



Lena Petersson & Lena Jaremo

Personal information:

Name: Lena Petersson and Lena Jaremo

Age: LP: 37 years old and LJ: 39 years old

Civil status: LP: single and LJ: married

Children: LP: No Children and LJ: two children, 2 and 6 years old.

Education:

LP: Preschool teacher degree, Bachelor of Science of Education, Working Science, Jurisprudence, Health psychology, Health pedagogy, Social psychology, Statistics, Entrepreneurship.

LJ: Computer engineering degree, Bachelor of Science of Education, Working Science, Health psychology, Statistics, Entrepreneurship, History of technology, Project management.

Specialisation in education: LP and LJ: Science of Education with specialisation in health- and work environment issues.

Work experience before entrepreneurship:

LP: Preschool and intermediate teacher. Several years within the hotel- and restaurant services.

LJ: Health care, intensive care unit, teacher in rhythmic, university teacher in computer communication, insurance and banking.

Personal role model concerning entrepreneurship:

Both Lena P and Lena J think that Björn Nordstrand is a great role model. He is an entrepreneur and the owner of Hotel Tylösand in Halmstad, Sweden. He is a self made man who grew up under simple conditions but worked his way up to the top. Björn has both a large business and social network combined with a great knowledge in entrepreneurship. He has helped Lena P and Lena J a lot and guides and advises them with his own knowledge and experiences.

Member of a network of (female) entrepreneurs:

They are not member of any special network of female entrepreneurs. But they are members of some other networks :

Lust H - quality of life through development, co-operation and economic growth in Halland. The vision is improved health and decrease in number of people absent from work due to illness.

TEK - Technology and competence Centrum, a network for big and small companies in southern Sweden,

Prevent - Prevent is Scandinavia's leading provider of knowledge and training in the field of health and safety. They work to promote healthy and safe workplaces by arranging for the provision of knowledge and methods suited to each place of work.

The Health Care Technology Alliance - The aim is to develop successful products and services in healthcare technology. The alliance comprises a large number of companies, organisations and

research and development institutions in south-west Sweden.

About the Enterprise:

Name of the enterprise (s): CARPE SALUTEM

Lena P and Lean J have started CARPE SALUTEM through The Innovation Group - Halmstad University Incubator. This incubator acts to facilitate the changeover for students from studying to starting their own companies. Here the students get the possibility to calmly test their business ideas before starting the business "in reality". In the incubator, which is located at the campus, a workplace with furniture, phone, computer and so on is offered to the student. Additionally to this guidance, consulting and mentoring are regularly made available. The location in the Innovation Group is guaranteed for a minimum of six months, and can be prolonged with an additional number of months, maximum 12 months

Product(s) or service(s): CARPE SALUTEM is a service company. It provides services aiming at facilitating economic development for businesses and at the same time create favourable personnel conditions. Lena P and Lena J believe that there is a link between wellbeing and economic profitability.

Regional, national or international market: National

Website(s): www.carpesalutem.se

Legal status of business: Trading company

Number of employees: Two owners: Lena P and Lena J

Personal Characteristics:

- creative: LP and LJ: Yes
 - independent: LP and LJ: Yes
 - self-confident: LP and LJ: Yes
 - not afraid of taking risks: LP and LJ: Yes & No There is always a risk involved in starting your own company. But you should be careful and not expose yourself to unnecessary risks.
 - /-a good business manager: LP and LJ: Yes
 - goal oriented: LP and LJ: Yes
 - a person with a big drive: LP and LJ: Yes
 - a good networker: LP and LJ: Yes
 - a good people manager: LP and LJ: Yes
 - a patient person: LP and LJ: Yes & No
 - service minded:LP and LJ: Yes
 - a real challenger: LP and LJ: Yes; more a challenger then a risk taker
 - passionate: Yes; They really enjoy what they are doing
 - other characteristics: Lena P and Lena J complement each other. Lena P is a driving and energetic person and a source of ideas while Lena J is more the calm and patient person. Sometimes Lena J has to tell Lena P to calm down and take it easy! That's probably why they complement each other.
- Strongest characteristic:** Two partners with different qualities and personalities make Lena P and Lena J to an excellent team.

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

Meconomic reasons
took over business from family or....
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 :

Lena P and Lena J started their company in January, 2005 so they haven't experienced any failure yet.

Don'ts:

Don't isolate yourself. If you are not in any network, you won't know about other entrepreneurial activity and presumptive customers. You have to market yourself and also maintain connections with other entrepreneurs. Have knowledge in what the market wants. It is useless to develop something if nobody is interested in your product or service.

Success factors:

Lena P and Lena J believe that networking is really important. Entrepreneurial success often occurs through entrepreneurial networking.

'Do's/ best advices': Accept all the help you can get!

A statement: Don't forget to have fun! It is a great advantage to be two and always be able to encourage each other.

Thank you
Lena Petersson and Lena Jaremo