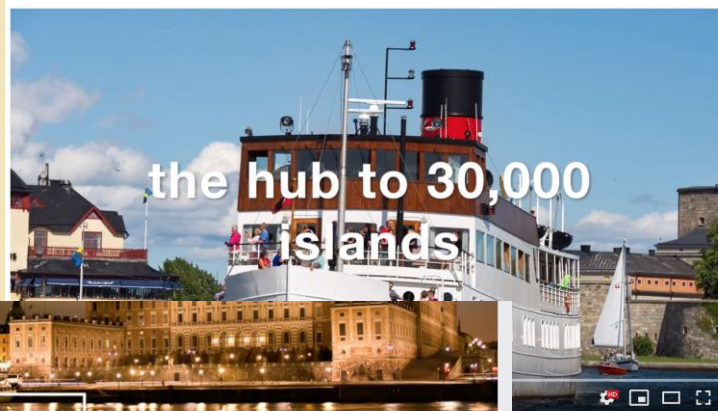
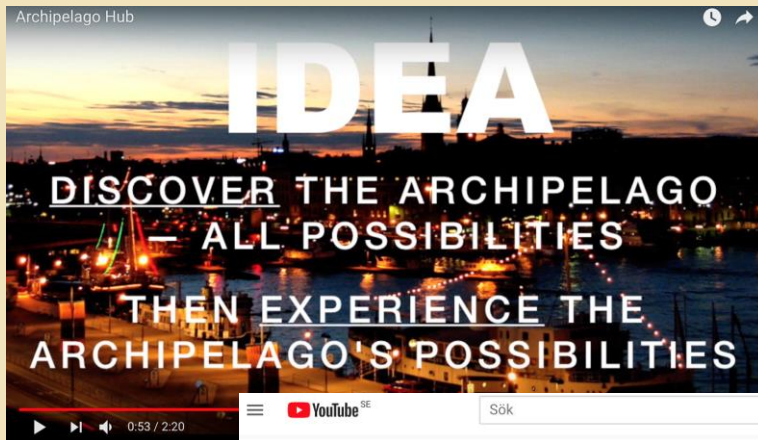


# New Start-ups and Business Models

Within the project Drivhuset has contributed to the development of new business models and start-ups through WP4 Business Development focusing on;

“SME business development... raising awareness and creating possibilities to diversify and develop participating companies in three program categories:

1. Match-making seminars - at various locations
2. Archipelago Business Acceleration Program - “Archipelago Accelerate”
3. Archipelago Mobile Business Clinics”



# Start-up Archipelago Hub /Skärgårdshallen

Archipelago Hub/Skärgårdshallen is a startup by Ylva Hedman (owner) and Christine Obiya Nordström (assistant), both participated in Archipelago Accelerate meet-ups, seminars and Archipelago Business Forums e.g. as a case for students at ArchipelagoHack 2018.

Ylva saw the potential in making more of people living in and visiting Stockholm to learn about and visit the archipelago. Having had the idea for a longer time Ylva has struggled in realizing her vision.

The idea is to create a visitors center allowing visitors to discover, learn and taste the archipelago, giving the exhibiting archipelago businesses a chance to market themselves and the archipelago and get new clients.

See the video:

<https://youtu.be/aMEIG6FseK0>

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Start-up

## Archipelago Hub /Skärgårdshallen

Ylva Hedman &  
Christine Obiya Nordström

By joining the Archipelago Accelerate-programme Ylva got to try new tools from the Loop-method (eg Value Creator and BMC) as well as Blue Ocean Strategy. She defined her customer segments and started “Loopa”, to test and verify her idea. She also got useful feedback och a very positive response from the other archipelago businesses at the accelerator meet-ups.

Starting with a big vision and determination to find a physical place the coaching from Drivhuset has helped her start defining her business model using BMC. She has also been given advise on potential financing (resulting in first application to ALMI).

Trying to make the big vision easier to realize coaching from Drivhuset helped her see how to take the first steps and reconsider, or while waiting for a physical place, get started through a digital platform, from which the company can grow and develop. The platform is under development and Ylva is waiting for decision on financial support applied for and have a booked meeting with Stockholms Hamnar (harbour company) regarding the requested space.

Keep an eye on upcoming site at  
[www.skärgårdshallen.se](http://www.skärgårdshallen.se) or .com !

# Start-up Skärgårdsresor & Event SRE AB

Ludvig Hellström & Linda Lord

In the beginning of the project Archipelago Business Development Ludvig Hellström and Linda Lord both worked at Dalarö turistbyrå (tourism bureau) and were active in the local business association, Dalarö Företagarförening. They got in contact with the project when Södertörns Högskola held a seminar and meeting on how to develop as an attractive destination.

