

The fastest guide to a great entrepreneurship
The Tower Project



How to run a great startup

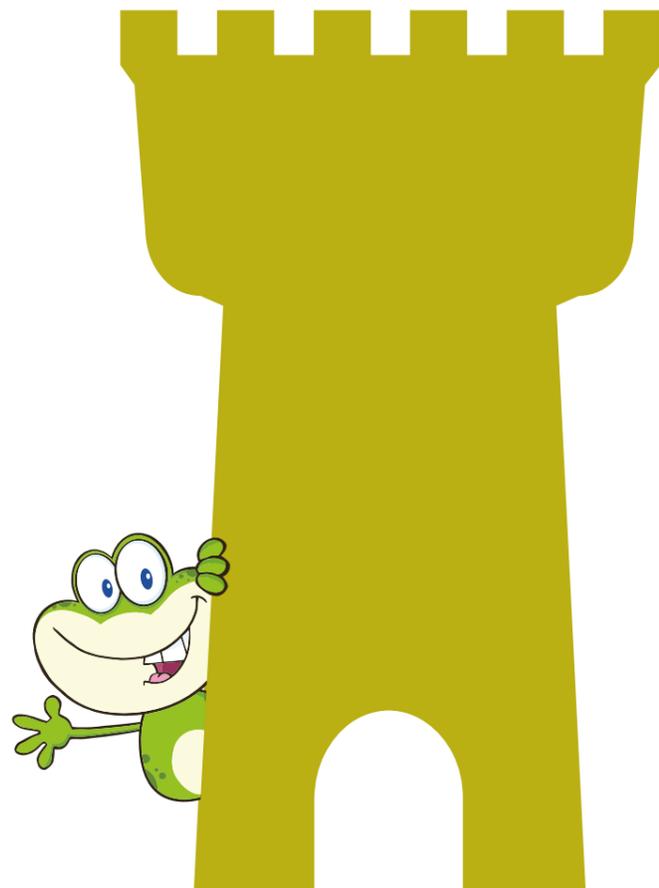
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There once was a bunch
of tiny frogs who arranged a climbing competition.
The goal was to reach the top of a very high tower.

A big crowd had gathered around the tower to
see the race and cheer on the contestants.

And the race began.....



Coming up with ideas

If you can imagine it, you can achieve it
(Idea Generation and Assessment)

Everything we do starts with a simple thought. Although all of us have millions of thoughts every day, most of us do not know how to capture the best of them and develop them into a manageable plan. Moreover we often think that only certain individuals are able to create ideas, which is not true.

So the first step into climbing the Tower is to gain confidence, realize that you create ideas every day and learn about the tools and methods that will help you to capture and implement your ideas. Have fun with this, write down all ideas that come to your mind and remember not to criticize any idea, as sometimes the crazy ideas are the best ones and you never know where they can lead - you might even end up in Jamaica learning how to do rasta dreadlocks.

He has been
developing a
three dimension
binocular

In three
dimension

Haukur Karlsson : Iceland

The Tower Project Success stories

Haukur is a 65 years old man, unemployed for some months after having been working in the "Sunwoods" of Akureyri, in North Iceland. He is a photographer and his main interest is developing his skills in that area. He has been developing a three dimension binocular and is interested in developing books with photographs made for this binocular.

Haukur participated in the TOWER project course for 50+ entrepreneurs and his idea was one of three ideas chosen to work further on during the course. After the course he decided to join the Start Up weekend in Akureyri to develop the idea even further. Four members of the TOWER 50+ course decided to join him into the weekend and they all kept on working on developing the "Three dimension books". The group worked conscientiously during the weekend with the support of specialists in different categories of Entrepreneurship.

All this gave Haukur a real boost in continuing developing his idea and we will hopefully, sooner than later, be able to buy a three dimension book, supported by a binocular, experiencing books in a completely new and a lively way.

