



Co-funded by
the European Union

Why having your own business beats high corporate roles

Martynas
Lithuania



*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*

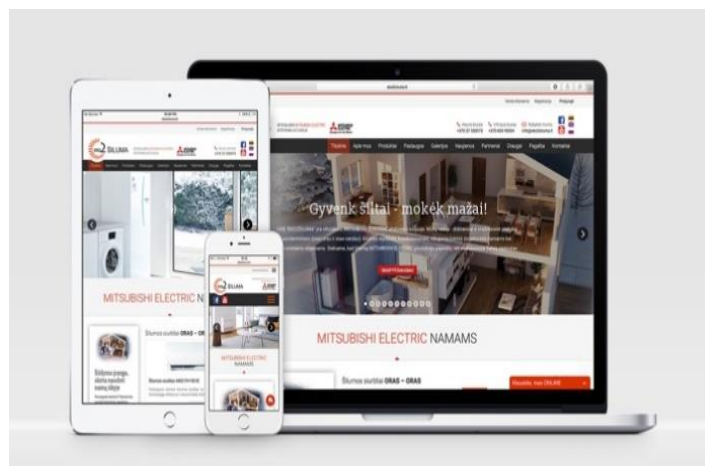
SkillsXcellerate



HOW AND WHEN MARTYNAS STARTED HIS BUSINESS

Even when he was a kid, he always wanted to create something with a computer. For example, he had about 400 songs on his computer and he made a visual playlist with PowerPoint (Windows 1998). It was like a mini website for him, and he thinks that this first “project” already made him realized what he wanted to do for a living.

When he was in 10th grade, they started creating websites with a few of his friends and even got paid for it. This all took place in the Adobe Flash times, so he specialized in Flash websites. Later, after school and the Erasmus program in Denmark, he got a job in the global company UGSPay Baltic, LTD. He started his job as a simple web designer, but after less than 3 years he became a Senior Web Designer and a team leader of the international designer’s team. He was responsible for 28 people from 4 countries but then he quit this job to start his own business.



HOW MARTYNAS DEVELOPED HIS BUSINESS

Now Martynas has a small company named MB “Duok penkis”. He has several staff members in his company: a graphic designer and a programmer. Together with colleagues, they are making various projects, from simple websites to large marketing campaigns, and other media services. Marius does the same work as his colleagues but also deals with all the managerial affairs.

He had some money saved for the beginning of business. He did not need all that much, because he started on his own, without a team. The challenge he faced at the beginning was finding enough clients. It was also difficult to collect at least half of the wage he used to get in his previous work.

Thus, to attract more clients, Martynas focused on advertising through social media. He also offered introductory discounts to new clients and leveraged word-of-mouth marketing by providing excellent service to encourage referrals. These efforts helped him connect with potential clients, gradually increasing his client base and establishing his reputation in the market.

WHAT ARE MARTYNAS' PLANS FOR THE FUTURE

Martynas has big plans for the future but does not know when they will be realised. Maybe he needs some time to gather the courage to employ more people. Because right now it looks impossible – there is insufficient workload to create income, but he also understands that more employees will do more things. It is like a magical wheel. But in the near future, he wants to expand his services with things like VR (Virtual Reality) projects, or real time generated 3D stuff to online browsers and so on. But as said, his number one priority is to find more people who will be able to make his plans come to life.

Also, he is thinking of starting e-commerce. From the very beginning of his own venture, he is completely certain about one thing – he needs to have multiple income sources, to be sure about his family financial security. So that's what he is trying to do.

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

Martynas knew from the start that working for someone else is not as profitable as working on your own. So, he said to himself that he will never work for someone else. Of course, he did and it was beneficial to him. He can see the benefits of working for someone else now. Today, he thinks that you must go through all stages from bottom to top, to understand everything about how to manage and control your employees and various other situations. The notion “I will never work for someone else” was the driving force to start his own business. He is happy where he is now and looking forward with enthusiasm to new opportunities to expand his business.

Martynas suggests that young people willing to start their own business should embrace every stage of their career journey, learn from working for others, and use that knowledge to build a strong foundation for their own ventures.



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

We wish good luck to **MARTYNAS!**

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

Email: mbduokpenkis@gmail.com



All content is under CC BY-ND-SA 4.0