

# COMEÇAR

GABINETES DE APOIO AO EMPREENDEDORISMO



How to stimulate young people's entrepreneurship in Alentejo Region: the experience of COMEÇAR project

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ADRAL - Alentejo Regional Development Agency

- ❖ COMEÇAR - Entrepreneurship Support Offices
  - ❖ Pilot project implemented in Alentejo Region, presented as Good Practice under the ERIK NETWORK TWG “Start-ups and Spin-Offs” - leader Lower Austria;
  - ❖ Innovative project aiming to promote entrepreneurship among young graduated people.

- ∴ The project responds to two major problems in Alentejo:
  - ∴ Lack of jobs for young graduated people in the region (which has been leading to their migration to bigger cities located in other regions);
  - ∴ Lack of dynamics of the regional companies, namely in aspects related to the creation of new micro and SME's.

- Contribute to the social and economic development of Alentejo Region;
- Increase the entrepreneurship in the region;
- Maintain young graduates in the region, through the creation of their own job;
- Increase and support the companies' creation rate.

- Creation of 4 Entrepreneurship Support Offices in the regional establishment of superior studies:
  - Évora University
  - Modern University
  - Polytechnic of Beja
  - Polytechnic of Portalegre
- Select 16 young graduates/ year willing to create their own company (4 by each university)

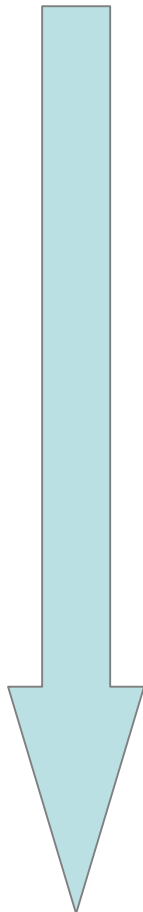
- **Beneficiaries:** young graduates from regional universities, searching for their first job
- **Start date:** January 2003
- **Ending date:** January 2005
- **Duration:** 24 months
- **Number of Actions:** 2
- **Number of young graduates involved:** 32
- **Co-financing Programme:** Alentejo Regional Operational Programme (*por Alentejo*)

- ADRAL - Alentejo Regional Development Agency (lead partner)
- ANJE - National Association of Young Entrepreneurs
- All Universities and Superior Schools in Alentejo
- IEFP - Regional Institute of Training and Employment
- BES - National Bank Institution

1. Promotion and marketing in regional universities
2. Appliance phase
3. Selection and approval of the projects
4. Creation of the Entrepreneurship Support Offices
5. Training Phase:
  - Room: 3 months - Start-up training course
  - In working context: 3 months - Create the investment plan and start the new company



### ADRAL's support to start-up process



1st step: selection of graduated youngsters willing to create their own company

2nd step: training course in the business area

3rd step: creation of the entrepreneurship support offices in the regional universities

4th step: tutorial phase, leading to the creation of an investment plan

5th step: creation of the new company

- Having graduated people creating their own company;
- The training course planned with alternate theoretician and practical classes;
- The companies created intend to simultaneously created self employment and regional development;
- Encourage and support investment, in order to promote more graduated people staying in the region.

- The regional partnership with complementary competences and knowledge of the region
- The continuous consultancy and tutorial gave by ADRAL to the entrepreneurs during all process
- The entrepreneurs' motivation towards their ideas and their belief in the created projects

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## The entrepreneurs

Project	Activity
Mexe & Brinca	Kinder garden
AT-NoLimite, Actividades Desportivas Lda.	Leisure and Tourism
TÓ-BUS	Transports
Alentejotours	Contents Production to web diffusion
Netclipping	Diffusion, Production and Management of information and events
Carne Mertolenga – DOP	Animal Production of Mertolenga race
CAFÉ-ESTUDO	Coffee-House and Bookstore
CAMPÚSports - Beja	Sports infrastructures
Mind & Body Gym, Lda	Gymnasium
Adega dos Ganhões	Typical Restaurant
Arte & Factos	Cultural Heritage Management and organization of cultural events
Domus de Justitita & Contabilitatis, Lda.	Legal Consultancy and Accounting



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## The entrepreneurs

Project	Activity
Numberone Webdesign & Consulting	websites and Consultancy
Hospital Veterinário do Baixo Alentejo	Vet clinic and hospital
Alentejo Activo	Sports and leisure
ATL	Children Spare time Occupation
West Country - Turismo Integrado	Tourism
SOS - Serpa Open Source	Software production, distribution and training
Monitorização da Dinâmica da água no solo	Technical support to agriculture
Produção de vinho	Wine Production
DG&TAL - Design Gráfico e Comunicação Visual	Producing solutions of design and communication to enterprises in Alentejo
Verdes Anos – Tecnologia Ecológica	Projects and maintenance of green areas



<b>Strengths</b>	<ul style="list-style-type: none"><li>‣ High level of specialisation of the entrepreneurs;</li><li>‣ Entrepreneurial tutorials;</li><li>‣ Academic tutorials;</li><li>‣ Offer of specialised training for graduates;</li><li>‣ Multifunctional partnership;</li><li>‣ Innovation of the concept and the training model;</li><li>‣ Diversity of the investment ideas presented by the selected candidates.</li></ul>
<b>Weaknesses</b>	<ul style="list-style-type: none"><li>‣ Weak articulation among the different universities involved;</li><li>‣ Lack of communication among the several departments of the universities, which made difficult information to reach young graduates;</li><li>‣ Limitation of the selection of the candidates only in the universities.</li></ul>

<b>Threats</b>	<ul style="list-style-type: none"><li>➤ Lack of entrepreneurial spirit in the region;</li><li>➤ Weak and small dimension of regional enterprises;</li><li>➤ Weak articulation among the entrepreneurial and academic tutorials.</li></ul>
<b>Opportunities</b>	<ul style="list-style-type: none"><li>➤ Close involvement of the National Institute for Training and Employment and the Bank Institution;</li><li>➤ Selection of COMEÇAR as a Good Practice by the European Social Fund;</li><li>➤ Availability of supports and financial incentives to the creation of self-employment in the region.</li></ul>

- Implementation of 2 different actions in the period between January 2003 and January 2005;
- Creation of 3 Entrepreneurship Support Offices;
- 22 graduated people involved in the training, investment plan development and company creation;
- 22 business plans developed;
- 12 companies moved forward with their projects in the short term;
- 2 entrepreneurs are considering to move forward with their companies in the medium term.



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