Honestly:

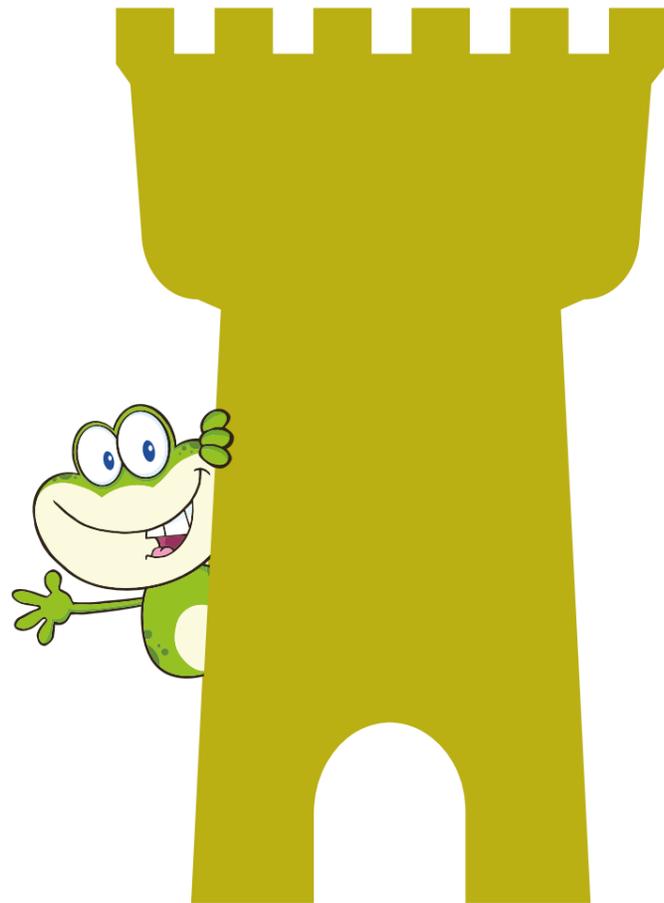
No one in the crowd really believed that the tiny frogs would reach the top of the tower.

You heard statements such as: "Oh, WAY too difficult!!

They will NEVER make it to the top." or:

"Not a chance that they will succeed.

The tower is too high!"



As You Climb

You need an overview
(Business Plan)

Imagine you are at the top of the tower. How did you get there? Sketch the total picture of your business. Make it short and easy, there are lots of tools to help you.

- Who are your customers?
- What is the value of your idea?
- How do you promote, sell and deliver?
- How should you interact with the customers?
- What is the revenue stream?
- What are the key activities?
- What is unique in order to compete?
- Are there potential partners who can do the things you do not need to do?
- What are your costs?

Paint the picture, repaint and develop it as you climb.

Beautiful colours
and relaxing
qualites
The idea of
making hammocks

Anita Baltmugure : Latvia

The Tower Project Success stories

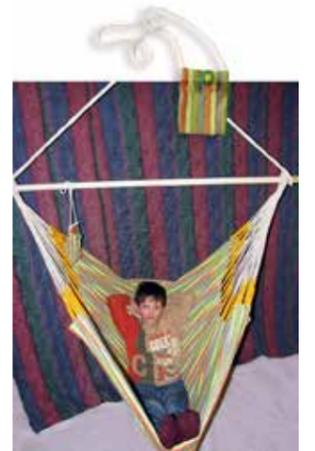
Anita Baltmugure, 68, makes wonderful hammocks. Anita participated in the TOWER project course for 50+ entrepreneurs to learn how to sell her product, improve her computer skills and raise self-confidence.

Nowadays Anita has already created five hammocks. During summer she suggests to place them in the garden as she does it for the use of her grandchildren and guests visiting, but during winter they can easily be placed inside a house or a flat creating a cozy and comfortable place to read and rest. Due to these characteristics Anita has named her brand of hammocks "Relax".

Despite her product being so interesting and functional, it was very hard for Anita to raise her self-confidence and overcome insecurities about her skills and product.

Although Anita's computer and internet skills were the lowest in group, during the training her skills improved and with the encouragement from the trainers and mentors Anita's confidence started to grow, and she felt more motivated than she was before.

At the end of the training Anita had not only gained self confidence, but also learned a lot of new things that will help her sell products and develop new ideas. She can call herself now a craftswoman who creates comfortable and beautiful hammocks.



The tiny frogs began collapsing.

