

ER RINGKØBING
SKJERN
HVERVS
RÅD

Michele Lykke
Startup Consultant





Ringkøbing-Skjern Erhvervsråd

- Business Council in Ringkøbing-Skjern municipality
- Member-based association with 550 members
- Solve business service tasks for local companies
- Developing political framework for local business
- Labor, settlement, digitilization, match-making
- National and European funding
- Supporting entrepreneurs and start-ups





Entrepreneurship



Green



Food



E-commerce



business



KUBE & Campus





What we offers
entrepreneurs

1:1 Guidance

Personlig Sparring

The business model and the concept - What, who, How, why

Businessplans and budgets

"The devils lawyer"

Our offers are financed by Ringkøbing-Skjern Municipality – secures free guidance for everyone running a business, or who is considering starting a business.



Free help from advisors

Lokale accountants, lawyers og marketing experts

Available for free non-binding conversations



Networking groups

For independent entrepreneurs.

Focus on developing their business

Becomes part of a community of like minded

celebrate their successes and the hard times

Keeping up the motivation

2 Flows every year

Meeting every month



Get a mentor

- A mentor, supports the entrepreneurs development - personal, professional and the business.
- The business council has developed a network of mentors
- Free sparring and advice from experienced local business owners.



FOODZONE – Fødevarerpark Skjern-Enge

- FOODZONE- a catalyst and turning point for new food initiatives, networking og clusters collaborations
- Offers a professional foodapproved food truck, for food startups – test, develop and produce new products
- An associated food consultant



Competence development for the Creatives

Growing group of Artisans and designers withing crafting and the experience economy

Fokus on working with the business goals, business plan and creating a economic sustainable business



E-commerce and networks

Workshops:

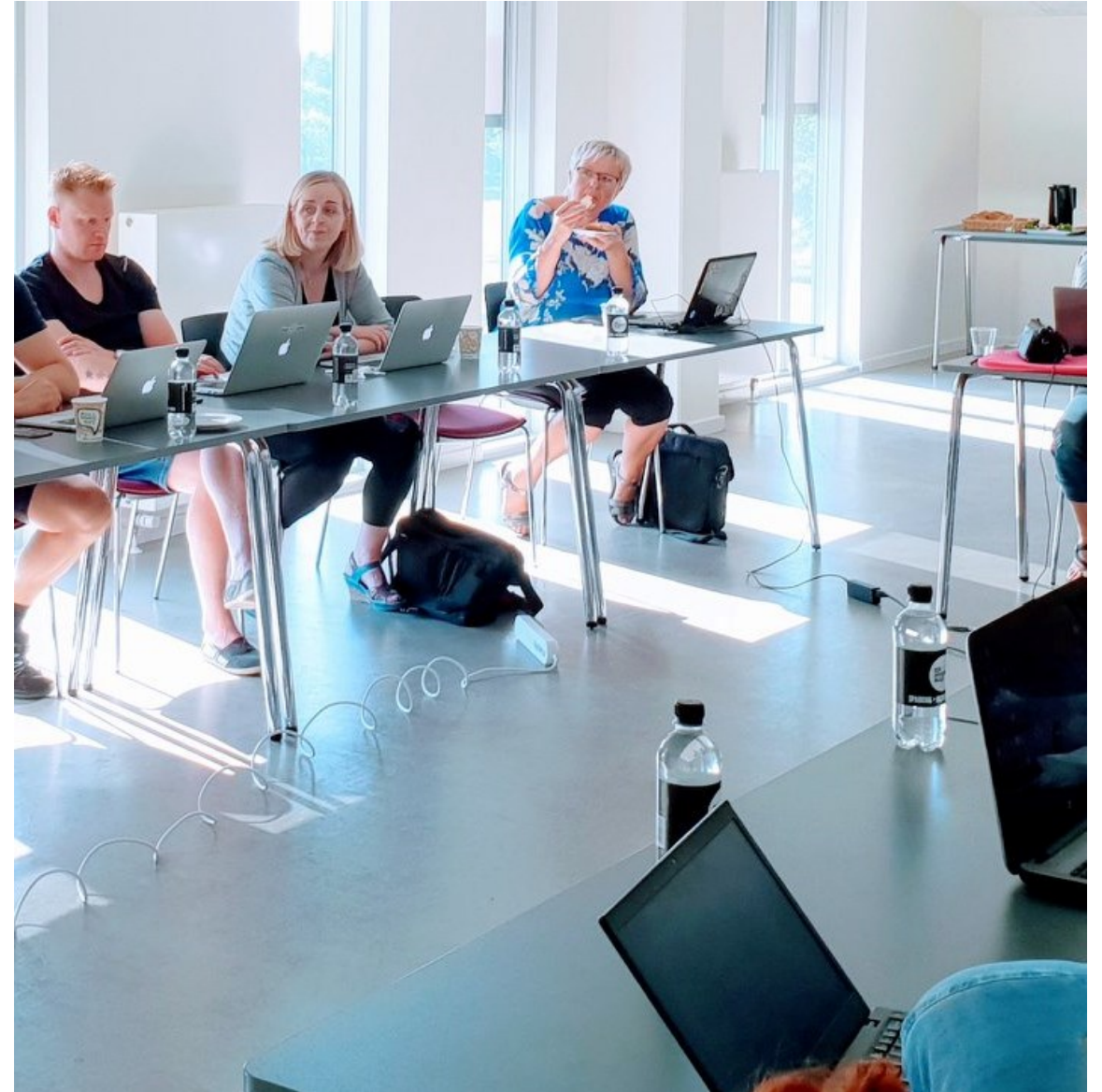
SoMe

Webshop optimization

Influencer marketing

Etc.

Network for e-commerce companies





Inspiration Events for members

- Business Brunch
- Member events
- Open company visits
- Award shows – entrepreneur of the year
- Pitch competitions
- And much more



Overview of The Danish Startup Ecosystem



The ecosystem

Events, Awards & Competitions



Student Entrepreneurship



Local Entry Points



Regional Entry Points



Startup Communities, Media & Resources



GTS Institutes



Crowdfunding



Co-Working Spaces



Science, Technology & Dev. Parks



Innovation Networks



Cluster Networks



Public Funding



BA Networks



Incubators & Accelerators



Seed & Venture Capital



Later Stage Capital



Miscellaneous





Har du en drøm om at blive iværksætter?

Bliv **Primo**Starter og få de bedste forudsætninger for din iværksætterdrøm!

GRATIS



- Target Group 1
- Young entrepreneurs from upper secondary level
- Target group 2
- Young full time entrepreneurs



PrimoStartUp



Primo StartUp

- 4 year project from 2017-2020
- Funded by – special growth pool by Ringkøbing-Skjern Municipality
- Results:
- 40 young entrepreneurs has been part of the programme
- 6 companies established – 12 jobs created (more companies established but closed again)
- Learnings:
- Establishing and closing companies - different interests, leaving to study,
- Critical mass - Creating a lively and active culture is hard – the target group has many interests and obligations
- A youth coordinator, to scout the young entrepreneurs
- Becoming an entrepreneur right away vs. Learning entrepreneurial skills



GRATIS



- Get advice while developing your company or your idea
- Network with other young entrepreneurs
- Free access til community and office spaces
- Free counseling from accountants, lawyers and banks
- A dedicated consultant/mentor, who helps you on your way.



PrimoStartUp



GRATIS

Events – for everyone



SEP. 25 Salg og sociale medier i PrimoStartup
Offentligt · Organiseret af [PrimoStartup](#)

✓ Deltager ▼

➦ Del ▼

...

🕒 25. september klokken 16:00 - 17:30



GRATIS



MØD DANIEL FRA WATERY

SÅDAN STARTER MAN
DANMARKS STØRSTE
SVØMMEBUTIK SOM UNG
IVÆRKSÆTTER

ONSDAG DEN 30. SEPTEMBER 2020 KL. 17.00-18.30



Business development courses



Første fase:

Vi starter med et brainstorme på hvilken retning du gerne vil gå med dit tøjmærke, og begynder stille roligt at komme frem til nogle designs.

Anden fase:

Nu har vi et design klar til at smide på en trøje, og nu skal vi have nogle trøjer hjem. Her skal vi nemlig have fundet den rigtige leverandør osv.

Tredje fase:

Efter tøjet er kommet hjem, kan vi påbegynde den næst sidste fase i forløbet, som går ud på at skabe 'context' til dit brand i form af billeder i vores fotostudio mm.

Sidste fase:

Nu hvor du har været igennem alle faser med os, vil vi gerne afslutte det hele på en god måde - Nemlig ved at tage snak om det gode, det knap så gode, og dine fremtidsudsigter.

