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Freedom with responsibility or responsibility with freedom

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SkillsXcellerate



HOW AND WHEN EM STARTED HER BUSINESS

Em was 23 years old when she started her business. Although this was not her initial plan as she had a job lined up. But the job fell through, leading her to create a new plan. So she started her own business. She did not lose any time and went out networking and spreading news about her business. Em dared to start her own company also thanks to the BNI network, of which she as a student had represented the various members and where the network supported her.

She says she has always been very creative and has always wanted to think outside the box. She feels that she is most successful when her creativity is challenged. That's why she really enjoys the opportunity to explore the visual design options of a particular company that has hired her. She thinks this job suits her personality perfectly.

For Em, the challenging part of the business was the administrative part – how to handle it. The big challenge was that she had to manage everything herself. To overcome this obstacle, she sought help from a mentor who taught her about invoicing and other administrative tasks.

The support of a large network and the mentorship program, which Em was a part of for over a year, meeting with the mentor one to two times a month, along with input from lecturers 2–4 times a quarter, has been very helpful.

HOW EM DEVELOPED HER BUSINESS

Today, Em has two companies. The newest one primarily focuses on web design and development and visual materials, logos, and graphic design, mostly within a communication agency. Em has been collaborating with her partner in this company.

Amice is the second company, which she co-owns with her partner. Amice provides work training opportunities and is also an internship site for young people. They have worked extensively with interns, who usually study web design or attend the media institute, focusing on social media, web design, or other vocational education.

Em would not have started her own business without the support of the network. Em has learned a lot from other people. Although she is very flexible and solution-oriented, she also gives a lot of credit to people from various business networks, for her knowledge and connections.

WHAT ARE EM'S PLANS FOR FUTURE

In the future, Em wishes to grow even more and possibly hire an employee, Currently, she has an office in Malmö, but they have clients all over Sweden. Em and her partner are discussing the possibility of becoming an international company, aiming to become more stable and further develop their own competencies.

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

For Em, the biggest benefit and motivation of having a business is the variation and the ability to choose her challenges.

She is learning new things all the time, and these new things allow her to think bigger and in new ways. With all the experience she has been gaining as an entrepreneur, she is also growing as a person, but at the same time, she is able to offer more to her company and her customers because of her experience.

Em's advice to young people starting their own businesses is: network! Dare to ask and dare to try. You can always change your mind. A big part of it is daring. It is not something you learn about in school; in school, it is more about getting an education and then getting a job. Look around and reach out. There are many networks you can connect with.

"Being a freelancer or business owner offers much freedom, but also demands much responsibility. You will not have one without the other, so be prepared to juggle both," she concludes.



Image source: all pictures used in this story are from Em's personal archive.

We wish good luck to **EM!**

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

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