



Outi Maria Peltonen

#### Personal information:

Name: Outi Maria Peltonen  
Age: 28 years (born 1977)  
Civil status: single  
Children: none

#### Education:

A-levels 1996 (Helsinki High school of visual arts);  
BA 2000 (Lahti Institute of Design).  
2001 - Additional studies on leadership & design  
2004-2006 Tiimimestari JET (special vocational examination of leading).

#### Specialism in education:

Design for all & Concept design; Entrepreneurship

#### Work experience before entrepreneurship:

1992-1996 summer jobs, small part-time jobs (cleaning, bookkeeping). 1996-2000 4-6 weeks' projects on design. Longest work period before entrepreneurship was 6 weeks' training period on 1999.

#### Personal role model concerning entrepreneurship:

I cannot name any person here. I have my mentors, who are all women, about 30 years older than I am. They are mothers, wives but entrepreneurs as well.

#### Member of a network of (female) entrepreneurs:

I am an active member of the network of young entrepreneurs in Finland and the network of design entrepreneurs in Finland.

#### About the company:

##### Name of the enterprises:

Live Design Ltd. (founded 3/2000)  
Formia Ky (founded 9/2003)

##### Product(s) or service(s)

Live Design Ltd: Product and graphic design services, concept design & strategic design consulting.  
Formia Ky: Training, education & incubatory services, workshops.

##### Regional, national or international market

Formia Ky: Incubatory is a regional service for our county, the other are national, and opening up to a European market.

Live Design Ltd: 95 % national market, 5% international. (2005)

##### Website(s)

[www.livedesign.fi](http://www.livedesign.fi)  
[www.formia.fi](http://www.formia.fi)

##### Legal status of business

Live Design is Limited Company and Formia is a commandite partnership company.

##### Number of employees

Live Design Ltd: 5 (1 is employed, the others are entrepreneurs)  
Formia Ky: 1 + network

### Personal Characteristics:

- creative
  - independent
  - self-confident
  - not afraid of taking risks
  - a good business manager
  - goal oriented
  - a person with a big drive
  - a good networker
  - a good people manager
  - a patient person
  - service minded
  - a real challenger
  - passionate
  - other characteristics: A person with a big heart
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### Reason(s) to become an entrepreneur:

5 years ago, when we were founding Live Design Ltd we somehow had no other choice. We had got an idea of building up a community of entrepreneurs, designers and artists in the countryside, and as we found our place in Pukkila, we started our work by founding a company.

### To mention for example:

I have never had a job, and this January (2005) I had a crisis with this always-worked-for-myself -situation and - applied for a job! It took 2 weeks after sending the application before I realized I would not be able to work as a worker. The freedom of setting up my own schedule, holidays etc. etc. is so important for me that I'm willing to take the entrepreneur's risk for that.

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### Absolute failures/faults during entrepreneurship :

Absolute or not... failures anyway:

1) I have my companies with my ex-fiancé (we used to be a couple as we started this). I counted that we have had to pay about 40 000 euros for our divorce (it disturbed so much our daily work). The failure was to have a "soft" process, over 2 years, after I realised that we can't continue as a couple. If we would have been able to do the decision in a straight way (and brave enough to take that risk), it would have been much lighter for us, and much cheaper for the company.

2) The failure before we separated was not to take care of our relationship and home life.

2) Another failure was two years ago, as I spoiled my deadlines and schedules and "had to" work for one month 10-12 hours a day, without weekends. I got a horrible influenza for 5 weeks after that. Never again.

### 'Don'ts':

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### Success factors:

To be an entrepreneur is wonderful when you have a strong vision and a concrete goal in the future. All you have is hours and time, and most important task for an entrepreneur is to take care of your time: Not to have too long days, and remembering to have weekends OFF from work. Having some hobbies and a wonderful family (that's what I have, though I'm not married yet) is so important. And good friends too.. First comes the family, then the company. (I had to pay 40000 € to realise this).

**'Do's/ best advices':**

**A statement:**

First you should get to know the people around your company, and then start to take care of your company with them. These people are someone in your bank, in your insurance company, your bookkeeper, the neighbours, subcontractors, colleagues etc. And be honest to the most important ones and keep your promises. And if you cannot keep your promise, tell it to them before the start to make questions.

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**Special questions for mentors:**

**Did you follow a coaching/mentoring course?**

I started one last autumn (2004), Tiimimestari JET

**What do you want to achieve by mentoring a (starting) entrepreneur? (en osaa oikein vastata tähän..)**

**Did/do you have a mentor/coach yourself?**

I have many strong women around me to guide me "through my life". An important role model concerning my way of being an entrepreneur is our bookkeeper and my JET-mentor Soilikki Raita. She has taught me how to have a life in whole, not just for working, and in our everyday contacts she always reminds me to get home early enough, to take care of myself and not to stress about my work or my company... Life is more than being an entrepreneur.

**What do you have to offer as a mentor?**

I want to show all the possibilities an own enterprise gives. I also love to widen up the view to each one's future.

**Which obstacles did you overcome in your career and how, with whom?**

Separating my personal life and the company was a long and huge process, but I succeeded (a luckily my partner too). I have a network of people around me, who I can talk about these things, and they know me from my "previous life", so they have been able to show me the way back to myself. These people are my mother and my sister, some good old friends & Vainio Satu in Jyväskylä and Helena in Lahti.

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Thank you  
Outi Maria Peltonen