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Creative Business Ideas Bank

This form can be used as an orientation in the presentation of projects of young entrepreneurs developed in the locations of each partner country. It will be presented at the YouthNest project meeting to be held in Italy in May 2018.

SECTION A: GENERAL INFORMATION

1. Name of the project: The Jerry Can Bar
1. E-mail address: info@thejerrycanbar.com
2. Location covered: Whole European market apart from Balkan countries (but soon to be)
3. Number of jobs created: 4 full time jobs, 3 part time jobs
4. Project in operation (date): since: 2017

SECTION B: OBJECTIVES/GOALS SET

5. Write down briefly what the young entrepreneurs want to achieve with this project, what their objectives/goals are:

The Jerry Can Bar is the new innovative way of gifts. Tailor-made unique canisters filled with various presents are handmade and customized. Currently they are number one seller of this kind of product in Europe and number 3 in the world. Their vision is to reach other markets in the world, and in the end to be number one seller in the world.

<https://thejerrycanbar.com/>

SECTION C: STRATEGIC LINES AND FINANCING

6. Describe how young entrepreneurs develop the project and what type of financial support they used at the beginning:

Idea came up from the founders who were seeking a product which could be handmade in Slovakia, which would be unique and innovative. They wanted to use Slovak resources for it. Founders used their own financial resources in order to start the business.

SECTION D: RESULTS/IMPACTS OF THE PROJECT

2. Which are the results/impacts young entrepreneurs achieved thanks to the project?

Firstly, they created a product which was not present in the Slovak market and they were innovative enough to push it throughout the markets in Europe as well. Even though they had to fight for example bad infrastructure, as the region of Snina is in the very East of Slovakia, they realized that innovation has more value than all of the bottlenecks you meet on the way.

SECTION E: DIFFICULTIES AND PROBLEM SOLVING

3. Were there any difficulties they needed to face? If yes, how did they solve them?

Their main idea was to use only Slovak sub-suppliers. However, the biggest part of their product – the cannister, is not made in Slovakia so they had to use foreign sub-suppliers. Then it was already mentioned bad infrastructure was also one of the issues.

SECTION F: OTHER CONSIDERATIONS AND SUGGESTIONS/REMARKS

7. Do you have any other remarks/considerations/suggestions you would like to share? If yes, feel free to share them because it is very helpful for other young entrepreneurs.

Their main advice is – look before you leap. You have to be very careful with all your decisions and really think through all the direct and indirect impacts it may have. And, of course, persistence and hard work.