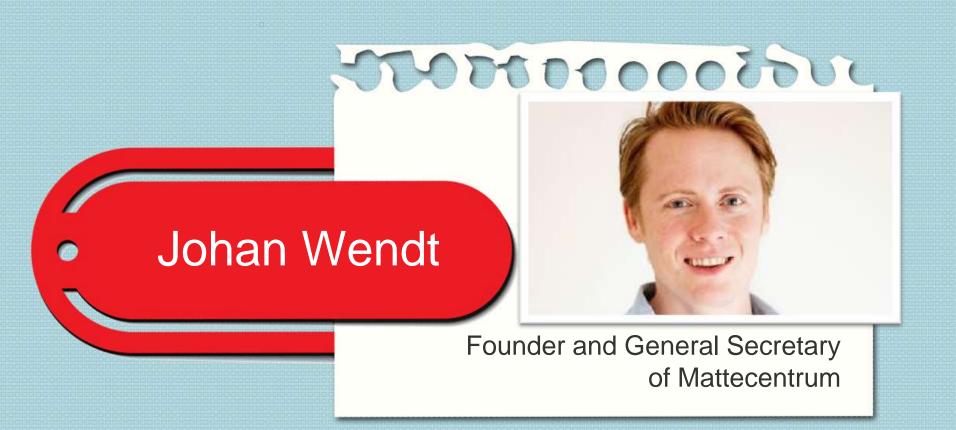
Presentation of a successful entrepreneur in Sweden



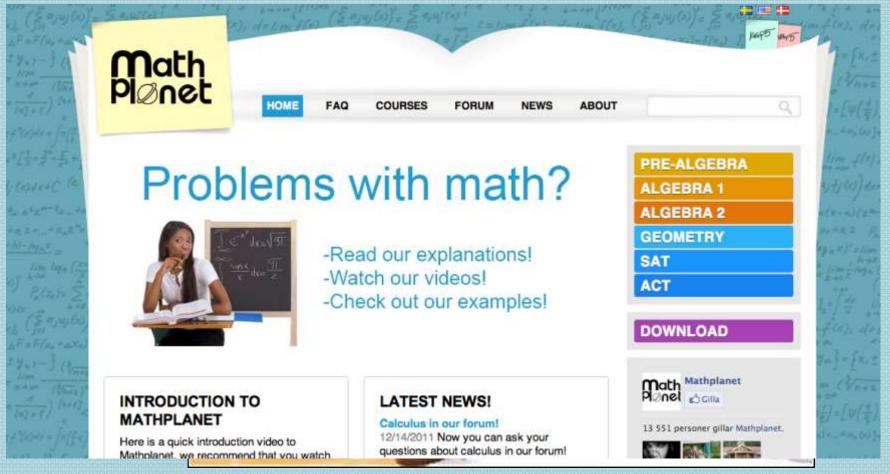


Who is Johan Wendt?

- Born 1978 in south of Sweden
- Founder of Mattecentrum
- Social entrepreneur running businesses to help the society
- Debater/activist for more math in Swedish schools
- Member of Ashoka

What is Mattecentrum?

Mattecentrum's mathlabs & their world wide popular website



Our interview with Johan

How do Mattecentrum promote themselves?

- Events
- Inviting press
- Ben & Jerry's



Mattecentrum's success

- Positive & negative attention in media
- (+)Helping students
- (-)Competing with other businesses stealing profit.
- Spreading abroad Denmark → Europe?
- Free help in math for everyone in the future!



Thanks for your attention!