the information provided was useful, practical, and inspirational”***

Through Andriy's attendance at the Creative Enterprise Workshops he has learnt more about the **key audience and customer** for the businesses product, how to develop a marketing plan and he better understands business and financial planning. Furthermore, Andriy is **now working with 3 other organisations** that were represented on the course, all of which have paid him for commercial airtime to advertise their products and services via the radio station.

Andriy has put into practice a number of the things that he learnt on the course. For example the company is currently developing its business plan and are pulling together a financial budget and forecast for the coming years. He often refers to his notes from the workshop to help him explain the process to colleagues and to refresh his learning.

Andriy feels that he has become more business minded and has **more commercial understanding** of what it will take to make the radio station successful and profitable in the future. He also feels that he has developed leadership skills and is now able to drive the company forward more successfully.

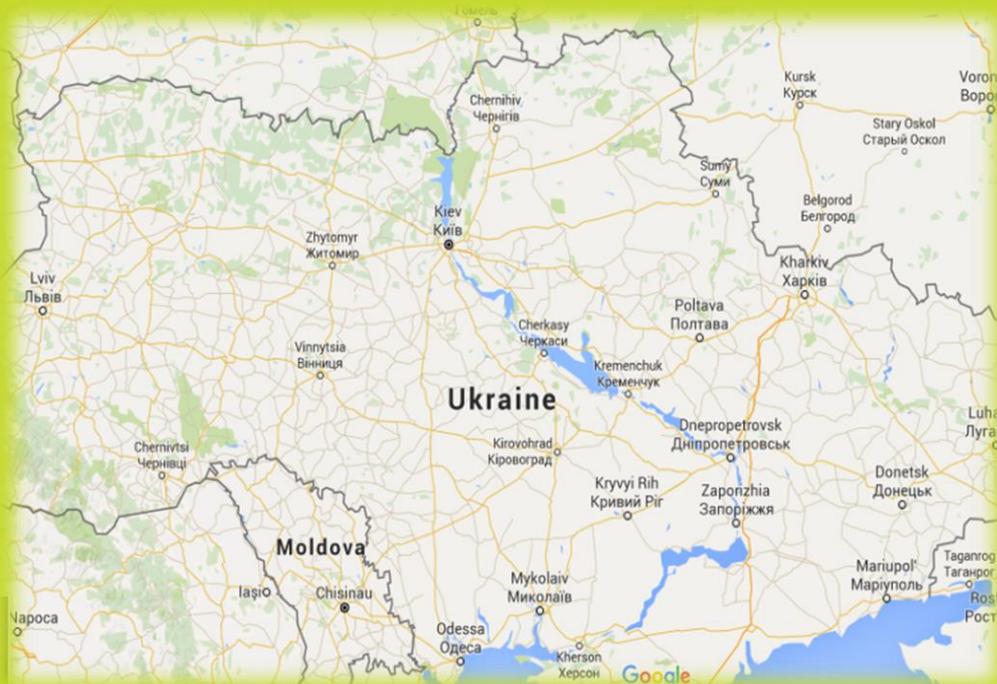
Even though the workshops were quite recent, the **business is already noticing the benefits** and is seeing an increase in its profits. Due to better marketing they have been able to send promotional material and presentations to commercial companies who would look to buy commercial time on their station.

To find out more about Radio Skovoroda, visit:  
[www.radioskovoroda.com](http://www.radioskovoroda.com)



# BE DIFFERENT TIE

Specialises in creative and handmade accessories, including bow ties made in a range of unusual materials, such as wood.



BeDifferentTie



***"It was valuable to get a clear strategy at a time when we didn't know what to do and had considered stopping. It gave us new vision of our business".***

Through taking part in the Creative Enterprise Workshops, Alyona (the business founder) hoped to gain the practical knowledge to meet her business goals. Her aims included improving strategic planning, marketing and sales, and to increase her motivation to drive the business forward; **“I hoped for a dose of motivation and relevant knowledge about how to make a working system from my business.”** From Alyona’s perspective the explanation of why a business’ strategy should stem from its ***mission and values*** was most effective, and has encouraged her to think about this in the long-term.

