

# Presentation of a successful entrepreneur in **Sweden**

**Matte<sup>3</sup>  
centrum**

Johan Wendt



Founder and General Secretary  
of Mattecetrum

# 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

The screenshot shows the Mathplanet website with a blue background featuring mathematical formulas. At the top left is the Mathplanet logo. A navigation bar contains links for HOME, FAQ, COURSES, FORUM, NEWS, and ABOUT, along with a search bar. The main heading reads "Problems with math?". Below this is an image of a student at a desk and a list of resources: "-Read our explanations!", "-Watch our videos!", and "-Check out our examples!". On the right, a vertical menu lists subjects: PRE-ALGEBRA, ALGEBRA 1, ALGEBRA 2, GEOMETRY, SAT, and ACT. Below this is a "DOWNLOAD" button. At the bottom left, a section titled "INTRODUCTION TO MATHPLANET" includes a video player and text recommending a quick introduction video. The bottom right section, "LATEST NEWS!", features a post from 12/14/2011 about asking questions in the forum. A footer area shows the Mathplanet logo, a Gilla rating, and a note that 13,551 people have used the site.

**Mathplanet**

HOME FAQ COURSES FORUM NEWS ABOUT

## Problems with math?

- Read our explanations!
- Watch our videos!
- Check out our examples!

**PRE-ALGEBRA**  
**ALGEBRA 1**  
**ALGEBRA 2**  
**GEOMETRY**  
**SAT**  
**ACT**

**DOWNLOAD**

**INTRODUCTION TO MATHPLANET**  
Here is a quick introduction video to Mathplanet, we recommend that you watch

**LATEST NEWS!**  
**Calculus in our forum!**  
12/14/2011 Now you can ask your questions about calculus in our forum!

**Mathplanet**  
Gilla  
13 551 personer gillar Mathplanet.

# 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!**