

One Stop Future Shop



This EU-project is a cooperation between Göteborgs Stad,
Business Region Göteborg, Göteborgs Universitet,
Göteborgslokaler, Lokalförvaltningen and Röda korset.



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- EEPA Grand Jury Prize winner 2016 DG GROW
- Special mention RegioStars 2015 DG REGIO
- Eurocities Awards 2015

- EEPA = European Enterprise Promotion Award



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RESULTS Q 2 2017

- 258 existing companies have received support (april 16-dec 18 Goal 80) and signed ok for publication of ID for statistic
- 62 new business have started Q1 2017 (Goal 150)
- 30 participating organisations (Goal 10) red cross drivhuset
- 6564 individual business consultations/start-up programs
- 3 Fast Track programs for newly arrived
 - 1st with 22 participants
 - 2nd with 50 participants and three branches (food/import/export/service)
 - 3rd in cooperation with Swerea IVF on Innovation and 25 participants



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Why do we do this?

- Lower entrepreneurship level in Sweden (GEM 2017)*
- Swedish entrepreneurs do not want to grow (GEM 2017)
- Immigrant entrepreneurs instead want to grow (Delmi 2016:7)
not only pizza and hair dresser
- Window of opportunities (Swedish Migration Authorities)
 - Discrimination in the financial system (Linnéuniversitet 2013)
50% lower chance for loans but higher reimbursement rate !
- Support is needed !

*GEM: REPORTS FROM [SWEDISH ENTREPRENEURSHIP FORUM](#) • [ÖREBRO UNIVERSITET](#)



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Project's context

- Lack of suitable support and counseling based on different target groups' needs and situation.
- The existing support systems still target the more powerful groups in society and to not enough extent; focus on increasing diversity among businesses and entrepreneurs.



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Project description

- 18 m SEK , Co-financed by ERDF
- 32 co-operation organizations for leverage (GU free of charge lectures like IPR consumer projections)
- 1 January 2016-30 April 2019
- Cooperation between the city of Gothenburg, the Red Cross, Business Region Gothenburg, Gothenburg University
- 1 kitchen and 1 business centre
- 1 project manager, 1 back-office, 4 part-project managers, 3 process managers, 2 communication officers and 1 finance officer (20-100 %)



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Project goals

- 150 new SMEs in our development activities (50 in application for funds, but revised)
- Offer a mobile business center in several languages
- 400 unique aspiring entrepreneurs use the multi-linguistic business counseling
- 400 unique aspiring entrepreneurs participate in our development activities
- 150 females engage in competence development for social business ideas
- 50 females participate in the food accelerator
- 300 vacation entrepreneurs



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Activities

- Business center with start-up and SME development services in 6 languages
 - Seminars, courses and workshops for SMEs and aspiring entrepreneurs
 - Vacation entrepreneurs
 - Mentorship program
 - Fast Track program
 - Social accelerator
 - Kitchen for women with business ideas
 - Pitch your idea and start your future
- Check: <https://onestopfutureshop.com/about-us-english/>



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Transferability Tips

- Make sure you have different kinds of support in several languages
- *“One Stop Shop approach”*
- Engage different kinds of stakeholders to do pro-bono-work
- Volunteers?



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Thank you!



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