



Kristina Kallur & Son

## Personal information:

**Name:** Kristina Kallur

**Age:** 34 years old

**Civil status:** Married. Four children Tilda 11, Elin 9, Lukas 4 and Valter newborn

**Education:** Kristina has studied within several different areas, mainly complementary medicine, health and nutrition but also some anthropology, economics and rhetoric. Studied last time in 2004 and expect to study some more in 2006.

## Work experience before entrepreneurship:

Before entrepreneurship Kristina was employed as a health food counsellor. She went back to the university at the same time she started her business, after realizing that beneficial knowledge for her new business could be acquired by studying chosen courses.

## Personal role model concerning entrepreneurship:

Kristina can not point out one special role model but is inspired by several entrepreneurs who succeed in combining being a striving entrepreneur with a fulfilling private/family life as well.

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

Kristina is a member of a local and a national network of entrepreneurs. Both networks deal with questions such as preconditions for the development of business in general and small business in particular.

## About the Enterprise:

Name of the enterprise (s): EkoGo AB

Product(s) or service(s): EkoGo develops and markets Baby Food especially suitable for children with milk intolerance.

Regional, national or international market: The company is active within the national market but plan to go international in 2006.

Website: [www.ekogo.com](http://www.ekogo.com) (all in Swedish)

Legal status of business: It is a joint-stock company.

Number of employers: One person - Kristina.

## Personal Characteristics:

- creative: Yes
  - independent: Yes
  - self-confident: Yes
  - not afraid of taking risks: Yes
  - /-a good business manager: Yes
  - goal oriented: Yes
  - a person with a big drive: Yes
  - a good networker: Yes
  - a good people manager: Yes
  - a patient person: Yes
  - service minded: Yes
  - a real challenger: Yes
  - passionate : Yes
  - other characteristics .....
- Strongest characteristic: optimist

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

When Kristina's third child was born, he was neither light pink nor baby soft, but scarlet, dry and chapped. The reason soon became apparent - hypersensitivity to milk. She lacked simple and convenient food solutions and fruitlessly contacted several baby food suppliers. Out of this frustration, the idea of EkoGo was conceived; an idea to enter the food sector herself to produce what she was looking for - milk-free baby cereal. Now, several years later, EkoGo products are in stores throughout Sweden.

Kristina thinks that entrepreneurship is so much more than growing fast and earning money. Instead it's being able to work with something that you are passionate about, it is striving to make reality of those ideas that have popped up in the back of your mind and its being able to plan and set your own work. She finds it hard to imagine any other type of job so well could be combined with an active personal life.

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**Absolute failures/faults during entrepreneurship :**

Giving up! Don't throw the towel in too early. It always takes longer time than you expect.

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**'Don'ts':**

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**Success factors:**

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

**A statement:**

Listen to advice but follow your own heart. Find something that you are passionate about doing as you will be doing it a lot. And chant the mantra " If it is to be it's up to me".

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**Other questions:**

Kristina believes that the basis to start a functional enterprise has to be an involved and flexible entrepreneur. She thinks that necessary sector knowledge always can be acquired later. When she came up with her idea she lacked all knowledge about the food industry but still managed to follow through.

Her contacts with representatives from the food sector acted as mentors and sounding board as regards contacts with the trading bloc. She also received help from the regional entrepreneurial centre and from the student business section with questions regarding the business concept.

Kristina thoroughly enjoys being an entrepreneur, a joy she shares by giving inspirational lectures on the subject of entrepreneurship. She hopes to inspire others to be persistent in finding and reaching their individual goals whether it is starting their own business or making real of ideas in other ways.

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Thank you  
Kristina Kallur