



Co-funded by
the European Union

Turning sports into a career

Sofia Kronberg Sweden



Image source: Sofia's personal archive.



*This story has been developed within the project
"SkillsXcellerate: Empowering youth on their path to independence through entrepreneurship"
This material was developed as part of WP2 A2 Best practices*

SkillsXcellerate



HOW AND WHEN SOFIA STARTED HER BUSINESS

Sofia has been passionate about horses since she was a child. She pursued a high school education focused on equestrian studies and has always competed at a very high level in equestrian sports. Her lifelong dream was to work full-time with horses. However, her parents considered it impractical, so she studied to become a nurse, ensuring a stable job that allowed her to fund her expensive hobby.

After saving a substantial amount of money, Sofia decided to fully commit to her passion for equestrian sports. She purchased a farm outside Dalby and started with a few stables and two horses. Her venture quickly grew, as equestrian sports are among the most popular in Sweden. By promoting herself through competition victories, she attracted attention and drew in people eager to learn from her expertise.

Sofia's business has now grown significantly. She trains others to become professional riders, rents out stable spaces for other horses, and breeds her own horses. Her success story is a testament to her dedication and skill, transforming her childhood passion into a thriving enterprise.

HOW SOFIA DEVELOPED HER BUSINESS

At the start, managing everything on her own was a lot of work. She received invaluable help from her friends and family who had experience in establishing stables. However, she did not have any financial assistance and had to save money by working as a nurse on the side to make it happen. The equestrian business is very expensive, so she needed substantial capital to get it off the ground.

She sees competitions as the best way to promote her business. They offer a place to build a reputation and brand. Additionally, to competitions, Sofia uses social media channels to announce events and share updates. Initially, she started small and gradually expanded, given the capital-intensive nature of the business. Networking and calling in favors have been incredibly beneficial for her in this journey.

WHAT ARE SOFIA'S PLANS FOR FUTURE

Sofia has no plans to expand at the moment, as she is content with what she has achieved. She feels that she has fulfilled her dream and has built a strong network to support her endeavors. As a result, she intends to continue working as she always has, maintaining the successful operations she has established.

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

When working with horses or any animals, there's always something new to learn. In that regard, Sofia often picks up tips and tricks from the pros that she implements regularly to her work. She constantly strives to achieve new goals and compete at the highest level. Teaching others how to succeed and seeing their achievements brings her immense satisfaction.

She receives tremendous support from people in the sport, as well as from friends and family. This support is crucial for sustaining momentum in her business. Being your own boss offers a sense of freedom, and when you are passionate about what you do, it never feels like work, it simply becomes ones life.

Since she started, Sofia achieved significant success in the sport, thanks to her growing recognition through competitions. She has made numerous contacts and friends along the way. She thinks that the cliché advice holds: just do it. You'll always regret the things you never tried. Start small, work your way up, and see where it takes you, she advises.



Image source: Canva stock.

We wish good luck to **SOFIA!**

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

Email: sofiakronberg@hotmail.se



All content is under CC BY-ND-SA 4.0