

## **An inspiring story for a young entrepreneur – Introducing Nejc Zupan**

Nejc Zupan is a 25 year old, Slovenian entrepreneur who is involved in the IT Business in Slovenia. Before he started his company, he was a very active student, involved in various activities, especially EESTEC, the student organizations, where he started giving trainings in the field of Information technologies, as open source and Plone at the age of 20. As a fresh mind, full of ideas and disappointed from the academic life and the technical and soft skills he expected to get at University, but unfortunately didn't, he decided to take things into his own hands, and start a company.

The idea about starting a company developed, and with his friends they made a business plan, rented an office, and started working. Their business plan was changing constantly, as the Internet and IT world are changing-with the speed of light. Changing fast for them wasn't a problem, they were very flexible, and accepted the challenge, but they had other problems and risks they didn't take into consideration. In the beginning it was harder, because they were still new in the business, they faced many problems such as clients and investors not paying for the work that they had done, but also had very nice moments, when they were being recognized by the community.

Nejc and his colleagues made the most common mistake - not exploring the market. They didn't find the gap, what is missing on the market and in the industry, and what people really need. For three years they were coping with the problems of products not selling good, due to lack of market research. Investing time, money and human resources on a product that finally would not pay off the hard work and money and time invested is not only bad for business financially, but also can bring the motivation down. That is why, it is important to plan everything carefully, make a research on industry and market, and define the target group. When things are more clear, and the company has a goal to reach, it is easy to specify the objectives, and follow the path to success. Another lesson they learned on the way was that complaining will not make problems disappear, but that's why taking matters into their own hands might solve them. When entrepreneurs start working, they have to realize they depend mostly on themselves, and their own mind, creativity, motivation, will and patience! Persistence is a piece of the puzzle that can save a company in the worst moments.

But no matter how many bad days were behind, an entrepreneur is always an entrepreneur, and lives for his idea to come true. Entrepreneurs try, fail, make mistakes, learn, earn small cash, then manage to put some food on the table, but there are also times when they go back at the beginning because of bad planning. But if they fall 10 times, they stand up 11 times, and try again. They are very persistent.

Nejc would suggest to people to start as early as possible with their business, because everyone makes mistakes, but it is better to make them earlier, because the gained experienced throughout that process is priceless, and the bad from the past, makes a better future, but

ONLY if the entrepreneur is willing to learn, evolve and not give up at the first barrier.