In Alyona’s opinion, the positive group dynamics contributed to the success of the workshops. Alyona conveyed that the ***interaction between the trainer and the audience was to a high-standard.*** Group tasks were particularly effective as these facilitated the sharing of ideas, and Alyona notes that because not everyone was from the same environment, this led to increased **sharing of a range of knowledge and experiences.** This collaborative attitude also extended beyond the workshops, with Alyona sharing that participants *“became customers of each other’s businesses”*. Alyona describes that as a result of the workshop she has started to believe in her business much more than she did previously, sharing that *“positive dynamics”* now exist within the business.



***“Since taking part in the workshop I now have a really strong belief in the business.”***



***“The workshop was at the right time, with the right people, and supplied the right information”***

Alyona has also shared the knowledge and skills gained through the workshops with her wider team. Together they have had discussions which have helped Alyona share the values of the business and ensure each team member fully understands the strategy. She shared that the Toolkit has provided *“new instruments to make the team stronger and more productive”*.

There have also been tangible benefits, for example, these ***positive impacts have extended to the business turnover***, building directly on the financial plan developed through the workshops. Likewise, networks and contacts nurtured as a result of the workshops have been valuable, and have led to new partners through which to sell products.

Alyona feels it is a “good time” to start a creative business and would urge others to get involved with the Creative Enterprise Workshops to gain valuable experience, an understanding of their business, and opportunities nationally and internationally; *“We can do our best to change our lives and change our country”*.

Alyona hopes that the legacy of the Creative Enterprise Workshops will be business expansion. The workshops encouraged Alyona to broaden her ambitions for the business and she is now thinking in terms of global goals. Alyona feels that the ***workshop was at the right time, with the right people, and supplied the right information to increase business growth***.

To find out more about Be Different Tie, visit: [www.esty.com/shop/bedifferenttie/](http://www.esty.com/shop/bedifferenttie/)

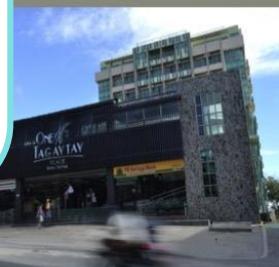
# DESIGN3 ARCHITECTS

**DESIGN.3**  
ARCHITECTS

Is a collaboration between young designers who value partnership with the user for the design process.

**DESIGN.3**  
ARCHITECTS

***“In many ways the workshops were different to what I had expected, but it has been very relevant and useful on a personal and business level I would definitely recommend this programme to other creatives!”***



HOTEL PROJECTS

TAGAYTAY | BORACAY ISLAND

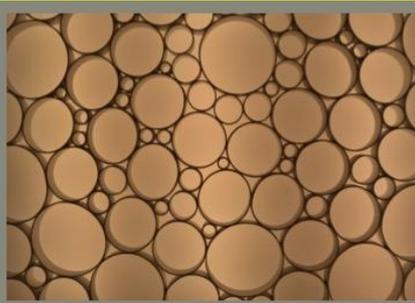


In 2013, Xander Lacson set up his own architectural studio with two former colleagues and together they began to develop a portfolio of home designs. Between 2013 and 2015, the studio primarily worked on residential designs and had been largely successful in their field. More recently, they witnessed a change within the market, and subsequently realised that they needed to **grow their business**. The partners sought to branch out into commercial markets, working with construction contacts so that they could deliver on projects from design to completion.

Initially, Xander was interested in taking a UK accredited short course or Master's degree, and was searching online when he came across the British Council website. He describes that *"the way the Creative Enterprise workshop was advertised, it seemed perfect for us"*. Xander was especially **interested in learning more about business development within the creative sector**. He hoped to **gain new skills and confidence** through the workshops and to find new routes to access new clients.

At the workshops, Xander feels that having an experienced UK trainer encouraged participants to speak up and be responsive to each other. Xander believes this outside perspective was valuable, and created a good atmosphere for sharing ideas. Furthermore, the trainer placed importance on ***understanding and reflecting upon individual intentions, motivations and values of running a business.*** Xander deemed this most useful, *“as a studio we realised that not all of the partners had the same values or vision for the business, and subsequently, one of the partners left.”*

On a personal level, Xander feels that after engaging with the workshops, he is ***more inspired and confident*** in taking his business forward. The workshops encouraged him to reflect on his business, take a break from day to day operations and think about the next steps.