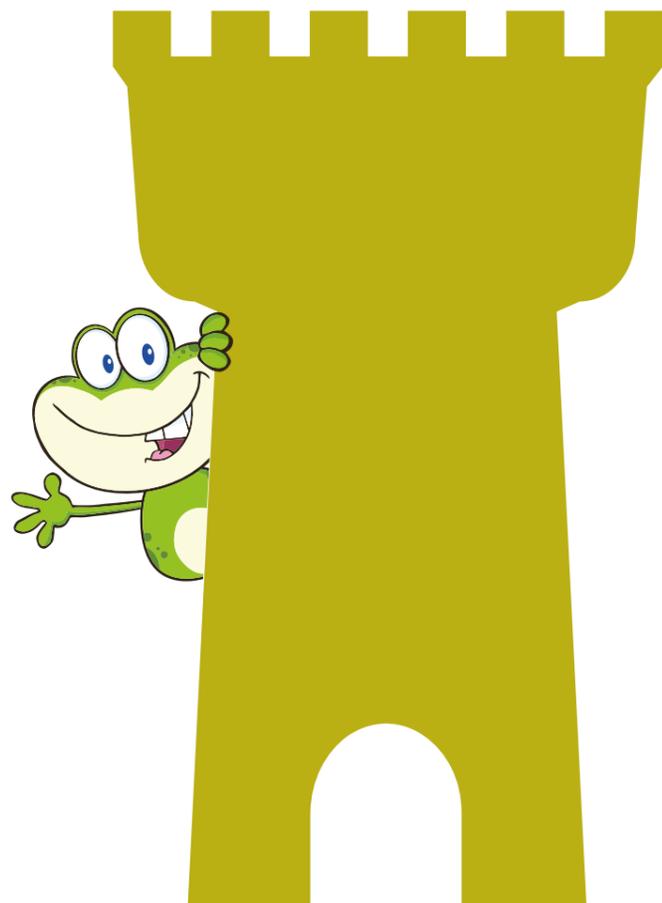
One by one...

... Except for those who in a fresh tempo were climbing higher and higher...

The crowd continued to yell
"It is too difficult!!! No one will make it!"

More tiny frogs got tired and gave up...

... But ONE continued higher and higher and higher...



The Paper Work

What about all the paperwork for the government?

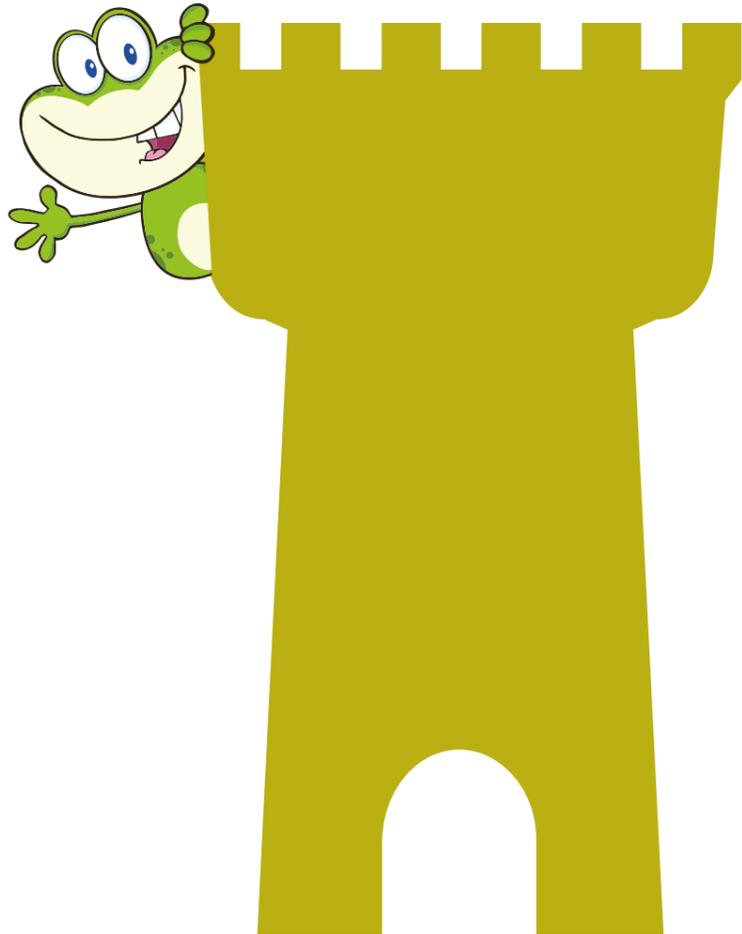
(Legal Issues)

- There are always some rules to follow. Make sure you know your rules.
- Gather knowledge about the important legal issues to be considered when starting your company.
- Gather knowledge about how and when to contact the relevant authorities in connection to your company start-up
- Gather awareness about the legislative requirements which can have influence on your business.
- Don't be afraid to ask for help, never let the bureaucracy stop you.

This one wouldn't give up!

At the end everyone else had given up climbing the tower.

Except for the one tiny frog who after
a big effort was the only one who reached the top!
THEN all of the other tiny frogs naturally wanted to
know how this one frog managed to do it?



