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From elite athlete to sports marketing consultant

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HOW AND WHEN MELINDA STARTED HER BUSINESS

Melinda was 27 years old when she started her business. She runs a company that works in sports marketing consulting.

Before starting her business, Melinda had thought about starting a business for a long time but did not know what exactly she wanted to do. What motivated her for her decision in the first place, was the freedom and the ability to choose the people she would work with. Another motivating factor was her interest in many different things, which made looking for a job that covered all of her interests difficult. Entrepreneurship also interested her because it involves a lot of problem-solving and there are no definitive answers.

The idea for her business came from a combination of Melinda's background as an elite athlete, her passion for sports, and her university education in media and project management. She was familiar with both sides, with the world of sports as a participant and the academic side.



The support she needed at the beginning, and still needs, involves access to the knowledge people who work in the industry have about, specifically about the roles and challenges that exist. She also needed support to validate her business idea and to understand how much she could charge for her services.

She has also done a lot of research on different content that she wanted to become familiar with and has been in contact with the New Business Center, Almi, and the Swedish Tax Agency to find out how to start a company.

Family and friends have also been supportive, telling her that she is brave. Melinda also has a mentor she consults for advice on running her business.



HOW MELINDA DEVELOPED HER BUSINESS

When Melinda had just started her business, she read various government websites and social media pages. She also met with and was in contact with organizations like the New Business Center and Almi.

During the time Melinda has started her business, she has had to adapt her communication to her clients. Not everyone has the same background, so she needs to adjust her communication to convey her message effectively. Since her clients are non-profit organizations and not profit-driven, it is crucial to communicate the importance of having a business mindset to grow, among other things.

Melinda says she still feels quite new to entrepreneurship. The difference between being an employee and being self-employed is that now she has to pay herself a salary and manage the related financial administration. She has sought help from an accounting firm for the financial aspects.

She also looks for knowledge online and humbly accepts that she does not need to do everything herself. Melinda is part of two business networks in Malmö.

Melinda has not felt like giving up on entrepreneurship, but she has experienced financial stress. She says she has many ambitions and needs to have a lot of trust in herself, but sometimes that trust wavers.

Recognizing her own value and trusting in herself and her personal worth is important. She further explains that she wonders, "What if I fail?" But then she needs to evaluate the value of a challenge and see if it is worth fighting for.

WHAT ARE MELINDA'S PLANS FOR FUTURE

When it comes to the future, Melinda is full of plans: she wants her business to be fully connected to sports, she wants to educate herself on the federation level so that she will be able to reach more people, she also wants people with limited finances to be able to benefit from her service.

Melinda explains that her business can impact elite athletes and, in turn, society. If elite athletes can focus only on their sport, it will also affect the broader activities in clubs. Elite athletes will be able to make a living from their sport and invest even more in it.

Her vision is that within 10 years, everyone playing in the top league will be able to do so full-time.

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

Melinda recommends young people to start a business if they have financial and social security. But also, if someone has thought carefully about starting a business, then one should start it. She thinks that it is probably a bit easier to start when one does not have responsibilities like a family like she does at the moment, where she only needs to be responsible for herself. This is why she gave it a chance.

There is no perfect timing. The best way to learn entrepreneurship is by doing entrepreneurship, she adds.

Melinda says that there is financial stress, and it can take a little time at the beginning before you start making money. But one piece of advice is to be kind to yourself and allow it to take time. Another piece of advice is to have social support and find people within the field who can affirm that you are not alone in your entrepreneurship.

She concludes by saying that the best way is to talk to someone about testing your idea.

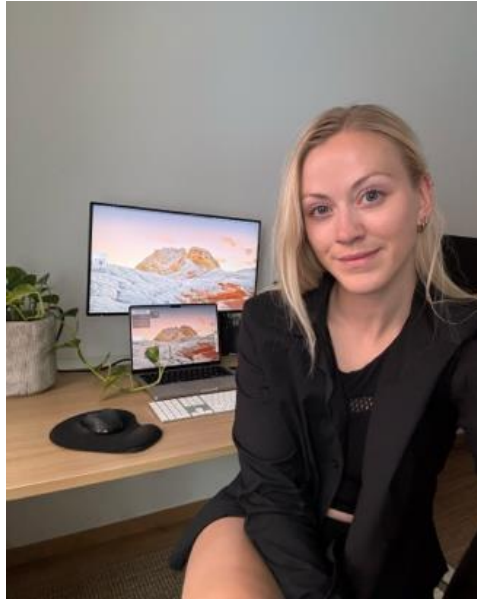


Image source: all pictures used in this story are from Melinda's personal archive.

We wish good luck to **MELINDA!**

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

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