Xander explains an increased awareness of his business within the creative sector and that the workshops helped to reaffirm his confidence, *“some days, I think ‘do I want to go back to my old day job – working for someone else?’ but then I promised myself to continue what I am already doing! The workshops have given me the courage to continue.”*

As a result of being involved with the workshops, Xander feels he took away a lot of useful insights, expanded his networks with other creative individuals outside of his field and developed a wider business support system.

*To find out more about Design.3 architects, visit:*  
[www.d3signarchitects.com](http://www.d3signarchitects.com)



# ZEDLABEL



A business selling Zimbabwean fashion, accessories and beauty products online

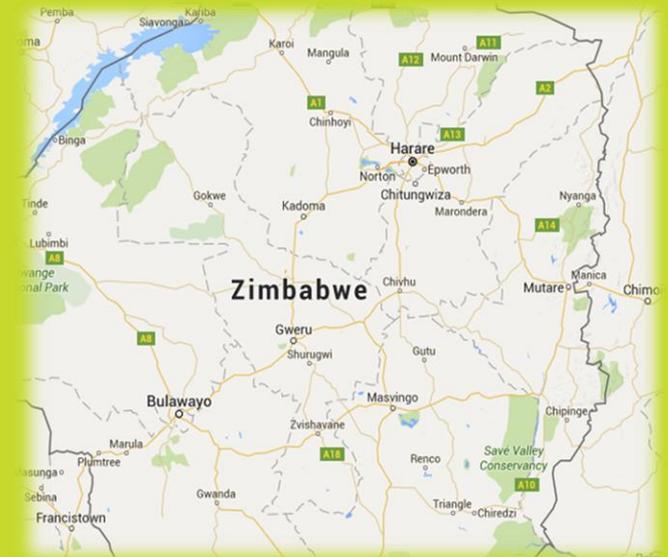


*“The workshops provided an opportunity to “talk to creatives, designers, and those in different fields and hear their open, candid concerns, desires, and needs”.*

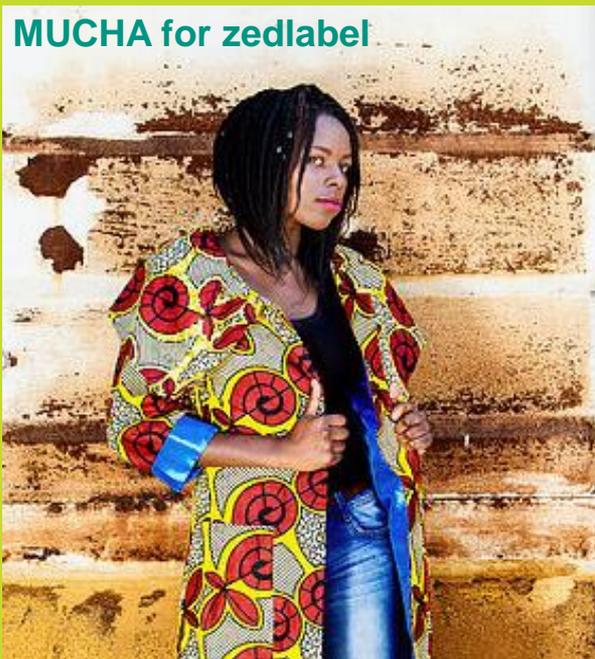
Mellisa Mazingi runs zedlabel, a business which sells Zimbabwean fashion, accessories and beauty products online and has a wider vision to promote the Zimbabwean fashion industry and support local designers to “learn, work, create and sell”. Having noticed that consumers found it difficult to access products and designers struggled to reach markets, Mellisa developed an online platform in 2014, intended to alter that retail dynamic and make fashion more affordable and accessible.

The main business challenges Mellisa faced at the time were to understand “*who the customer is, where they are, what they want, and how we give it to them*”, as well as how to fulfil designers’ needs. In addition, Mellisa outlines challenges unique to Zimbabwe. For example, online retail and payment is not yet widely understood or trusted.

