

## **LLKC – Latvia**

*Latvian Rural Advisory and Training Centre* created material with practical tasks “From idea to your business” which are both – guidebook for advisors and mentors and supportive material for rural entrepreneurs during the phase of developing and running their business. It is practical guidebook with experience stories, facts, examples, tasks and challenges to be met while thinking about developing your business idea.

For more than 10 years, LRTAC has been implementing a programme “Promotion of Youth Entrepreneurship in Rural Areas”. The target group of the programme are young people (18-40 years old) who are interested in developing their own business in rural areas. During the participation in the programme they are working with their business advisor from LRATC and have possibility to take part in trainings preparing them to elaborate their business plan into something real. To make training process more practical and easier LRATC advisors and mentors who both are working with the young rural entrepreneurs have agreed that it would be useful to create material supporting advisors and mentors in their work with young rural entrepreneurs.

To create a guidebook for young entrepreneurs, project’s management group set up focus group which consisted of young entrepreneurs, mentors, business advisors in regions and lecturers, young farmer from board of Latvian Young Farmers’ Club. This focus group met in face-to-face and online meetings, as well as in training of i2connect innovation co-creation methods. Together they decided on the content of the guidebook and each of them contributed to creating tasks, articles, experience stories and inspirational texts for the guidebook.

Spiral of initiatives, Network analysis, Triangle of co-creation are methods what were used in book and in creating process but Spiral of initiatives as a method is a red thread through all the supportive material. Initiative spirals’ phases are leading motive in filling in the information about what young entrepreneur should consider while building own business.

The content of the guidebook is built in the way young entrepreneurs have to go step by step through the generation of ideas, setting up targets, inspiring others, defining warm network, analysing who is in your network and who is not and how to reach them, creating a product, researching the target market, preparing a business plan, drawing up the production process, developing marketing and selling skills. In general, everything what is necessary when one is developing business or providing advisory service for someone developing business. As part of tasks, collaborative innovation techniques are included to develop new innovative products in rural areas and to improve communication skills in collaborative projects. This book is already used in LRATC training programme “Promotion of Youth Entrepreneurship in Rural Areas” from October to November in 2023.

This guidebook was created with i2connect support in pilotprojects’ activity.

More information about “Promotion of Youth Entrepreneurship in Rural Areas” can be found here: <https://laukutikls.lv/nozares/uznemejdarbiba/jauniesi-uznemejdarbiba/atbalsts-jauniesiem-uznemejdarbibas-veicinasana> and here: <https://www.facebook.com/Laukiembut/>