Lean Business Platform



RESOURCES

[START](#)



OVERVIEW



IDEAS

[START](#)



MODELS

[START](#)



OBJECTIVES

[START](#)



TASKS

[START](#)



GAP

[START](#)

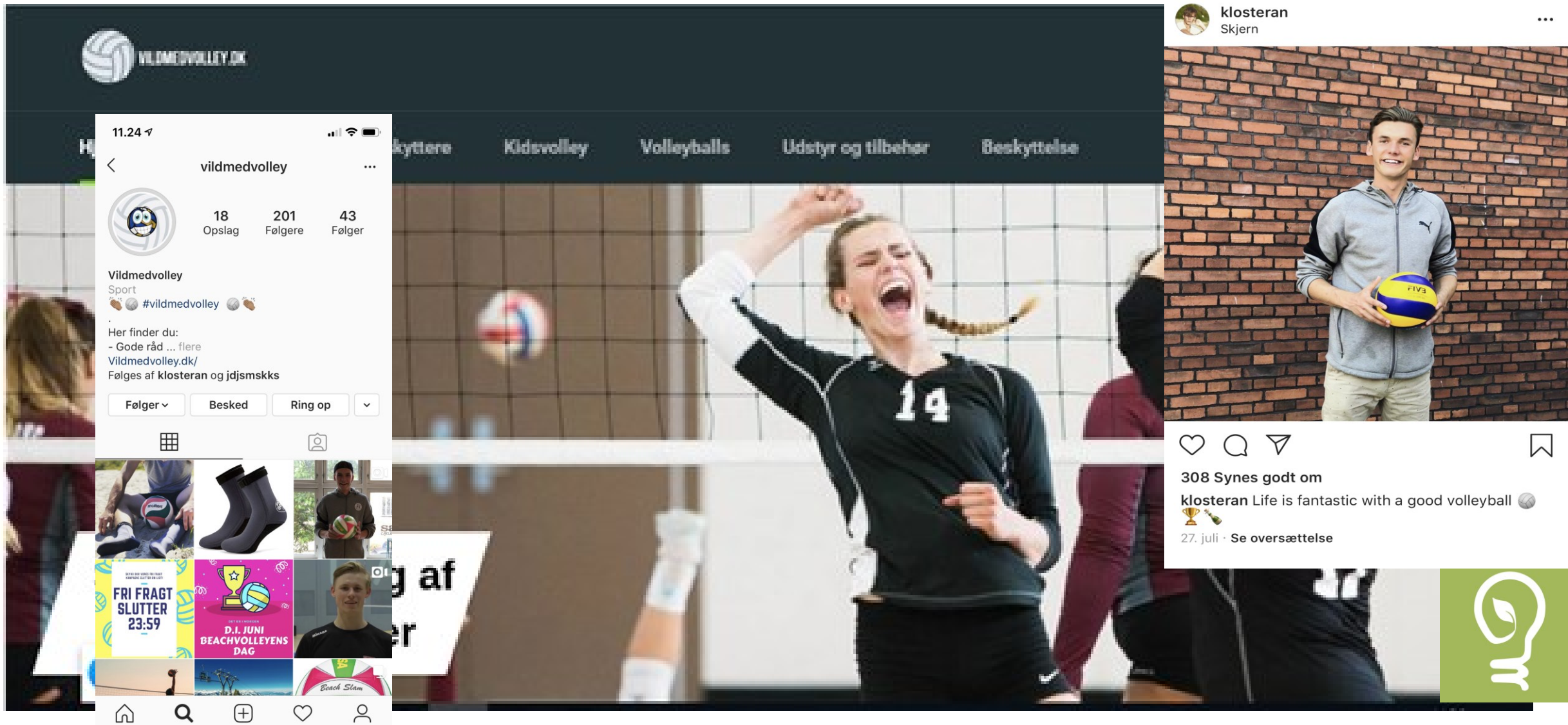


RISKS

[START](#)