Mellisa considers this new perspective to be the biggest impact of the training, allowing her to better balance the needs of the designer and the customer, to understand what they are looking for, and therefore to market more effectively. She has **established more specific target markets and methods to attract them**, and gained insights into which products and pricing systems to offer. This had led to **increases in revenues, and Mellisa is now in a position to expand her team in the near future.**



## MUCHA for zedlabel



Mellisa was excited that the Creative Enterprise workshops were at the intersection between “creative” and “business”. Mellisa describes there is a “*vast pool of untapped talent in Zimbabwe*”, and whilst the fashion industry has a lot of creativity it can lack business savvy. The training allowed Mellisa to discover more ways to bridge that gap, find out what others are doing, and what works well. Furthermore, Mellisa appreciated that a proportion of ***participants were drawn from “all corners” of Zimbabwe***, as support programmes tend to be Harare-focussed. She would encourage an even greater mix in future.

More broadly, Mellisa appreciated the chance to “*break out of the fashion bubble*”, hear viewpoints from different industries, and **open up collaboration opportunities**. Mellisa involved one designer from the training group in a fashion challenge, another in a fashion showcase, and anticipates these relationships will continue.

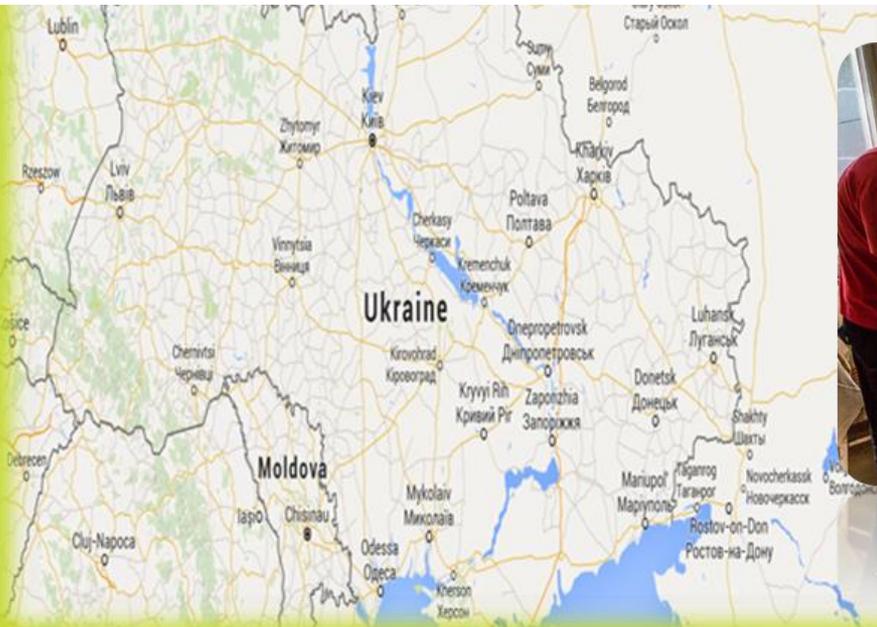
Mellisa has also continued her relationship with the British Council and conducts monthly fashion roundtable meetings using British Council premises. This aims to bring the industry closer together and to foster a spirit of collaboration.

Without the Creative Enterprise Workshop support, Mellisa feels that the pace of progress for zedlabel may have been slower, and that **the workshops acted as a “catalyst” in moving the business and the sector forward**. The workshops provided the space for Mellisa to establish networks and nurture relationships. Mellisa’s future hopes for the business include identifying distribution partners in the US or UK and to continue expansion.

To find out more about zedlabel, visit: [www.zedlabel.com](http://www.zedlabel.com)

# KARPATY TRAVEL

Is a travel agency based in Lviv that specialises in sustainable tourism, hiking, heritage conservation and trips to learn the traditional crafts of the rural mountain communities including local ceramics, sheep's wool blankets and woodcarving.



***“We’ve been discussing the idea of this cluster for a while, and the British Council/Nesta training gave us the impetus to take off with this project.”***

Karpaty Travel supports the development of a local cluster of businesses in a small town of Kosiv - an important travel destination in the Carpathian Mountains. The business is currently in the process of developing a plan to increase tourist numbers to this area.