During the spring of 2019 Ludvig and Linda started to develop their own business. Södertörns Högskola advised them to get support from Drivhuset in the development of their start-up. April - June they got coaching by phone, meetings and a Business Clinic closer to where they live.

Their business idea is increase visitors in the archipelago and support archipelago businesses by offering package holidays and experiences to Swedish and foreign tourists. By combining transports, accomodation, restaurants and experiences they want to make it attractive and easy to enjoy the archipelago. Drivhuset has encouraged them to Loop and get feedback from potential clients to develop the best offers and the right prices, as well as supported them in getting their first signed deals. The start-up Skärgårdsresor & Event SRE AB (559207-9304) was registered in June 2019.







# Start-up Wellife

## Cajsa Wilson-Yttergren



*“Stort tack för en väldigt givande och inspirerande dag i går! Jag är så glad och tacksam för att jag anmälde mig i sista sekund. Ser även fram emot att få träffa er framöver. Tack Johanna för att du bjöd in mig till fortsättningen! Ni är en varm och inkluderande grupp, vilket är väldigt fint”.*

/ Cajsa Wilson-Yttergren

Cajsa Wilson-Yttergren found out the project and Accelerator programme through a seminar on Service Design by Drivhuset and Åbo Akademi in collaboration with the local business association Värmdö Företagarförening. Cajsa had just started her own business at Värmdö in January and was happy to find support available to her.

Cajsa started her business after finishing her education as Yoga and mindfulness instructor. Her business idea is to support health and stress relief by offering different kind of mindfulness training and courses. Through Accelerator meet-ups and coaching she worked with her business model (e.g. BMC) and got help to develop online classes as a potential new value proposition for a larger market.

<https://wellife.se/tjanster/>

## Wellife

Start Tjänster

Balans mellan kropp & knopp

## Tjänster

Vi på Wellife erbjuder olika tjänster inom Mindfulness. Nedan finner du ett urval av dessa. Hittar du inte något som passar, kontakta oss så hjälper vi dig.



## Mindfulness på arbetsplatsen

– för lednings- och arbetsgrupper. Mindfulnesssträning har en mängd positiva effekter i form av minskad stress, bättre fysiskt och mentalt välbefinnande, större glädje och tillfredsställelse, ökad förmåga att hantera tidspress etc. Att träna mindfulness på arbetsplatsen innebär att effektiviteten och produktiviteten ökar, samtidigt som medarbetarna känner sig mindre stressade, får ökat fokus, utvecklar sig själva och fungerar bra såväl i arbetslivet som privat. Klicka på rubriken för mer information om Mindfulness på arbetsplatsen.



## Mindfulness vid stress

Minska din stress – öka förmågan att fokusera. Lär mer om dig själv och ditt sätt att agera, reagera och



## New business model/collaboration

# Vind o Vatten Birgitta Silfverhielm

**Birgitta Silfverhielm is running an established business, Vind o Vatten, offering skipper/instructor-led sailing tours, courses and adventures for individuals, families and small groups. Blogging about her longer sailing trips on her own, she has built a strong brand and started to get more requests than she could handle...**



OM ▼

KURSER SEGling ▼

SEGlingAR ▼

GALLERI

BLOGG

FAQ

KONTAKT



## Vind o Vatten växer!

Sommaren 2019 startade redan innan säsongen 2018 var till ända. I oktober fick vi de första förfrågningarna om seglingskurser... och efter en höst med vinterjobb och en seglingssemester i Afrika, är vi nu igång med att lägga upp alla datum för sommarens seglingskurser. I år är det fler än någonsin tidigare! Vind o Vatten växer, och har fått fler instruktörer och båtar.

I sommar hälsar jag fyra nya instruktörer och charterskeppare välkomna till Vind o Vatten; Ann Samnegård med sin Dufour 34 Performance, Eva Söderstedt med Beneteau Oceanic 40, och Thomas Bindzau som även han har en Linjett 35.

Dessutom dubblar vi "Projekt Leia" med ännu en båt och instruktör; Anna Drougge har två Volvo Ocean Race bakom sig, har jobbat som segelmakare kappseglar numera mindre båtar. Hon blir ny handledare för en J80 med plats för tre kvinnliga seglare som vill ta steget till att segla självständigt. Läs mer under Kurser/Båtpool – Projekt Leia.

Vi kör vidare med privata seglingskurser, på våra båtar eller på er egen, för er som vill ha en skräddarsydd kurs.

Charterverksamheten växte mycket under förra året och i år står vi rustade med fler båtar och kan ta er ut på dagsturer, kvällsturer eller på flera dagars skärgårdssegling med övernattnin ombord. Vi samarbetar numera med flera internationella researrangörer, och får gäster från hela världen. Det går givetvis också bra att boka direkt med oss!

