



Co-funded by
the European Union

From teenage dreams to a successful, lifelong business

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*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 TADEJ STARTED HIS BUSINESS

Tadej Košmerl was 19 years old when he started his business, Koncerti.net, a special travel agency that instead of taking you on holidays in some tropical destination takes you to see your favourite musicians alive – a concert travel agency. Before starting his business Tadej was a big concert lover himself (and that has not changed). As a teenager eager to visit as many concerts as he could there were not just financial challenges but also there was no option for visiting concerts in an organized way. So he found a way – he started his business that to this day offers an organized visit with transportation and a guide to all the major concerts in the vicinity of Slovenia (Austria, Italy, Hungary, Germany, Croatia, ...). At a young age, he founded his own company that offered just what he was missing; he saw an absence and made an opportunity out of it.

HOW TADEJ DEVELOPED HIS BUSINESS

Starting young, he did not have much business knowledge, no entrepreneurial mentors or guidance, and no initial financial support, he mostly learned along the way, from experiences. He did not start his company with a big income in mind, quite the opposite, his initial goal was to take to the concerts so many people that he would earn just enough to cover the costs of his transportation and the concert ticket. Consequently, when he started, he did not have a business strategy, a business plan, or a promotional strategy. He was driven by only one desire; to visit as many concerts as he could.



As time went by, Tadej started to see that his business idea could go beyond his teenage dreams and had the potential to become a serious business and it all happened very organically. The longer he worked, the more people he met, and things became easier. He started hiring guides that accompanied concertgoers on the buses and concerts, he became active on social media and started to use mailing lists and created a webpage; all for promotional purposes. Sometimes he had to take bank credit to buy concert tickets. But then, at one point Tadej started to consider giving up his business because he was still not making enough income to be self-sufficient and had to work student jobs along with running his business to cover the business losses. But as the saying goes, the night is usually the darkest just before dawn, it turned out that after this consideration and his decision to give his business another shot, things started to look up and his business started to become more profitable. Because it took quite a long time for Tadej's business to start to become profitable one of the lessons he learned along the way was that it pays to be persistent – but only as long as it does not affect your health or your relationships, he adds.

WHAT ARE TADEJ'S PLANS FOR THE FUTURE

Tadej is very happy with where his company is right now which is why his plans for the future involve little changes. His desire to take people to concerts stays the same and to this day his company managed to do so for over 150 000 concert lovers who went to 1647 concerts (and I am sure the numbers have gone up since writing this article). He met many interesting people during the 23 years, which is how old his company is. In that aspect, it is interesting that his agency is responsible for quite a few marriages, and Tadej was even invited to one of the weddings of the couple that met at one of the concerts Koncerti.net organized.



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

Together with persistence which was already mentioned, some of the virtues Tadej sees as important for starting a business are self-confidence and belief in oneself. He also thinks that overthinking things can lead to seeing too many obstacles and is therefore counterproductive and that sometimes it pays for someone to be a little more naïve – just as he was when starting his business. When asked if he would choose the same path for himself if he could travel in time, his answer is a firm yes. But at the same time, Tadej emphasizes that although having your own business means you are your own boss that does not mean you get to work less. Quite the opposite, sometimes you have to limit yourself so that your business life does not interfere too much with your personal life, because it can easily happen that you start working around the clock which of course is not healthy, not for yourself as also not for people around you. Another thing that is important for Tadej is to have good and authentic relationships with people who cross his business path. If he must choose one motivational quote for young people who are stepping on the entrepreneurship path it would be this one: »The things that you will regret the most in your life are the things you did not do – JUST TRY IT!«

When starting at 19 years old, Tadej's initial goal was to go to as many concerts as he could, and I think we can all agree he met his teenage dreams with as many as 676 concerts he gathered to this day. What started as a way to get him free tickets to concerts has become a successful, lifelong business for Tadej.



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

We wish good luck to **Tadej!**

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

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