Tetyana, the Managing Partner and co-founder of the business was familiar with the British Council as a result of her involvement with the organisation as part of other projects she had been working on. She was therefore keen to become involved.

In particular, Tetyana hoped to gain some **peer feedback** with regard to the business and its future direction. She also hoped to benefit from **professional expertise that was tailored to the creative sector** and increase her knowledge and skills.

Having taken part, Tetyana describes that the workshops were very informative. Tetyana is particularly positive about the way the trainer managed the workshops, delivered the content and engaged the businesses in discussion. She shares that being able to **network and share ideas** was the most effective aspect of the workshop as it allowed the candidates to learn from other individuals and companies who had similar experiences or issues. In terms of the topics covered, the session covering business basics relating to legal, finances and taxes was particularly useful to Tetyana.





Since attending the course Tetyana has developed an increased network of contacts that she has been able to turn to for advice and support. She is also **working together** with Andriy Chemes (another attendee) to publicise her business on his online radio station. Additionally, other opportunities for collaboration with other attendees are in the pipeline.

Tetyana attended the workshop recently however she has been able to apply tools she picked up straight away. For example, she is **using the toolkit** as a way of undertaking exercises with the company on various topics such as business planning. Tetyana feels this will have **a longer term benefit** to the future success of the business.

To find out more about Karpaty travel, visit: [www.karpaty.travel](http://www.karpaty.travel)



# DEVELOPING A BUSINESS IDEA

Angela participated in the Creative Enterprise Workshops in Macedonia, developing her idea for a website.



***“It’s a must! You’ve got to do it. I highly recommend it. It’s something you would not expect to be helpful, but it is- it encourages you to think about your business on another level. It is very accessible to people of all educational backgrounds- in fact, I think it should be implemented in the curriculum.”***

Prior to the Creative Enterprise Workshop, Angela had an idea for a website, but did not think it would be possible to develop this into a business and did not fully believe in herself: *“I just had an idea that someday maybe I would pursue it.”*

When she first heard about the programme, Angela was not aware of Nesta, but was familiar with the British Council, and therefore expected a **high quality experience** and hoped to learn something new. Although Angela had previously studied international business, she found that the content of the Toolkit was new to her and very beneficial. Angela feels that the **topics covered were very relevant to her business needs**, and raised important aspects she had not previously considered.

Angela felt that the duration of the workshops was just right and described the workshops as well-organised. She is positive about the trainers, saying they were kind, friendly, supportive, and knowledgeable. The **trainers’ personal examples of developing their businesses were also helpful as they were real and tangible.**



***“The trainers were kind, friendly, supportive, and knowledgeable.”***

In Angela's opinion, the group dynamics worked well, gathering experts in different fields together and allowing opportunities to help each other. Angela gained a lot of advice about website templates, security, and pricing as a result, which has since benefitted the business. Angela was also **positive about the participants being drawn from across 5 Balkan countries**. She feels that the countries face similar economic challenges and that the businesses therefore encounter shared issues. Angela developed both networks and friendships through taking part, stating that she made more than 30 business contacts as a result of involvement.

Following the workshops, Angela now feels encouraged to make her business idea a reality. Since taking part Angela has secured a business partner, begun the registration process and legal aspects, has developed templates for the website, and has started to develop a business plan. Without the workshops, Angela feels that her idea would have "*stayed an idea*". Having the **opportunity to think about many different aspects of the business, and explore the possibilities**, risks, and challenges has been very valuable.

