



Nieminen Tarja

Personal information:

Name: Nieminen Tarja

Age: 30

Civil status:

Children: no kids

Education: what and until when: high school graduated 1993, bachelors of business administration 2000, at the moment I study entrepreneur and leadership in the university of Jyväskylä.

Specialism in education: ----

Work experience before entrepreneurship: Different kind of marketing and teaching projects.

In team academy of Jyväskylä

Part time analysis interviewer 94 -95

Client service and sales work 1990 -1995

Cleaning work 92 - 95

Personal role model concerning entrepreneurship:

Possibility to try entrepreneurship in during of studies in Jyväskylä polytechnic school, Teamacademy.

Member of a network of (female) entrepreneurs: I'm member of young entrepreneurs network

About the company:

Name of the enterprise (s): Villinikkarit Oy

Product(s) or service(s): promote and generate entrepreneurs nurture

Regional, national or international market: national

Website(s): www.villinikkarit.fi

Legal status of business: Limited company

Number of employees: 6

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: perceive to whole, analytic person, desire to learn, I get along with people
- Strongest characteristic: I'm genuine

Reason(s) to become an entrepreneur: To mention for example

Economics reasons: challenges motivate more than money. And opportunity to realize oneself.

Good unique idea: this was one of the reasons.

To mention for example:

we possess knowing how whom we saw good sales activities.

Social support: existence network and friends are very important.

Absolute failures/faults during entrepreneurship :

I have trusted to people without agreement. I have been too "blue-eyed"

'Don'ts':

Success factors:

To Be active, search support for people who have already been entrepreneurs, join into some network.

'Do's/ best advices':

A statement:

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?

Thank you
Nieminen Tarja