Vårt fokus ligger alltid på att ge gästerna en äkta naturupplevelse. Vi hämtar därför inte upp gäster inne i Stockholm utan man får ta sig ut till oss i den riktiga skärgården, för det är den vi vill bjuda på!

Jag tycker det är extra roligt att majoriteten av mina nya samarbetspartners är kvinnliga skeppare och instruktörer. Vind o Vatten vill vara förebild för och välkomna många fler kvinnor till ett aktivt båtliv!

**Varmt välkomna att boka er segling hos Vind o Vatten!**





## New business model/collaboration Vind o Vatten

Birgitta Silfverhielm  
+ Eva Söderstedt

Birgitta Silfverhielm has participated in several project activities, eg. Archipelago Business Forum. After the forum in April 2019 she got contact with Drivhuset and requested coaching to find a new business model for Vind o Vatten.

Using her network she found four new partners with own businesses and different sized sailing boats to collaborate with. Wanting to test and develop a model for closer collaboration Birgitta signed a first agreement with Eva Söderstedt to help her with bookings and increasing capacity in the summer 2019. At a Business Clinic in Stockholm May 21st, followed by coaching via a video conference Jun 12th, Birgitta and Eva received advise and Loopa tools (eg Possibility Map to identify resources and their basis for collaboration and BMC) to develop and test their new business model. They also learnt more about possible legal forms for closer business collaboration or a joint venture. To ensure support after the project, and knowing the support organization Coompanion is good at business collaboration, they got their contact and had a first meeting. They plan to meet and draft their joint venture in September.





Being a well established family business on their own island in Stockholm archipelago, Mimmi Dahlström took the chance to join Archipelago Accelerate and Max, the family's young entrepreneur took the chance to learn the Loopa-method and work with developing their business model. As a result they identified tourists, also international, as a new customer segment and started to test selling stays via AirBnB.

Older article about the company: [https://www.aventyrenso.se/wp-content/uploads/2018/04/Magasin-Sk%C3%A4rg%C3%A5rd-artikel-2018.pdf?fbclid=IwAR2yCYSZI5\\_OaVNrOUu8777cn-7vL2HfzZgmERzKcUGmAoGPSi81vF6dUwE](https://www.aventyrenso.se/wp-content/uploads/2018/04/Magasin-Sk%C3%A4rg%C3%A5rd-artikel-2018.pdf?fbclid=IwAR2yCYSZI5_OaVNrOUu8777cn-7vL2HfzZgmERzKcUGmAoGPSi81vF6dUwE)

# New business model Äventyrens Ö

## Max Dahlström



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New business model  
Greenoffshore  
Stockholm AB  
Karin Almlöf

Karin Almlöf is the chair of the business association Skärgårdsföretagarna, a captain by profession and entrepreneur. With her business she participated in several project activities such as being a case for students in the Drivhuset - Åbo Academy “ArchipelagoHack” 2018 and participating in the Archipelago Business Forums.

Karin joined the accelerator with her company Greenoffshore. Experienced in shipping in the Baltic and the archipelagos of Stockholm, Åland and Åboland, and knowing about the vast impact shipping has on the climate, life in the Baltic Sea as well as erosion of shores and docks, Karin wants to develop her business into services reducing the impact of shipping, eg by use of bio drive for boats. From only offering shipment of goods Karins has worked with her business model to offer solutions and trainings to shipping companies and boat owners on how to lower their costs and reducing their environmental impact. Drivhuset has provided coaching and encouraged her to Loop/test her idea with potential clients, work with BMC to identify value proposition to her new customer segments etc. Time has been a challenge as well as designing the new business model but the project has supported her steps forward.

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Elisabeth Sandqvist is running Solhöjdens Trädgård as a sole business, offering garden services and also started to make marmalade from her berries.

Participating in Archipelago Accelerate and asking for support through coaching and a mobile business clinic at her island, Elisabeth got help to use Loopa tools to develop her business model.

Gardening services being heavy work she wanted to develop new service ideas using her experience and knowledge. Her first test is “a cultivation hotel” where customers can get help to take care of and grow plants and vegetables, eg renting a pallet collar.

## New business model Solhöjdens Trädgård Elisabeth Sandqvist





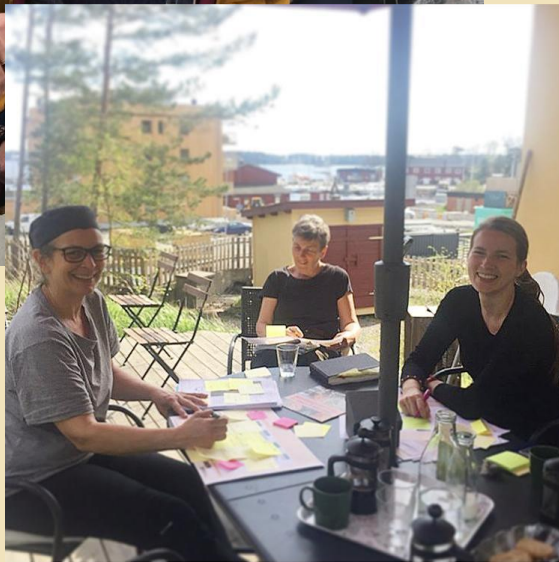
# New business idea/collaboration Ostmakeriet + Solhöjdens Trädgård

Anna Kälvebrand and  
Elisabeth Sandqvist

Anna Kälvebrand, owner of Ostmakeriet, and Elisabeth Sandqvist, owner of Solhöjdens Trädgård, both participants in Archipelago Accelerate, found their products go well together.