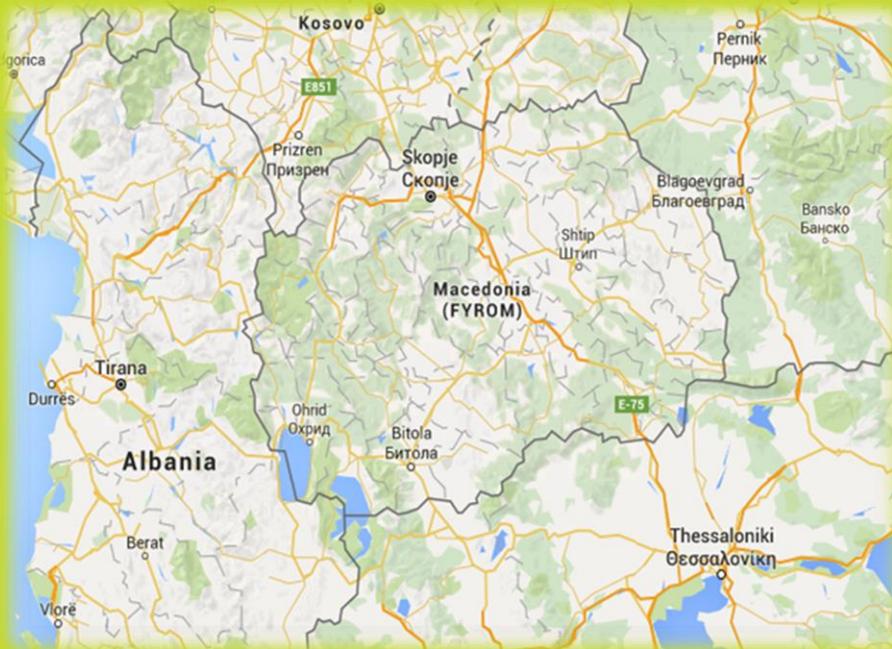
Angela is keen to use what she has learned and to spread the word about it to encourage more people to pursue their ideas. To this end, Angela recently developed and delivered her own workshop which she hopes will support businesses more widely in Macedonia. The workshop brought together 9 people from different backgrounds and ages and from different cities in Macedonia. Angela shared her experience of the NESTA training and the tools provided to conduct various group exercises, from mission statements to Blueprint Modelling, and Angela reports that it was very successful.

***"The group dynamics worked well, bringing together businesses from different fields to learn from each other."***

# SAVVY



A Creative Education Business: *“Learn English through experience.”*



Milica and her business partner, Aleksandra, had an idea for a creative education business. Milica describes 6-months of “brainstorming”, but found that it was challenging to know **where to start**. Information Milica found was often conflicting, and it was hard to know what to do, where to look for support, what timeline to work towards, or what steps were most important.

Both Milica and her partner attended the Creative Enterprise workshops in Macedonia in the hope they would be able to progress their business to the next stage. When they were split into different groups, Milica was concerned at first, but soon realised that this was a great opportunity to **interact with a range of like-minded people at the beginning stages of their business development**.



Milica also stresses that it was “*Fantastic*” that participants were drawn from countries across the Balkans- a sentiment which Milica says was widely felt by participants. Milica describes that strong friendships developed within the group, and although each country is different, there were commonalities and shared challenges faced by the creative businesses.

The **networks and contacts** made through the workshops (Milica has made 36 new contacts) have also been beneficial, in terms of business outcomes. One new contact provided a website template, advice on how to manage a website and where to look for useful information. These networks continue to be maintained regularly online, by e-mail, and face-to-face where participants share information, sources of funding, and keep in touch.

Milica appreciated that the workshop provided a week to really “*think through*” the business in-depth. Furthermore, as the workshop was presented in a creative way, Milica found this to be compatible with her learning style; “*it was creative and that’s how my mind works*”. Milica describes that the ideas generated were participant-led rather than dictated from the top-down, giving a chance to **explore one’s own business idea** through a number of activities and angles. Some of the activities and tools were new to Milica, such as the blueprinting activity, which Milica feels illuminated steps she had not thought of before.

The workshops have supported Milica and her partner to **develop a clear business structure**, and Milica reports that they now know exactly who to contact (and how) in order to achieve their business goals. Not only this, but Milica now feels -as a result of the workshops- that she has **increased confidence, motivation and inspiration** to progress the business further. Milica and her partner are close to finding a venue for the business, and are pleased that they have been able to move things forward. Some business challenges remain, such as securing more funds, finalising a venue, and finding legal support, though Milica feels that the Creative Enterprise Workshop was helpful in kick-starting the process of developing a strategy and implementing key steps. She intends to use the Toolkit again in the future.

