



A Young Successful European
Entrepreneur from Kerava, Finland



Ilkka Lavas as an entrepreneur

- 33 –year-old entrepreneur
- studied ICT at Helsinki university
- husband, father of two boys
- started as an entrepreneur at the age of 17
- owns now over 10 enterprises, employing over 100 people
- has been lecturing in several universities e.g.
- has published two books (Natural Entrepreneurship, 2012, and Unstoppable Entrepreneurship, 2013).



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- An online shop selling more than 3000 different Finnish products: foods (e.g. rye bread), candy (e.g. salty liquorice, Fazer chocolate), Finnish design (glass, Marimekko...), music... everything you long for if you are a Finn living abroad – or admire if you are a foreigner!
- Target group: Finns all over the world, foreigners especially in Japan, USA and Russia. |



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- Started in October 2005 because a lot of homesick Finns living abroad kept asking for Finnish products to be sent to them.
- The website works in eight languages.
- The storage is located in Kerava, Finland.
- Staff: 40 people
- The sales are about half a million euro a year.



The Future?

What are Ilkka's strategies in corporate life in the future?

What does he hold in his sleeve ?

Any advice for entrepreneurs-to-be?





Which is a website that sells Finnish goods globally online