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Changing what's wrong with an industry

Mikael Daoud
Sweden



Image source: Mikael's personal archive.



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"SkillsXcellerate: Empowering youth on their path to independence through entrepreneurship"
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SkillsXcellerate



HOW AND WHEN MIKAEL STARTED HIS BUSINESS

The business Mikael is in is a youth home dedicated to supporting young people with NPF diagnoses. It focuses on creating a nurturing environment for kids who face challenges in school or social settings, transforming them from feeling "invalid" to becoming "valid" members of society. To finance the startup, they partnered with an investor named "Investor Stomak," who played a crucial role in getting the business off the ground. As part of their agreement, the investor became a key stakeholder.

Given the stringent demands of the Swedish welfare system, the youth home needed approval from social services to operate. Their marketing strategy heavily relies on collaboration with these social services. Additionally, they utilize brochures, posters, and an "open house" concept to reach potential clients and their families.

Mikael, the driving force behind the youth home, has extensive experience in the Swedish healthcare system. Having held leadership roles in several government-funded homes, he identified opportunities to improve the care provided. Motivated by a desire to challenge and enhance government methods, Mikael was inspired to establish his own youth home. Since graduating high school, Mikael has dedicated himself to the healthcare field, and by the age of 28, he launched this impactful business.

With a blend of passion, experience, and strategic partnerships, Mikael's youth home is set to make a significant difference in the lives of young people, helping them thrive and succeed in society.

HOW MIKAEL DEVELOPED HIS BUSINESS

The primary challenge lies in securing adequate financial support and funding, as launching a youth home entails navigating complex societal regulations. Acquiring land, establishing lodging facilities, and hiring qualified staff are essential components, making the process lengthy and intricate. Mikael sought expert guidance from industry professionals and engaged in extensive networking to overcome these hurdles.

The project remains in development primarily due to certification challenges, requiring meticulous attention to detail and adherence to regulatory standards. As a result, promotional efforts and visibility initiatives are deferred to a later stage. Initially, Mikael explored a potential partnership that demanded exorbitant rental fees for lodging facilities. However, after careful deliberation, he opted to forego the partnership and embark on a fresh start.

Despite setbacks, much progress has been made through experience and fruitful interactions with government agencies.

WHAT ARE MIKAEL'S PLANS FOR FUTURE

At present, Mikael has no concrete plans in place. However, the aspiration is to establish a youth home apartment complex, ensuring ongoing support for individuals even into adulthood. The overarching goal of the business is to provide lifelong assistance to those with diagnoses, if necessary. With a two-acre plot of land as their foundation, they aim to expand the premises, incorporating activities that enrich the lives of their residents and imbue their existence with meaning.

Looking ahead, the vision extends to opening additional youth homes across the country, expanding the reach and impact of their services. Working with people entails a continuous learning journey, prompting regular attendance at seminars and educational programs to broaden their knowledge and enhance their business operations. The ethos of openness to knowledge underscores their commitment to continuous improvement and achieving greater heights in their endeavours.

WHAT ARE MIKAEL'S SUGGESTIONS FOR YOUNG PEOPLE WILLING TO START THEIR BUSINESS

Embarking on your own venture allows you to pursue something meaningful on your own terms, enhance existing concepts, and effect positive change. It's the diverse array of approaches that truly enriches society, but it demands an immense amount of effort – often more than initially anticipated. Patience is paramount, as every decision requires careful consideration. Hastiness is to be avoided at all costs.

Time is a precious commodity, leaving little room for extraneous activities. To succeed, one must remain wholly dedicated to the business, constantly seeking out its potential and maintaining an unwavering passion for the endeavours. The journey serves as an unparalleled learning experience, emphasizing the importance of meticulous planning and decisive execution. Fear should never deter action – boldness is key to realizing one's vision.



Image source: Canva stock.

We wish good luck for **MIKAEL!**

If you are interested in learning more about Mikael's business or to get in touch with him, you can contact him by

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