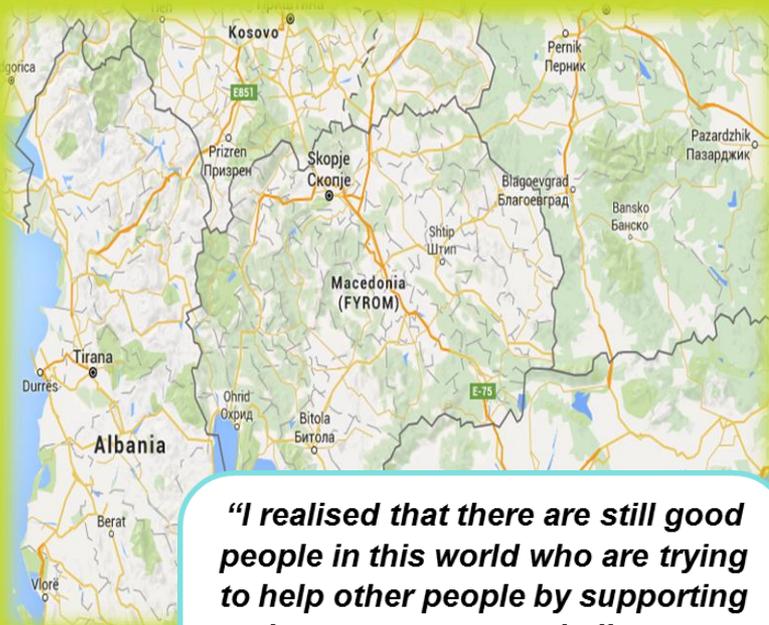
*“In the absence (of Creative Enterprise Workshop) we wouldn’t be where we are now. We got a lot of information. It would have been much, much harder (to progress); perhaps we would be still talking, instead of having made that step to realise our business idea.”*



To find out more about Savvy, visit: [www.savvy.rs](http://www.savvy.rs)

# TRIBESIYA

A start-up technology and software business in Kosovo.



***"I realised that there are still good people in this world who are trying to help other people by supporting them to overcome challenges. Keep doing the workshops- I am sure others will enjoy them as I did."***



Kushtrim recently participated in the Creative Enterprise Workshops in Macedonia. Kushtrim runs a start-up software and technology business in Kosovo, which had been running for 4 months at the time he took part. Kushtrim has found that the main **challenge as a start-up is securing clients**, as the first thing clients ask for is a portfolio, and it is difficult at this early stage to demonstrate experience as a new business. Another challenge is lack of funds, which restricts Kushtrim from pursuing some business goals. It is Kushtrim's ambition to grow his team, recruiting programming staff and Photoshop designers.

Kushtrim was interested to **learn from qualified experts and to meet new people** as part of the workshops. Kushtrim did not study business formally, and though he has gained practical experience, he hoped the workshops would enhance his skills and knowledge in managing the company.

Kushtrim enjoyed taking part, and felt that the trainer was friendly and easy to understand. He also felt that the groups were very well coordinated and **“the combination of participants from five countries was very effective”** with the workshops contributing to **positive relations and connections within the Balkans**. Kushtrim is still in touch with one designer from Montenegro, with plans to collaborate through creation of some website templates using her artworks which can then be sold online.