Through Archipelago Business Forum they met another archipelago business owner, Runar Finnman, selling ice-cream machines and started to develop a new business idea. If Elisabeth could develop a berry syrup and buy an ice-cream machine they could use Anna's dairy and shop, mixing their products to sell ice cream, a new product based on local milk and local berries.

Drivhuset has offered business clinics and coaching and encouraged them to Loopa, get feedback from clients during summer season 2019 to hopefully launch in 2020.



# Business Clinic at Söderarm 2019-06-05

To support match-making and make business development support available Mobile Business Clinics have been developed and tested during the project. The final clinic by Drivhuset was arranged at the Swedish island Söderarm in the sea of Åland. Accelerator-participants as well as new start-ups and project partners were invited.

The group visited the lighthouse receiving visitors all year around and met the Anngret Andersson, who has run the business around the lighthouse the last 4 years. Matilda Wiking from Drivhuset held a workshop using the Loopa-tool Possibility Map to discover participants resources and potential personal and business development. Discussions focused on how to grow as entrepreneurs and see opportunities rather than obstacles. Participants got inspiration and shared experiences on entrepreneurship in the archipelago. New potential collaboration was initiated between start-ups ArchipelagoHub and Skärgårdsresor and Event SRE AB.



# Business Clinic at Söderarm = new staff recruitment

As a result of the Business Clinic held at Söderarm the business owner of Söderarm AB, Anngret Andersson, met with Maria Pick, previously being the owner of a local food store at an island in Åboland archipelago and interested to continue working with improving the collaboration within and between the archipelagos of Stockholm - Åland - Åboland. The meeting led to the signing of an agreement to hire Maria Pick as a co-worker for the summer season 2019.



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# New business idea? Recruitment pool

## Archipelago jobs - Recruitment page on facebook for the archipelago

One challenge that has been identified by the participants in the accelerator is how difficult it is to find staff during both high season and low season. But at the same time there is a target group of different people who would like to work with business in the area and in the environment that the archipelago offers. To locate and gather these persons, Drivhuset came up with a new business idea for this purpose.

The outcome is the recruitment page “Skärgårdsjobb” on facebook for people who would like to, or is currently working in the archipelago. Here, jobs can be advertised and also recommend direct contact of persons in the group. Drivhuset has tried and hope to find an actor to take on and develop the idea.



# Feedback participants ABF + Accelerator

“Hälsa alla inblandade att jag känner mig boostad och taggad inför säsongen med massa energi och idéer att omsätta.”

Carin Mogerud, Vita Grindarna-Djurö  
Havsbad, deltog på ABF 2019 samt Utö

“Kul att få träffa andra och få jobba med affärsutveckling. Tack för att ni skapat möjligheten att träffa och utbyta erfarenheter med andra företagare i skärgården!”

“Stort tack för en väldigt givande och inspirerande dag i går! Jag är så glad och tacksam för att jag anmälde mig i sista sekund. Ser även fram emot att få träffa er framöver. Tack Johanna för att du bjöd in mig till fortsättningen! Ni är en varm och inkluderande grupp, vilket är väldigt fint”.

“Inspirerande att träffa andra företagare!”  
Acceleratorsdeltagare, träff 3 om BMC och hållbarhet

“Tack för en mycket inspirerande workshop idag! Många idéer bubblar i mitt huvud just nu.” / Göran Ehrsson, seminarium om Tjänstedesign

# Archipelago Business Forum, Värmdö, 2019



Ingrid Westerfors, project leader at Drivhuset, organizing and moderating speakers at Archipelago Business Forum. Here with Robin Teigland, Professor at Chalmers University of technology talking about circular economy in coastal areas.



Ingrid Westerfors with Gustaf Onn from Södertörn University, showing results of workshop outputs from leading the workshop “housing solutions” in the archipelago.





# Archipelago Business Forum, Värmdö, 2019

Ingrid Westerfors, project leader at Drivhuset, arranging and moderating speakers at business forum. Here with Thomas Hjelm, entrepreneur at Utö having a seminar about the development of the successful travel destination Utö in southern Stockholm Archipelago.