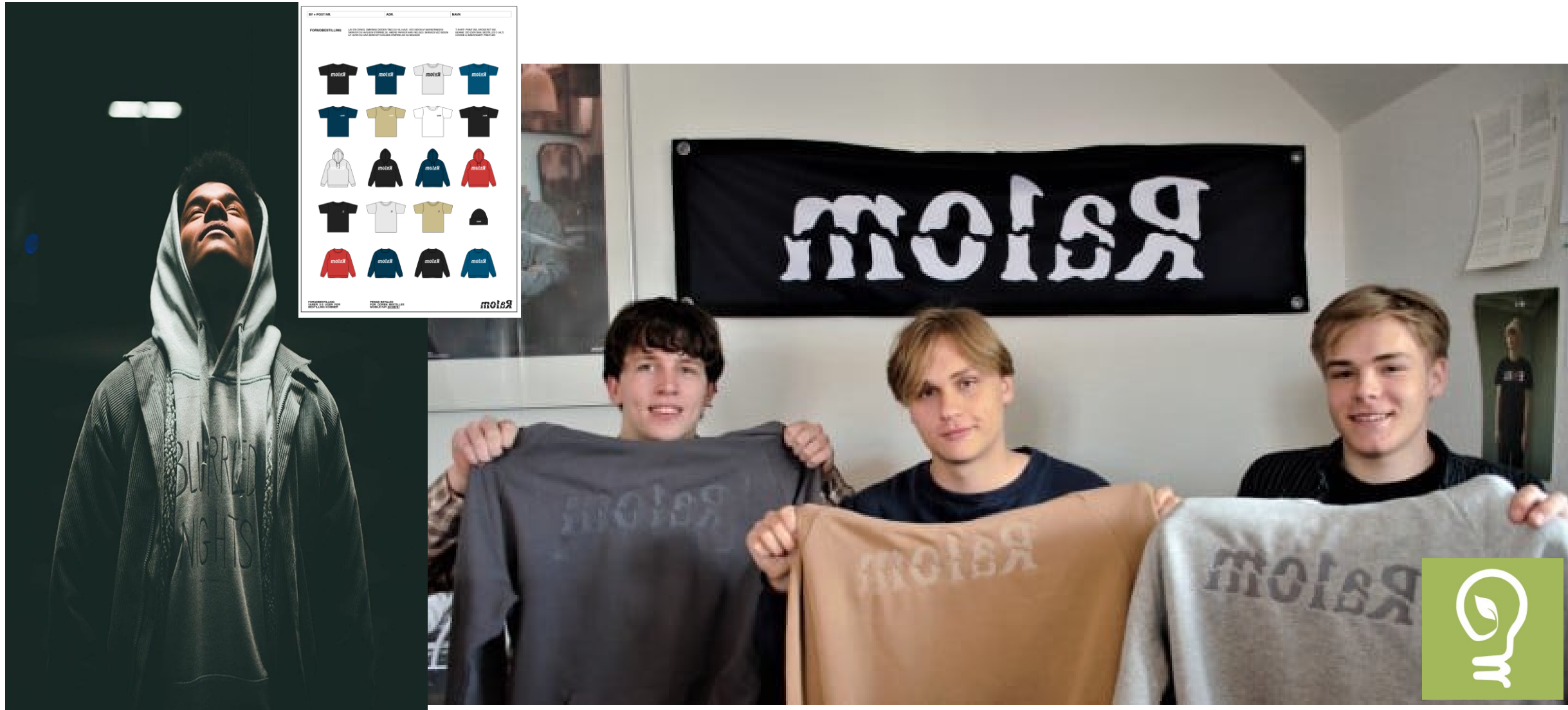
PrimoStarters: Vild med Volley

Benjamin Kloster started webshop marts 2019. Been part of startups before – first start-up where he goes solo. Focus on developing a Niche and establishing partnerships both B2C og B2B. Clear goals and not afraid of canvas sales. Won our pitch competition in 2019



PrimoStarters: Ralom

Rasmus develop his own brand Ralom - with 2 partnere. Our youth coordinator – created our photostudio. Helps with graphical solutions and suppliers