T R I B E S I Y A





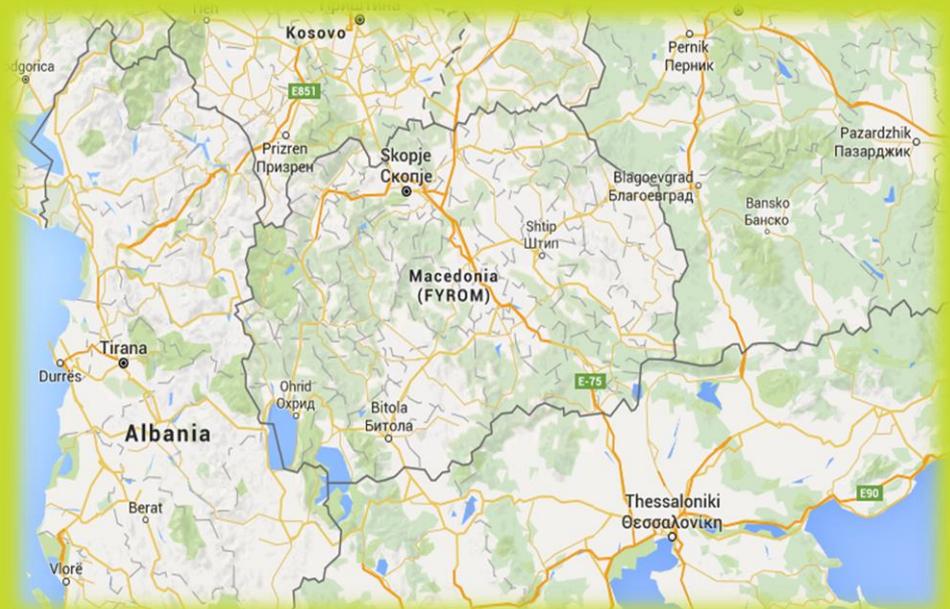
Kushtrim felt that the workshop exercises were effective as they encouraged him to think in-depth about his company and to change his outlook, becoming more positive about business prospects. Additionally, Kushtrim feels that he gained **insights into some business processes**, particularly future planning, and that the workshops consolidated some other concepts he was already familiar with albeit in a different way. He also improved his presentation skills.

The major business challenge which persists is lack of funding or income, so Kushtrim has not yet been able to implement everything he has learned fully or to achieve quantifiable impacts at this stage. However, in the short time since the training, he does note more intangible impacts, namely, that the training has **broadened his horizons and changed his hopes and plans for the future**. Kushtrim is now looking towards working with the UK, USA & Canada based on guidelines and knowledge provided in the workshops. Furthermore, through the networks developed he has also gained advice and ideas as to the necessary steps to undertake to generate increased sales.

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# IMPRESS ŠTAMPA

Krsto runs a graphic design studio as well as a new initiative selling souvenirs in Budva, Montenegro.



Krsto, who recently attended the Creative Enterprise Workshop in Macedonia, currently runs a couple of business ventures in Budva, Montenegro. At the time of taking part in the workshop training, Krsto ran a print and graphic design studio, Impress, and has since begun an additional business selling souvenirs for tourists—an idea which Krsto had wanted to pursue for a while.

The barriers Krsto faced in realising this idea was that he did not have a thorough understanding of ***who his customers were and how to access them***. Through the training, Krsto expected to feel inspired and motivated, and hoped to gain new advertising skills to address this challenge. He describes that the workshops were well-organised, including the trip from Montenegro to Skopje.

During the workshops, Krsto felt it was really effective to bring people from both similar and very different businesses together. The ***network of participants, which formed through the workshops keep in regular contact***, which Krsto indicates has led to the development of ***collaboration opportunities***. In particular, one individual had a similar business model and is already making souvenirs in Belgrade. Krsto shared that he is coming to Budva in the near future to offer and advice and discuss potential opportunities. Krsto has also found illustrators to collaborate with for one of his current projects.

***“In the absence of the Creative Enterprise Workshops I wouldn’t have developed this new product and I wouldn’t know how to start selling it. I strongly recommend the training. Everything we heard was useful.”***

*"I have found new ways to distribute new products."*

*"I use the tools in everyday situations."*

Krsto describes that his motivation to take the business forward was stronger following the training. Likewise, there have been tangible business outcomes including **developing new products and gaining knowledge to develop new markets** and to undertake product positioning, establishing new channels of distribution, such as 3<sup>rd</sup> party distribution through hotels and restaurants. Krsto feels that the training equipped him with the necessary skills to be able to approach distributors effectively.

The tools provided have also proven useful to Krsto in all of his business ventures, for both detailed **annual planning and day-to-day production planning**. He has also shared these new-found tools and skills with colleagues, and has presented this knowledge to friends who are interested in starting businesses, using the Toolkit to demonstrate the various models available.

Following knowledge gained in the workshops, Krsto is currently trialling **new marketing techniques**, including direct mail to clients and social media advertising. As he is applying his new knowledge and skills on a daily basis, Krsto hopes he will be able to realise further increases in profits in the future. Had he not taken part in the training Krsto feels that his business would not have grown as quickly.

**To find out more about Impress, please visit:** [www.facebook.com/stamparija.budva](http://www.facebook.com/stamparija.budva)