

**KNOF BUSINESS COMMUNITY IN POSAVJE REGION****SLOVENIA**

## Target groups:

- **Unemployed people;**     **Senior adults;**
- **Disadvantaged people;**     **Young adults;**

## Type of practice:

**Other – Social incubator, Business community**

## Description

**Aims:** The KNOF Business Community with its business incubator was established as a response to the high unemployment rate in Posavje region. Our main goal is to help enable the unemployed to realize their business idea in a safe environment of 'entrepreneurship in shelter', which means less risk for the entrepreneur himself.

**Methodology:**

We focus primarily on helping vulnerable groups such as the youth, people over 50 years of age, the disabled and long-term unemployed people. We encourage them to carry out their long lasting dreams by turning their idea into business, providing income for themselves, employing others and helping the regional development, all this in the safety of KNOF Community.

The model of support is divided into two phases, first is the Social incubator program where we provide tutors, different courses, constant assistance, financial and legal matters counseling and second opinions all searching for the right way to self-initiative business career. Our main approach is the "Lean innovation" method. In two months time Social incubator educates and filters the business models that can go into phase two, that is the community of "profit centers" inside Knof. Here they can test their idea in the market with low cost and low risk, and work with other profit centers on a cooperative logic. We also provide them equipped office for co-work with other entrepreneurial individuals. So our start-ups can try out a role of an entrepreneur in a form of a profit centre under KNOF's wing and see if it fits them. When they get their sales going they can choose to stay inside KNOF Community or to start an independent business on their own.

**Outcomes:**

In 2015 these most successful profit centers and promising new ideas are working in KNOF Community: Three 'Old school' centres (Sevnica, Krško, Trbovlje) – reuse centre and local exchange platform; Green Sevnica centre (urban gardening); KiSS centre (washable diapers); Heart beam idea (healthy lifestyle); Green innovators idea (green walls, green energy); Green automation (automated sprinklers and services for green houses); Local meat farm (specialized in local and green farming); Community ordering system (for local food and other local products)...

## Contact:

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