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# Are you into computers? You can turn your hobby into a business!

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Slovenia



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**SkillsXcellerate**



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# HOW AND WHEN MATEJ STARTED HIS BUSINESS

Matej was 26 when he decided to go on an independent path and try to make it in the graphic design business. He was always into computers, even in primary school when he and his friend were exchanging knowledge while playing computer games. During his secondary school years, he started to do some website designing and found out he was quite good at it which led to his decision to study multimedia. The study helped him upgrade his knowledge; particularly graphic design was something he enjoyed doing the most so the decision to pursue a career in this area was not a tough one.

He worked with different agencies already as a student and in this way, he got familiar with how this business is run, what one needs, and how things are done, he then took what seemed to be the most natural next step – starting his own company. Outside the experiences he gathered through student work, he did not have any particular entrepreneurial knowledge or a mentor he could lean on. But that did not stop him, as the desire to start his business was greater than possible failure. Experiences alone gave him enough confidence to try and make it on his own.

# HOW MATEJ DEVELOPED HIS BUSINESS

The whole bureaucratic process of opening a business in Slovenia is quite a simple one so going from student work to a company was not all that stressful. Because Matej was working with different agencies as a student they all already knew each other so starting, he already had a small amount of regular clients. Having a solid base of clients before going on an independent path is something he highly recommends to anybody who is starting a business. Because he was now able to work full time, he could afford to work with more clients and was not limited by specifics of student work that were holding him back before.

Not everything was as easy as it may seem from the start. Another piece of advice Matej offers to young entrepreneurs is to have a good accountant, this way one can avoid some expensive mistakes. Another problem Matej faced in the first years of running his business was payment insolvency and indiscipline. Luckily, the amounts were never too big so it did not affect his business too much but it did however make him a lot more experienced when conducting a business and careful when it comes to choosing who he works with. When conducting bigger projects, he learned that making a contract with as many details as possible is crucial for both sides to be satisfied and feel safe.

Working in an industry that is prone to constant changes, Matej is always on the lookout for new trends. Whether through watching YouTube content, listening to webinars or award-winning authors Matej's education never stops. For Matej, motivation was never a problem to begin with and he still feels highly motivated to this day.

During his years in the business, Matej has gained many new skills, discipline, and organization of his time being on top of his list. Confidence especially when talking with clients and pitching them his ideas would be another one.



# WHAT ARE MATEJ'S PLANS FOR THE FUTURE

So far, Matej has been working on his own with occasional help from colleagues but this may change in the future because he is thinking of expanding his business and employing a few regular workers. In this way, he would be able to carry out bigger projects. He knows that this will mean that he has to change his promotional strategy which comes now mostly in the form of portfolios on websites dedicated to the promotion of authors from the world of design like Dribbble and Behance.

Another area he wants to improve is charitable activities; he really likes the idea of some of his colleagues giving a small percentage of income to a particular charity and wants to do the same in the future.



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

If having a chance to start over, there would not be much he would change. The diverse and dynamic work that graphic design involves is something that Matej enjoys very much. Having a young family time management is another plus of having a business; he is the one who decides when it is time to work and when to take some time off to spend it with his family. Another important advantage of his type of work is that he is able to work from home, or from anywhere really, so he does not spend time in a car driving to and from the workplace.

He would definitely advise anyone who is thinking of going into business to try it. He says there is not all that much one can lose as long as there are not big initial financial inputs involved. That said, having at least a rough business plan before starting would be another piece of advice from Matej.

Matej is a big believer that an entrepreneur with a strong desire and determination is someone who will succeed and will be able to overcome almost all obstacles and challenges.



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

We wish good luck to **Matej!**

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

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