

RYE CONNECT APRIL 2016

RYE CONNECT NEWS

Welcome to the first edition of the RYE Connect Newsletter which contains the latest news and events from partners across the Northern Periphery and Arctic region.

RYE Connect is funded by the Northern Periphery and Arctic programme through the European Regional Development Fund and is delivered by project partners in Finland, Greenland and Northern Ireland and a wider Associate Network spanning the Northern Periphery and Arctic (NPA) region.

RYE Connect is a passion to promote innovative thinking that inspires young people to create unique business opportunities across Northern Europe and the Arctic.

RYE Connect will offer an expanded RYE model which will provide transnational business opportunities, services and solutions for young entrepreneurs aged 16 to 30.

A new set of training and online resources are currently being developed that will support young entrepreneurs at a number of key stages:-



Pre-start business training + online support. Takes any young person with little or no previous business knowledge through what it takes to start a business, and helps to build confidence and a winning idea.



Start phase training + online support. Helps a young person learn how to get their business idea off the ground. Business resources, profiles and fact sheets made available. Insights from experienced business people will help to avoid pitfalls.



Growth phase training + online support. Helps young entrepreneurs already running a business explore opportunities for growth. Helps taking the first steps towards upscaling and trading outside home country.



Reboot training. A support path for a struggling business. Promotes greater understanding of current situation and supports the young entrepreneur to plan a course of corrective action.

RYE Connect - What's in it for you?

The programme aims to support young people wishing to set up a new business, entrepreneurs who have an existing business who wish to grow their business through export opportunities and those who are facing difficulties within their existing business who require support and guidance to turn their business around.



Programme participants will become members of a RYE Connect Entrepreneur network.

Membership is FREE and benefits include:-

- Access to the RYE Connect Online Platform
- Access to a package of workshops

- Quarterly newsletter with inspiring case studies and Programme updates
 - Access to a network of potential associates and investors
 - Opportunity to networks within potential new markets
 - For more information visit [***RYE Connect***](#)
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Finland film crew visit Northern Ireland

The development of the RYE Connect online platform is well underway, packed full with new and innovative resources for entrepreneurs at any phase of their business development.



In February a film crew from Kajaani University, the lead partners in the RYE Connect programme, visited Northern Ireland to interview a unique line up of entrepreneurs from start-ups to well established businesses. We travelled across Northern Ireland and were delighted with the insight, tips and sound advice offered by local business people.

Big thanks to Chris Martin: Ozaroo.com, Dr Rachel Gawley: Appattic, Barry Smith: MCS Group, Annie Rooney: Suki Tea, Cormac Diamond: BlocBlinds, Bobby Carmicheal; The Jungle and Tony Convery: CDE Global.

Malou Media

Malou Media has been very successful making commercials, websites and animations since they started their company in Greenland.



Behind the company are brothers Mark and Martin Madsen. They both grew up in Nuuk, and moved to Denmark in 2000. They moved back to Greenland to start Malou Media in November 2014. One of the reasons they have moved back to Nuuk is that they wanted to spend more time with their grandparents.

Martin got the idea during a summer stay with his grandparents, where he worked as a paperboy, and thought that perhaps there was a market for better advertisement at a fair price. And given their interest and education in media he felt it was an opportunity for them to work together.

Mark has attended the film school 'Rampen' in Copenhagen, a film boarding school and one year film school. He has also attended a film director workshop and from that he got to help out producing the first Greenlandic produced film, called "Nuummioq".

Martin attended the Media Gymnasium in Ørestad in Copenhagen. Here media was an integral part of the teachings. They made films and animations etc. "I have always loved making movies ever since I can remember," says Martin, who as a 14-year old earned money on a YouTube page about games.

They started out with doing live commercials for two Nuuk based businesses, and a music video for the Nuuk based rock group Nanook – one of the most famous groups in

Greenland at the moment. From there it expanded rapidly, with more customers and a broader variety of services on offer.

“We didn’t get paid in the beginning and stayed for free with family. This made it possible for us to buy the necessary equipment, without financial support or loans. Today we have a high quality film camera and an excellent SLR camera for pictures. Our computers and software have also grown along with the tasks”.

“It’s gone really well, but we still watch our finances. We would rather ensure that Malou Media is here in five years than spend money on offices and cars right now”.

The brothers give the following advice to other entrepreneurs who want to start a business:

- Avoid large fixed costs in the beginning
- Do not spend the money you have earned, but invest in the business, for example on equipment.
- Count on working both evening and weekend during the first year.

“Usually we are busy with our company. We want our customers to experience that we deliver the best possible quality every time – at a fair price.” Mark & Martin.

Northern Ireland’s Scrumptious Little Bakes wins ‘One to Watch’ Award

Zoe Kidd attended RYE Pre Start workshops while studying at CAFRE Loughry for a degree in Food Technology.



She has always had a passion for food and in particular a passion to have her own bakery however things took an unexpected turn when

Zoe was diagnosed with Celiac Disease, not long afterwards her two younger brothers were also diagnosed as Celiac.

Partly driven by frustration in trying to find suitable Gluten Free products and the realisation that there was a gap in the market, Zoe returned to her idea of wanting to open a bakery but this time a bakery purely for Gluten free products.

Zoe had completed a business action plan during the RYE workshops and found this useful to return to as a basis for her new idea.

Zoe commented

“the RYE workshops helped me to focus on my idea, think about my customers and how best to market my products but most of all they motivated me to give it a go.”

Zoe was the winner of the ‘One to Watch’ Award at the recent RYE NI Awards, she explained how she has been developing her recipes, branding and packaging.

She has also had the Environmental Health out to her home kitchen to ensure her premises are Gluten Free and suitable for producing her baked goods for sale.

Zoe will be joining the RYE Connect Start Phase and with the one to one support to write her full Business Plan hopes that her business Scrumptious Little Bakes will be up and running by the end of the year supplying Gluten Free baked products to shops and restaurants across Northern Ireland.

The Great Escape

"Mitäpä se hyvejää" is common way of thinking in the Kainuu region of Finland. Basically it means it is not worth the effort to try anything. However, there are four brave students in Kajaani University of Applied Sciences who decided to make a difference.



Tia Lahtinen, Olga Kemppainen, Olli Kähkönen and Sarianna Juntunen are taking part in a Start up course and have founded the Great Escape to bring something new and different to Kajaani.

The idea came up one afternoon when the students were brainstorming their ideas of what they want to do as young entrepreneurs.

The Great Escape is a real life escape room and the main idea is to try to get out of a locked room by solving different kinds of puzzles and mysteries in groups of 2 - 6 people.

The time limit is 60 minutes. The room is meant for groups of friends and students, but also for companies who wants to offer their employees an activity to work on their team spirit. Escape rooms can be found all over the world and it has become very popular lately. Therefore these students decided that Kajaani needs its own room.

The road has not been easy because there have been a lot of things to do and the students have had to focus on school at the same time.

But, because of the great attitude the students have and the help they have had from the school and locals, the Great Escape opened its doors in March. The people of Kainuu region are warmly supporting these young entrepreneurs and they are waiting for their turn to try out the room!



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