

Provision of business consultations for young entrepreneurs in the cross-border region Bulgaria – Greece

Young people up to 29 years of age with specific ideas and willingness to start their own business and those who want to improve their existing business received practical knowledge and consultations, working for 3 months with experts from Business Incubator - Goce Delchev.

27 young people joined the consulting/mentoring individual or group sessions and within 504 hours they received comprehensive or one-off consultations in several areas - structuring ideas, using modern and innovative business solutions to develop business plans, securing financing for implementation on an entrepreneurial idea. During the 3-month period of the consultations, a number of topics were touched upon, including "Strategic planning and management", "Marketing and PR consulting", "Management of human resources", "Project financing opportunities".

During the implementation of the contract between "Na focus" and Business Incubator - Gotse Delchev, Entrepreneurship Promotion Centre, there were developed 20 business plans with a detailed presentation of the business idea, definition of the goals, paths for achieving them, and results.

After the initial consultation in December 2022 and presenting the ideas to the business consultants, the young people worked conscientiously until their ideas acquired clearer and concrete outlines. These allowed them to formulate their vision, i.e. how they want their business to look like, their mission – what needs the product/service will satisfy, and what will be the benefits for the consumer.

The young people actively participated in two group meetings, having opportunity to work on their ideas.

The possibility to conduct the consultations in a different way – physically at the office of the Na focus association, Blagoevgrad, online or by phone gives the young people the opportunity to get optimal support from the expert team.

At the events held on 10.12.2022 and 10.03.2023, there were presented the project goals, activities and tasks, as well as the results of the youth work, after the consultations, mentoring and coaching received.

The young people had the opportunity to meet representatives of organizations from the Blagoevgrad region related to business environment and entrepreneurship development, and had



the chance to exchange experience and expand their networking opportunities.

During the implementation of the contract, a Next Generation Entrepreneur's Handbook was developed - practical, detailed and user friendly. It is designed to meet the needs of the new generation of entrepreneurs.

Through this handbook, every future entrepreneur can make a self-assessment by honestly answering important questions. He/she can see what difficulties and challenges had gone through some of the successful businessmen, some of them very young. What motivated them to start their business? And how did they make it successful? And more - what resources will be needed, who can help to implement the idea and what are the steps to register a company?

Thanks to the guidebook, one can understand that even the most impossible business idea is feasible. But first one must think and plan carefully and persistently pursue the set goals.

The Next Generation Entrepreneur's Handbook contains many useful links with practical advice, inspirational stories, revelations and success stories.

https://issuu.com/innobus_project/docs/innobus_-_1cfdd21e010d56

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