Money out of it

Can I make money out of it?
(Financial Management)

- Is someone willing to pay for what you like to sell and how much you need to charge?
- Financial management is a crucial part of the road map. Do not make it too complicated in the beginning. What are you going to sell? What does it cost you to “make” the products? How to price it? This is fun, play around with the numbers. And put them into a system you may understand.

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His hobby
turned into
business

We are
sailing

Jan Källmark : Sweden

The Tower Project Success stories

Older people starting business after age 50. Jan Källmark, Västervik. Former teacher on junior level started his own business (Royal Marine) at the age of 56 and has now 6 employees. His hobby as a sailor turned into business!

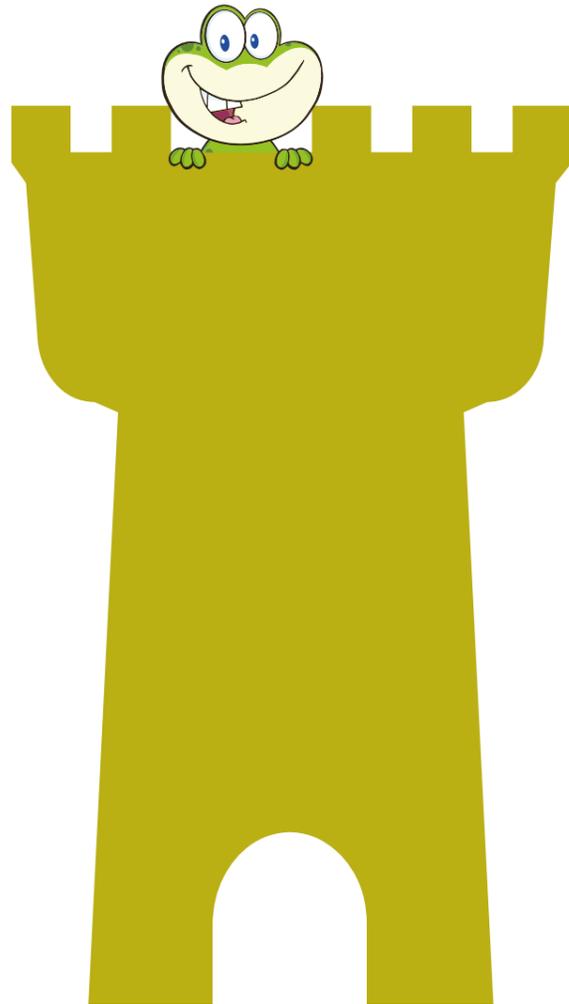
Royal Marine is nowadays a family company Jan says: -"You may think it was a dangerous step to leave a safe job to become selfemployed, but with a strong idea, good strategy and supporting family my own company was established"

Jan also underline the importance of a useful business network. - " I developed my contacts among suppliers and buyers to see where my competence might fit in, that made my business take off smoothly."

More info: <http://www.royalmarine.se>

A contestant asked
the tiny frog how the one who succeeded had
found the strength to reach the goal?

It turned out...
That the winner was DEAF!!!!



Find the buyers

How do I find the buyers and sell to them?
(Sales and Marketing)

- These are two different plans. The marketing plan is based on a broad painting of which customers you want and how to get them.
- The sales plane details the necessary steps to increase the sales in the marked you have chosen.
- Who is your favorite customer? What is it about your customer that you like? How do you build a long lasting relationship? Does your customer make you smile? Why should she buy your "hammoc"? How do you tell her?
- Again, there are many tools. Most important is as always, make it easy to read.

The wisdom of this story is:

Never listen to other people's tendencies to be negative or pessimistic....

