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# Social media make things happen

Nathalie Lameri  
Sweden



*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**



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Project code: 2023-2-SE02-KA220-YOU-000171087

# HOW AND WHEN NATHALIE STARTED HER BUSINESS

Nathalie was between 23 and 24 years old when she, together with her husband, started Creative People, a communication agency that specializes in social media and helps other companies reach out to customers on social media platforms. Nathalie explains: "We are both very driven and enjoy coming up with new ideas; he is an industrial designer by trade. We always think and talk about what we want to do and what we can do. We wanted to do something different. Before this, we both worked in retail."

Additionally, to Creative People, she now runs another company, again together with her husband, called Boostefeid. Boostefeide is a platform they developed where you can build your own collaborations, match with others, find new partners, get reviews, and create contacts. It's a place where one can gather everything related to collaboration and make things happen.

Before they started these two successful companies, Nathalie and her husband first tried to succeed with the portable stores business. They were present at various airports, but the business required more money and took longer than they initially thought. They aimed to create the first unmanned stores. The idea was that in these small, unmanned stores, one could buy toothbrushes, toothpaste, t-shirts, white shirts, underwear, etc., basically, the essentials needed in case one's luggage didn't arrive. They managed to open a few unmanned stores at Arlanda Stockholm and Heathrow London. However, they were ahead of their time with their idea, and sales were slow, so they sold the company.

Although their first business was not a success, it was through it that they received an inquiry from Skåne dairy farms, a large dairy company in South Sweden. They sold their first business and grabbed this opportunity because it provided immediate income, leading to the creation of Creative People.

## HOW NATHALIE DEVELOPED HER BUSINESS

As for the development of her business, Nathalie says that it is an ongoing cooperation between her and her husband. Her husband is creative, he keeps up with trends, and research themes, while Nathalie has always had an interest in marketing. They used to work extensively with social media to be visible, collaborating with bloggers and influencers, including prominent ones.

In the beginning, they followed the classic startup route. They started at Drivhuset (Drivhuset supports idea generators, entrepreneurs, municipalities, passionate individuals, students, and change enthusiasts on their development journey), then moved to Minc (Malmö's leading startup community, offering mentorship, networking, and funding support for entrepreneurs), where they stayed for three years, and then another two years. They have also been in contact with Almi (the purpose of Almi's operations is to strengthen the development of Swedish businesses and promote sustainable growth. The operations should primarily target entrepreneurs and companies with profitability and growth potential) and other support organizations.

Nathalie highlights two main challenges. The first challenge has always been financing. Securing startup grants and funding has been difficult. The second challenge has been the market. The market is changing, and so are the customers. She is operating in a traditional industry, and there was a lot of scepticism at the beginning, making it difficult to sell initially. There were already established companies, and what Nathalie and her husband did was different from the norm.

Today, her company Creative People has four employees, and Boostiefied ten.



# WHAT ARE NATHALIE'S PLANS FOR FUTURE

Nathalie and her husband are always full of new ideas. For instance, they have just started a new company, which has a completely different focus compared to their previous and current ones. Nathalie says: "We know where we want to go, and we set new goals along the way."

She is quite happy with where things are going with Creative People. She says that success highly depends on teamwork and that she is very happy with the team they have.

Boostified, on the other hand, has external investors, so things are completely different in terms of demands for delivering and growing. Here, Nathalie and her husband are planning on focusing on growing and expanding because that is what the external investors want.

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

Nathalie's message to those who have doubts about starting a business is to believe in yourself and try. What do you have to lose by trying, she asks? Especially if you are still studying, you can just give it a shot. It is a lifestyle, having a business; you have to be willing to put in the time needed.

Being in business it is also very developmental for you as a person. You learn a lot – sales, marketing, management, how to talk to people, how to adapt, you develop people skills. You grow as a person when things go well, which is extra fun. Setbacks are beneficial – you learn all the time. It is time well invested. It is important to have the drive to persevere.

The most important thing Nathalie has learned as an entrepreneur is that it takes longer than you think, so perseverance is key. Before she got involved in the business world, Nathalie was more of a closed person, but because she is always exposed to people, she had to open up. You become street-smart and evolve in your profession.

Nathalie's last advice is to preserve the drive, never give up, and keep fighting. Grit is essential. Everyone can have ideas and be creative, but one must dare to translate those ideas into action.

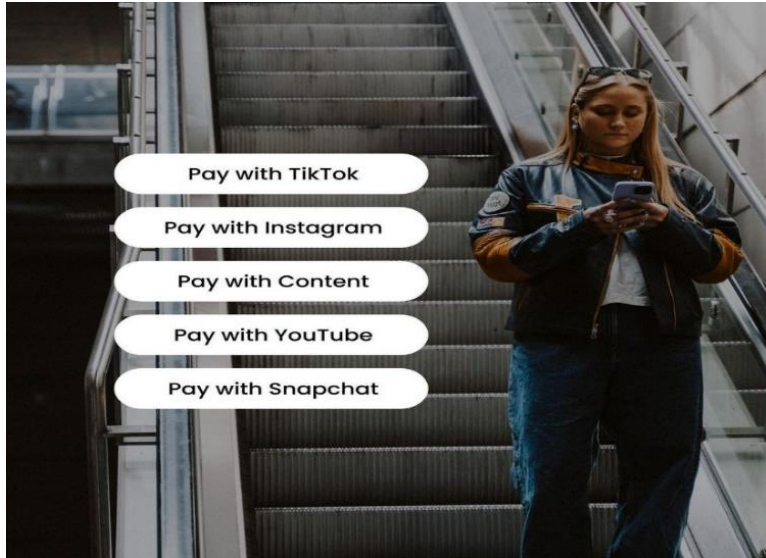


Image source: all pictures used in this story are from Nathalie's personal archive.

We wish good luck to **NATHALIE!**

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

Email: [nathalie@creativepeoples.se](mailto:nathalie@creativepeoples.se)

Instagram: <https://www.instagram.com/creativepeoples/>

Instagram: <https://www.instagram.com/boostified/>



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