Ethnic coach for ethnic entrepreneurs in Vejle, Denmark

Muhsin Türkyilmaz

Background

We have long experience in advising Danish entrepreneurs in general
Very few ethnic entrepreneurs came to us
And they came too late!
What we have done?

2005: Ethnic special consultant
2006: Educational and tool building project
   Supported by the European Social Fund
2007-2009: Growth project

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Problems?

The ethnics start without business plan
They use their friends and families as advisors

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First step

Move advising from families to professionals.
Coaching the business plan: Economy, idea, market, competence

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The good case

The Orthopaedic shoemaker
– Background as shoemaker
– No shoemaker market in Denmark
– Found his niche in the orthopaedic field
Our results

110 ethnic companies
Roll models – with focus on strong sides
50 ethnic entrepreneurs initiated
Networks between ethnic entrepreneurs
Portal for ethnic entrepreneurs (lvaerkstedet.dk)

Our next step

2007 – 2009: Growth project
15 Mentor cases
15 Growth in shops case
25 Coaching cases
Advising 50 new business men
Entrepreneurial City of the Year 2007

Entrepreneurial Trailblazer 2007