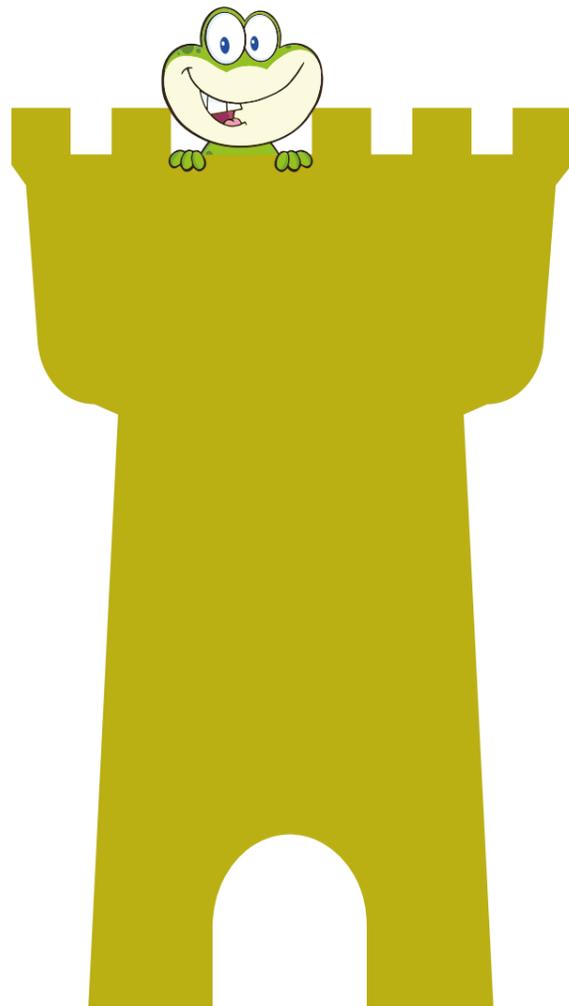
.... because they take your most wonderful dreams and wishes away from you. The ones you have in your heart.

Always think of the power which words have.

Because everything you hear and read will affect your actions. Therefore...

Always be positive and above all:

Be Deaf when people tell YOU that YOU can not fulfill YOUR dreams!



The message

Talk to the heart

(Assertiveness, Presentation Skills, Communication Skills)

What has assertiveness and self confidence to do with making money?

- You are going to meet a lot of people, new people. How do you present your products and yourself?
- There are so many strategies on how to develop your personal self, how to cope when people want you to fall down from the climbing wall.

Pay attention and make your personal way to success! You are the key!

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Kisses

You have to kiss a lot of frogs to find a prince!
(Networks – Partnership)

In making contacts, not every connection works, but chances for successful relations increase if you interact and engage with others.

«People do business with people they know, trust and like.» «People recommend people they know, trust and like» (Shepa Learning Company)

- Building a network, making contacts will give you more «flowers» along the entrepreneurial road. As a entrepreneur, you do not know all you need to know, therefor sharing each others knowledge and contacts is «gold».
- Is your business idea too «heavy» to fulfill alone? Do you need partners? Would there be contacts in your network, or networks network? Are you considering partnering? Please do research about how to make the right decisions. There is much help to get.

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Be the Boss

Prepare to be the Boss
(Management and leadership)

How are you going to bring the business to the top of the TOWER? How are you going to take care of the TOWER? Be yourself, be either the leader of the team or the manager of the TOWER.

- Search for the other part (leader or manager) and take him/her with you on the journey up the TOWER.
- Have fun, influence people and allow yourself to make mistakes, that's ok.
- Enjoy being a Think Tank, communicate and be open minded, NO secrets!

Never stop this awareness process. It is all about TO BE OR NOT TO BE!

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Thinking in new ways

Playful
attitude

Magnus Nikolaisen : Norge

The Tower Project Success stories

Magnus is building the "Captains Cabin", a small restaurant associated to the sculpture "Morgans Ship" in Northern Norway. This is a concept related to Captain Morgan in Port Royal, Jamaica. Running a place for tourist is new for Magnus. He used to be a farmer.

At the TOWER project course for 50+ entrepreneurs, he was encouraged to think in new ways. How could he serve something different, something related to the story of Morgans Ship? And how do you make sure you earn money out of selling food?

Magnus like to serve large portions. By making the financial plan, he realized what a difference 200 gram compared to 220 gram per portion cod, makes in the long run.

With encouragement into a playful attitude he ended up in Jamaica making friends with Jamaican chefs. He learned to make Jamaican dishes out of norwegian cod and his new friends are visiting Captains Cabin soon.





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Partners

Capacent hf., Iceland

Contact: Vilmar Pétursson
vilmar.petursson@vmst.is

Jobinvest A/S, Denmark

Contact: Selma Bjørg
selma.bjorg@jobinvest.dk

Esbjerg Erhvervsudvikling, Denmark

Contact: Stephen Bihl
sbi@eeu.dk

Biedrība Eurofortis, Latvia

Contact: Adela Vitkovska
adela.vitkovska@eurofortis.lv

Campus Västervik, Sweden

Contact: Karin Bolin
karin.bolin@vastervik.se

Directorate of Labour, Iceland

Contact: Soffía Gísladóttir
soffia.gisladottir@vmst.is

Studiesenteret.no, Norway

Contact: Astrid Høgmo
astrid.hogmo@me.com



Lifelong
Learning
Programme

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