



www.ja-ye.org



2008

YOUNG ENTREPRENEUR
OF THE YEAR

Contents

JA-YE Young Entrepreneurs of the Year - an Entrepreneurial Journey to an Exciting Future.....	1
Letter from Mr. Jørgen Clausen, President and CEO of Danfoss A/S.....	2
JA-YE Young Entrepreneurs By The Numbers.....	3
JA-YE Young Entrepreneurs Profiles.....	4



JA-YE Young Entrepreneur of the Year An Entrepreneurial Journey to an Exciting Future

Europe's economy is catching up. Entrepreneurs are a driving force of economic prosperity, creating jobs all over Europe. The **37 young entrepreneurs** presented in this booklet together contributed to Europe's economy with **335 created jobs** and they generated a revenue of **7,500,000 EUR** in 2007.

This booklet presents the best young entrepreneurs in Europe who started up their business after having participated in **JA-YE** programmes. Their entrepreneurial talent encompasses a wide range of activity such as innovative products to foster environmental awareness or to increase safety in traffic, a recruitment agency, a language academy, events organisers, consultancies for public relations and graphic design as well as freelancers dedicated to their artistic and cultural profession.

JA-YE Europe launched the **Young Entrepreneur of the Year Competition** for the first time this year. We were looking for the success stories of young entrepreneurs among our Alumni – where are these young people who

set up their own business after having participated in a **JA-YE** programme such as the Company Programme in secondary school or the Graduate Programme at university? What influence did their participation in a **JA-YE** programme have in the decision to set up their own business? How did their business develop since it was set up?

It also shows the impact **JA-YE** has on young students. Some of the young entrepreneurs have been successfully leading their businesses for several years, expanding and employing people. Other young entrepreneurs just started up their business and show a great potential for becoming successful entrepreneurs. Their success stories are featured in this booklet.



FOREWORD

Jørgen Clausen

CEO, Danfoss

I come from a family of entrepreneurs, and **Danfoss** is still a family-owned business today. It is this heritage which has stemmed my big interest and passion for entrepreneurship education. I feel we have an obligation to educate and inspire young people and give them as many opportunities as possible to see the fantastic world of entrepreneurship. To this end, I am a member of the **Danish Academy of Technical Sciences** and a board member for **Young Enterprise Denmark** and **Junior Achievement – Young Enterprise Europe**.

Organizations like **JA-YE** are making a considerable contribution to increasing the number of people who choose to become entrepreneurs. The young people in this book are outstanding examples of the impact such

educational initiatives can have. I have a dream that entrepreneurship will flourish in Europe so that we can compete with the many new economies and be able to create workplaces and new industries for many years to come.

I hope that the young entrepreneurs of the coming years will find the same love and happiness in innovation and the development of new ideas, products and solutions that have made my own life so rich. The world of creation is by far the most rewarding you can possibly embrace – I hope for all of you that this world will also be yours!

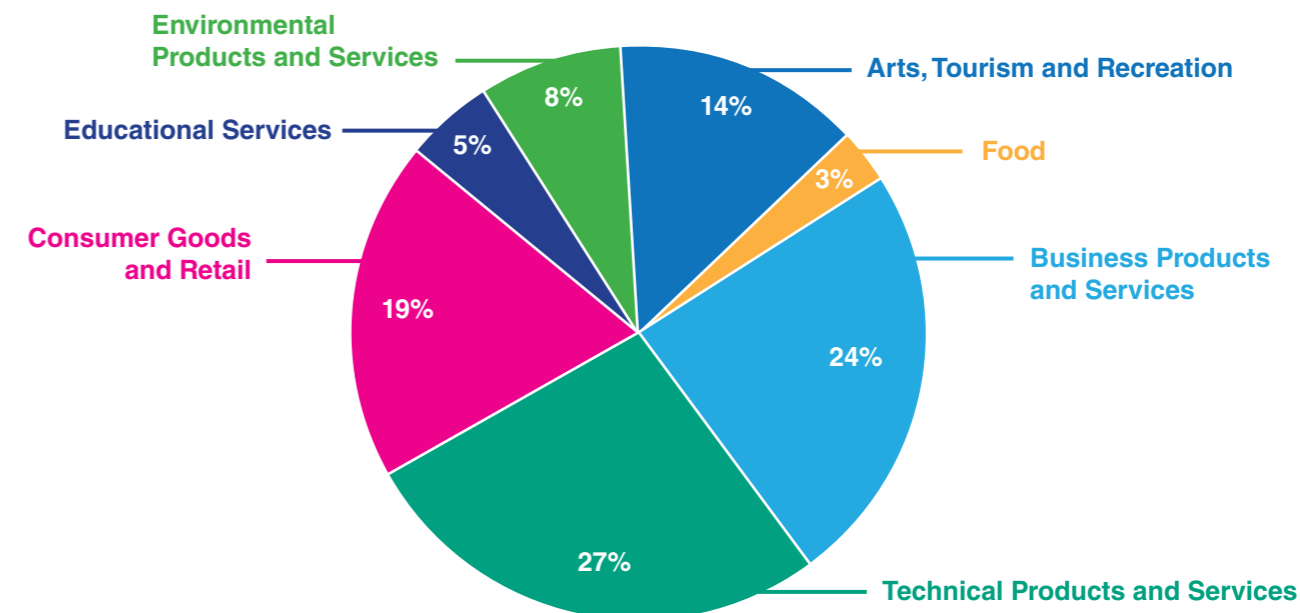
Nothing beats the feeling you get when you have made a real difference to the world and to other people!

