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Work around the world

Pavlos Vasileiadis

Greece



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HOW AND WHEN PAVLOS STARTED HIS BUSINESS

Pavlos Vasileiadis is the Co-Founder & CEO of UPIRIA, a platform for enhanced travel experiences that connects travel providers with hotels, travel offices, and works in a B2B and B2C way. Pavlos' background is in Business Applications Development and in UPIRIA, his main field of expertise, apart from operations monitoring due to his role, concerns in project management, product management & business analysis. He and his team developed UPIRIA in his early 30's. When it comes to starting, Pavlos believes that there is never the right time to start your business, because something will always be missing, even if it is information, expertise, or funding. As soon as the idea comes to mind and you are motivated, you should go for it.

Pavlos' inspiration derived from his journey working in other companies before starting his own. More specifically, he and his team were designing business software and he was able to collect emerging patterns and innovative ideas. Then, he decided to use these ideas as solutions to problems. UPIRIA's idea was highly influenced while traveling in Amsterdam, where he wanted to book a travel experience, and there was no available service, resulting in him missing that opportunity. Overall, it was a combination of experiences, ideas, and a personal pain point.

Pavlos' role model was a senior consultant at a company he was working as an intern. Pavlos immediately felt like they were mentally clicking, and the most important part for him was that even though he was already in a senior position, he always listened to him, and he never pretended like he knew everything. Even though technical information can be easily found in various sources online, the human factor is the one that cannot be replaced, Pavlos says.



HOW PAVLOS DEVELOPED HIS BUSINESS

UPIRIA started from a small team comprised of two individuals. The most important primary step has been conducting their own research, on the market, and understanding how the competition stands. Pavlos mentions that learning how to communicate the idea is crucial since even though it might seem something great in our minds, being able to pitch it efficiently is key. Given that, after conducting the initial research, Pavlos and his team proceeded to 8 months of consistent interviews with experts, potential investors, and customers. That round of presentations really helped the team understand the aspects they would have to fix, and become comfortable with the product. After that phase, the first investments in the company had to take place, to make the idea presentable, and start with its technical development.

When it comes to the obstacles that might arise on the way, a good idea is to consult accelerators to access networking and help you frame the business. As per funding, you should be able to predict and organize the way the company is going to survive up until the point it will start making a profit. The most important aspect is to build a community around the product, to be able to access resources, contacts, and knowledge sharing.

There might be times when you will feel like giving up, and according to Pavlos, you should understand that the business journey is a roller coaster, meaning that there are ups and downs. You should make sure you have a strong team around you, that reminds you of your vision when you are feeling like you are failing.



WHAT ARE PAVLOS' PLANS FOR FUTURE

UPIRIA's plans for the future are to grow even further and enhance its impact on business and society. Giving back to the community is a top priority for UPIRIA. The team wants to support SMEs in launching their business and to help them offer unique experiences, not allow monopoly, and not force businesses to work in a certain way. Overall, providing top-notch services to their customers, while helping their fellow businesses find the resources and support they need.

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

When it comes to sharing advice, Pavlos highlights that it is crucial to find the right people, same-minded, to accompany you on your journey. They must be devoted and love the idea as well. It is important not to give up, since you will for sure meet obstacles in your way, and people might want to see you fail, but you should absorb the feedback and use failure perceptions in your favour. You should be mentally ready and prepared, adaptable, and open to listening. Furthermore, no one succeeds fast, and it takes time and effort. Don't be shy, and share your ideas. Speak with people and see their willingness. Overall, it is all about people.



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

We wish good luck to **PAVLOS** & UPIRIA!

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

Email: pavlos.vasileiadis@upiria.com

Webpage: <https://www.upiria.com/>

Instagram: <https://www.instagram.com/upiria.official/>

LinkedIn: <https://www.linkedin.com/company/upiria>



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