



Ilja van den Berg

Personal information:

Name: Ilja van den Berg

Age: 30

Civil status: not married, living together with partner

Children: 0

Education: Information Engineering 1998-2004 (HBO)

Specialism in education: entrepreneurship

Work experience before entrepreneurship: I've always been an entrepreneur. Before my current enterprise I owned two video stores. While I was in high school I used to be a dancer and worked/ lived in Greece, Japan and Israel. I flew every month back to Holland to finish high school.

Personal role model concerning entrepreneurship:

I have a great deal of respect for Richard Branson of Virgin. He's versatile and so are his enterprises. He's very optimistic and enjoys his work. He showed me that it's possible to be involved in a lot of different businesses without losing focus.

Member of a network of (female) entrepreneurs: no

About the Enterprise:

Name of the enterprise (s) Exact Match (Q-em)

Product(s) or service(s): development web applications by ICT students, recruitment of ICT students and detachment of ICT students.

Regional, national or international market: regional

Website(s): www.exactmatch.nl

Legal status of business:

Number of employees: 5 +4 freelance

Personal Characteristics:

- creative: Yes
 - independent: Very
 - self-confident: yes (personality) and no (business wise)
 - not afraid of taking risks: not afraid, I have nothing to lose
 - /-a good business manager: yes, but not commercial
 - goal oriented: only short term goals
 - a person with a big drive: yes, other wise I would haven given up already
 - a good networker: yes, being a woman helps
 - a good people manager: yes
 - a patient person: no
 - service minded: yes
 - a real challenger: yes
 - passionate: yes, but only when I start something new
 - other characteristics: Persuasive, curious,
- Strongest characteristic: Creative

Motives and conditions for career/entrepreneurship, to mention for example :

Zet een kruisje ervoor indien van toepassing
economic reasons

took over busines from family or....

to mention for example :

Good unique idea

Initiated by company partner or other person(s)

Started at university or incubator
Being independent
Earning more money than as an employee
Combining work/family life
Flexibility
Stimulated by family or related persons to set up an enterprise
Social support

Absolute failures/faults during entrepreneurship :

'Don'ts':

Spending money before I'd earned it

No attention for sales.

I didn't make a financial balance. If I had I would seen that I had to do more about sales

Success factors:

'Do's/ best advices':

A statement:

Being unique

Caring for the costumers and the staff

Make decisions based on figures and instinct not (only) on what other people say

Don't be 'nice' make money

Special questions for mentors:

Did you follow a coaching/mentoring course?

What do you want to achieve by mentoring a (starting) entrepreneur?

Did/do you have a mentor/coach yourself?

What do you have to offer as a mentor?

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

Other issues?

Thank you
Ilja van den Berg