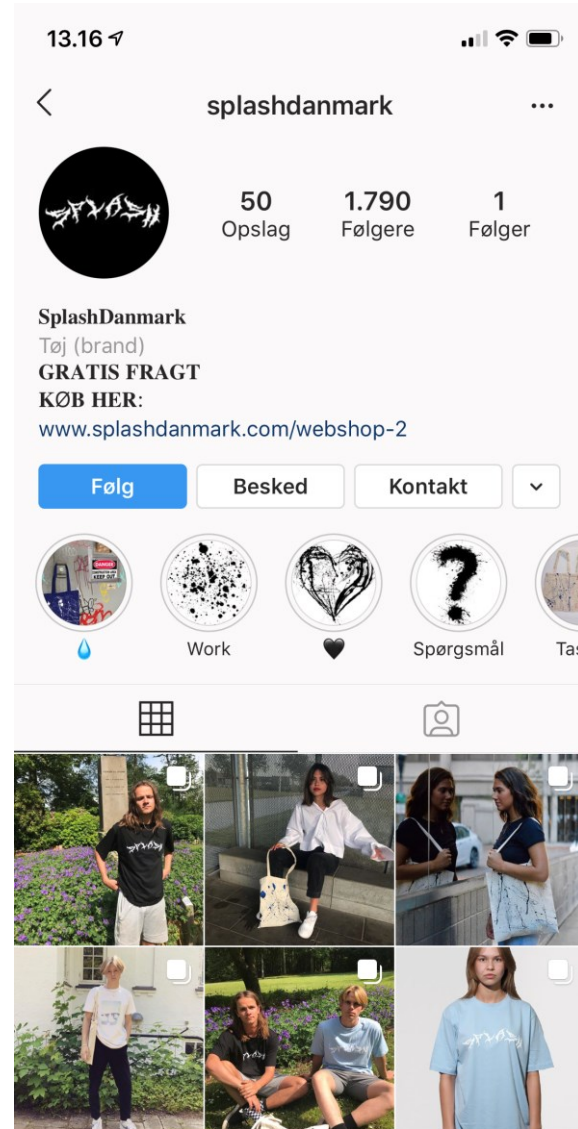


PrimoStarters: SplashDanmark

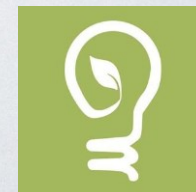
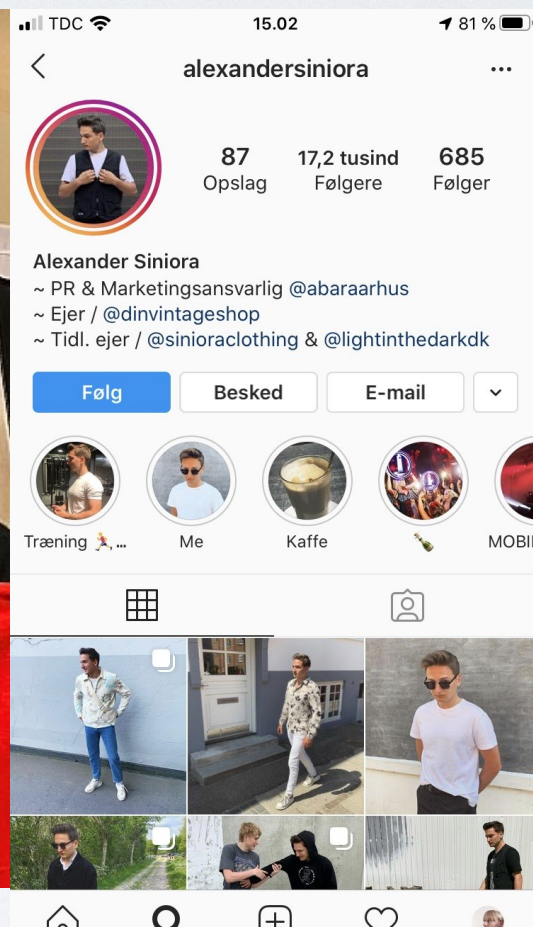
Mads og Anders begyndte i starten af 2019. Udvikler unikke håndmalede tote-bags og T-shirt af eget design .

Stor fokus på Instagram som salgskanal og samarbejde med bloggere. Pt. 1790 Følgere på Instagram.

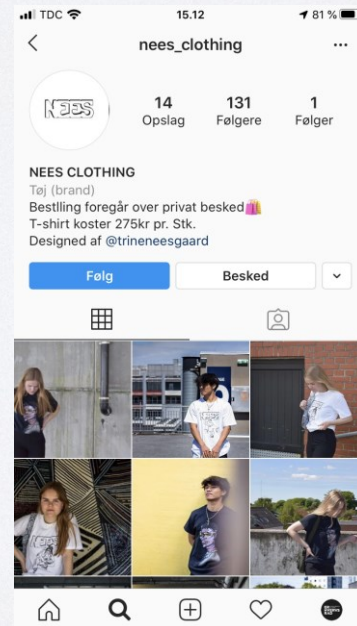
Sparring på design og forretningsmuligheder. Bruger huset til netværk og adgang til fotoudstyr



Their new concept



Andre Brugere



Our Expectations

Participate in events and status
meeting

You ask for help

We help each other and is curious



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