Danfoss is headquartered in Denmark and manufactures and sells products and solutions within the cooling and air conditioning industry with a turnover of 2.2 billion Euro in 2007. Danfoss is a global company with more than 22.000 employees and more than 70 factories worldwide that was started by an entrepreneur—Jørgen Clausen's father—75 years ago in a room on top of the family farmhouse.

JA-YE Young Entrepreneurs

By The Numbers

Distribution of Industries



Ages
Oldest: 31
Youngest: 19

Gender
Male: 35
Female: 11

Finance
Total Revenue: 7,510,000 EUR
Highest Revenue: 1,300,000 EUR
Lowest Revenue: 1,600 EUR
Average Revenue: 258,900 EUR

Profiles



Per Kristian Aasen, CEO

Gaula Adventure AS

www.gaulaadventure.no

NORWAY

Norwegian outdoors tours, such as river safaris, paintballing, climbing, airboards, skiing, Nordic snowshoeing etc.

Year Founded: 2007

Age: 21

Employees: 2 full time and 7 part time

Per Kristian graduated from the JA-YE Company Programme in 2005, and is a member of the Alumni organization. He established his first company, Active Events in 2005. In May 2007 with the help of external investors he started Gaula Adventure AS. Gaula Adventure organises river safaris, paintballing, climbing, airboarding, skiing, Nordic snowshoeing etc. They also offer real-life salmon-safaries with diving equipment in the river Gaula and they developed a culture festival for locals and tourists which welcomed about 3000 guests in 2006.

Furthermore, Per Kristian holds seminars and courses in self-development, leadership, teamwork and business.



Therese Albrechtson, Managing Director

Albrechtson Holding Ltd., Bodyguard Security Products Ltd., Greyzone Ltd., Iboards Ltd

www.theresealbrechtson.se, www.bodyguard.se, www.greyzone.se, www.iboards.se

SWEDEN

Albrecht Holding is an event company and furthermore incorporates Bodyguard (production of self-defence spray) and Greyzone (fashion web shop). Iboards develops a software for interactive whiteboards.

Year founded: 2004

Employees: 6

Age: 22

Therese is the owner of **Albrechtson Holding Ltd.** which is the parent company of two subsidiaries **Bodyguard** and **Greyzone Ltd** and she is also owner of 50% of the company **Iboards**.

Albrechtson Holding Ltd is a consulting firm with speaking events, seminars, investments etc., for example for the Swedish government about achieving more start-ups.

Bodyguard was the first company that Therese started after a YE project during the last year in the upper secondary school. Bodyguard paid back the loans of 50,000 Euro after half a year. Bodyguard's main product is a legal self-defence spray where the perpetrator will be temporarily blinded for five minutes and have red eyes for one week. All products are produced in Sweden. There are now 3,000 Bodyguard dealers, selling in Sweden, Norway, Denmark, Spain and Brazil.

Greyzone Ltd design and develop clothes, jewellery and other fashion products. Sales are mostly through a web shop and by home parties around Sweden.

Iboards was founded by a former Ericsson employee who developed a software of interactive whiteboards together with two companions. Therese holds 50 % of Iboard's shares, is the Managing Director and is involved in marketing and sales.

All companies have been featured on television and radio in Sweden.