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Follow your dreams

Artemis Besa Greece



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"SkillsXcellerate: Empowering youth on their path to independence through entrepreneurship"
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SkillsXcellerate



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HOW AND WHEN ARTEMIS STARTED HER BUSINESS

Artemis studied Information Technology and Data in Crete, where she was particularly drawn to courses like Photoshop, photo editing, and other artistic subjects. She has always loved painting, so after finishing her studies and returning to Larissa, she decided to pursue a master's degree in Graphic Design. This marked a significant career shift for her, as she had been working as an IT teacher and web designer until then.

After completing her master's, she worked as a graphic designer for a company specializing in labels and product packaging. However, she soon realized that the role did not allow her to express her creativity fully. During this time, she discovered lettering through social media and became fascinated by it. She noticed that calligraphy, especially in Greek, was relatively unexplored. This interest led her to delve into illustration and start printing designs on mugs at her husband's shop.

These experiences fuelled her decision to follow her passion and start her own business. Her husband, with his experience in running a business, was invaluable in teaching her how to engage with customers and navigate the sales environment. Initially, she wanted to hide behind a website, but he helped her understand the importance of personal interaction.

Additionally, she attended several seminars on women's entrepreneurship, which greatly influenced how she managed her business. These seminars, combined with her husband's guidance, equipped her with the skills and confidence to successfully launch and run her own venture.

HOW ARTEMIS DEVELOPED HER BUSINESS

Her husband had a business background, and right at the time he decided to close his business, a DYPA funding program for women's entrepreneurship became available. This program provided both the knowledge and financial support she needed to start her own business. With this boost, she made the decision to launch her venture, and within two days, she was up and running. She set up the space, found her suppliers, and got started right away.

She never had any misconceptions about her business, thanks to her professional experience and continuous pursuit of education, she was well-prepared. Adaptation comes naturally to her, which has been incredibly beneficial. She believes that adaptability, research, and the will to evolve have helped her overcome obstacles along the way.



In Greece, there are indeed difficulties, particularly with the complex systems and procedures. However, her passion for what she does and the appreciation she receives from others keep her motivated. To truly endure and find fulfillment in your work, it must be something you love deeply, and she believes that is the most important thing.

Honesty and continuous effort are crucial. People can sense authenticity, and it's essential not to become complacent. Seeking out new opportunities and innovations is vital for progress, even if it takes time. Loving what you do is key to overcoming challenges.

From a practical standpoint, she has learned the importance of always having a contingency fund and securing an advance whenever possible. These strategies have been invaluable in navigating the uncertainties of running a business.

WHAT ARE ARTEMIS' PLANS FOR FUTURE

Her main goal is to keep the business healthy and ensure a dignified life for her family. Artistically, she is eager to explore new ventures and collaborations. Recently, she collaborated on clothing and beer projects, which were exciting experiences. Additionally, she aspires to illustrate a children's book or a positive-themed book. She would also love to participate in a meet market in Athens. She has attended several in Thessaloniki, which were unique experiences, and many people have been encouraging her to come to Athens.

She hopes to pass her values on to her children: with hard work and continuous personal education, you can achieve your goals and make a positive impact on society. It is important to remain positive and maintain positive energy, even in the face of challenges. Seeing the positive side of things can make a significant difference.

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

Here are some of her suggestions: arm yourself with patience, nothing is easy, but nothing is impossible, if you pursue and love what you do, and do it well, you will surely be rewarded for your efforts. She also stresses the importance of rewarding yourself often.

She highly recommends the DYPA program and meet markets to any young person starting or wanting to start their own venture. These resources have been invaluable in her journey, and she believes they can provide the same support and opportunities for others.

"Dream big, start small, but most of all, start" she concludes.



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

We wish good luck to **ARTEMIS** & ToLemoniArt!

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

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