

BRUKETS GODASTE



MIKRO
FONDEN
Väst

BAKERY



INVOLVED ACTORS

There was two women and a man who wanted to start a bakery with fireoven(vengungfire), around ten years ago and they needed help to cooperative and find financing to buy this big and expensive oven.

Ann Ugglå who is an adviser at Coompanion (a organisation that works with helping small businesses start up and collect financing) help them from an idea to a finished business; this involves the whole process including budgeting and so on. When the bank rejected their idea, Coompanion helped them to get in contact with "Mikrofonden Väst".



THEY WORKED IN WWW.VERKSAMT.SE

WHICH IS A WEBSITE WHERE YOU CAN CREATE A BUSINESSPLAN IN A PRIVATE SPACE, IF YOU LOG IN.

"VERKSAMT" IS A COLLOBORATIVE BETWEEN FOUR DIFFERNT AUTHORITIES IN SWEDEN.

[HTTPS://WWW.VERKSAMT.SE/WEB/INTERNATIONAL/STARTING/MOVING-TO-SWEDEN-TO-START-A-BUSINESS](https://www.verksamt.se/web/international/starting/moving-to-sweden-to-start-a-business)

Ann Uggla at Coompanion helped the members from the bakery cooperative several times every month for about a year. Ann met them where the business was going to be and give them advice in every step they took. Business idea, budget, oraganisation, salary, and how the taxes work in Sweden and so on.

Coompanion and Mikrofonden also used two diferent modells, "Business modell canvas" and "Blue Ocean" in some parts of the development process of the bakery.





Mikrofonden Väst helped the bakery "Brukets godaste" to complete their budget and financial application but could not aid them all of the way economically. Them and their CEO Jan Svensson also contacted ALMI because Brukets Godaste needed a little more financial help, ALMI is a Swedish government funded institute.

Together, Coompanion, ALMI and Mikrofonden Väst helped the bakery "Brukets Godaste" to find the financing to completely cover the cost of this particular oven.

A NEW BUSINESS WAS BORN

When the cooperative “ Bruktes godaste” finally were able to acquire the money needed, they had gotten help from a number of different organisations that chose to help the cooperative. Together with the owners they shared the risk to lose their investments.

This model has shown successful when the traditional bank does not want to offer financial aid and take part in new businesses. This model also fits when there are smaller businesses in the making who need financial support and investors.



THIS YEAR, THE BAKERY IS CELEBRATING THEIR **10** **YEAR ANNIVERSARY.**

During these 10 years they have developed their business model to be *more than a bakery*.

They also have a café and are retailers of locally produced goods. They also deliver their baked good to other retailers in other closeby cities.

They sometimes work as caterers and bake their own pizza, in the forementioned oven, on Fridays.

As well as running courses in baking sourdough bread, and more, on site.

None of this would have been possible if not Mikrofonden Väst had gotten involved.

