



TIJU SILD

## Personal information:

Name: TIJU SILD

Age:47

Civil status: divorced

Children: 4 children

Education: University of Tartu cum laude 1981

chemistry

Specialisation in education: chemistry

Work experience before entrepreneurship:

She has worked at the Academy of Sciences and University of Tartu in chemistry fields

Personal role model concerning entrepreneurship:

Creative women, no special role model

Member of a network of (female) entrepreneurs

## About the company:

Name of the enterprise (s):Estonian Science Centre AHHA

Product(s) or service(s):

The mission of AHHA is to introduce science to the whole public. Using interactive and entertaining methods, we try to eliminate fear and prejudice to learning. With the support of Tartu's educational traditions and vast development of information society we hope to provide every visitor with the joy of gaining new knowledge .

### Regional, national or international market

AHHA was established as a special project of the Department of Research and Institutional Development of Tartu University (founded in 1632). This project, however would mark now a significant breakthrough from the project stage to an independent contemporary science centre with up-to-date science communication and display possibilities.

Activities at national level directed to have wider influence in society

Website(s) <http://www.ahha.ee/>

Legal status of business

Foundation, self financing supported by some subsidies

Number of employees

7 people

## 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 .....

Strongest characteristic: stability and goodwill

**Motives and conditions for career/entrepreneurship:**

good unique idea  
being independent  
combining work/family life

To mention for example: social support

First firm she started combining the 4 children family with her business of making dolls  
2001 was nominated the person of the year in Tartu

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**Absolute failures/faults during entrepreneurship :**

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**'Don'ts':**

Many smaller problems like too much bureaucracy and paper work needed in starting the entrepreneurial activities

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**Success factors:**

AHHAA centre organizes a big exhibition every summer during the winter period offers innovative

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

demonstrations of scientific experiments in schools, planetarium lectures, and organizes smaller exhibitions.

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**Special questions for mentors:**

Did you follow a coaching/mentoring course?

University lecturers were actually excellent mentors and served as examples.

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

Not get lost in minor problems but have clear aim, long-term goals to be achieved

Did/do you have a mentor/coach yourself?

Yes, Open university course in work culture.

Professors from the university related to Spinno programme who were involved as entrepreneurs

What do you have to offer as a mentor?

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Thank you  
TIU SILD