



This form can be used as an orientation in the presentation of projects of young entrepreneurs developed in the locations of each partner country. It will be presented at the YouthNest project meeting to be held in Italy in May 2018.

SECTION A: GENERAL INFORMATION

1. Name of the project: CORRUPIA
2. E-mail address: sidrasnoaltominho2013@gmail.com
3. Location covered: Portugal and Galicia headquarters: Ponte de Lima
4. Number of jobs created: 2 (founders)
5. Project in operation: since august 2013
6. Sector: homemade cider production – promotion of endogenous resources

SECTION B: OBJECTIVES/GOALS SET

7. Write down briefly what the young entrepreneurs want to achieve with this project, what their objectives/goals are:

Corrupia is a homemade cider that evokes the expression of the green orchards loaded with flavors and colors, populated by the song of birds and hands that harvest the fruit that gives it shape and personality. Light, loose and witty, it involves moments of contagious energy accompanying the joyful conviviality of those who know how to enjoy life.

The 2 young entrepreneurs goals are to produce cider by recovering the tradition of artisanal manufacture; to create different cider products through distillation; to recover traditional varieties of apple that were used in the cider production.

SECTION C: STRATEGIC LINES AND FINANCING

8. Describe how young entrepreneurs develop the project and what type of financial support they used at the beginning:

The project was born in 2013, in Ponte de Lima, Portugal, with the help of the Portuguese State (Passport to Entrepreneurship Program) and with the support of the founders' teacher from the agricultural school. The founders contacted the municipality of Ponte de Lima that encouraged them in the development of the project and in the creation of the company. From the beginning they had the support of the municipality that offered all the cider production equipment they had and the space for production (Terra Incubar measure). The 2 young entrepreneurs have applied for a public funding program called "Investe Jovem" for the purchase of materials and for support in traveling to fairs (loan without interest) and for payment of lost wages, without reimbursement .

SECTION D: RESULTS/IMPACTS OF THE PROJECT

9. Wich are the results/impacts young entrepreneurs achieved thanks to the project?

- The production has been increasing
- Increased billing
- Just in time sales (they sell what they produced)
- Prize in Asturias – 2nd place Semi Dry Cider
- Bronze Award – Cider Sparkling
- Awards allowed them to participate in more fairs and get more business contacts

SECTION E: DIFFICULTIES AND PROBLEM SOLVING

10. Were there any difficulties they needed to face? If yes, how did they solve them?

- They used the apples of the local producers, but it was not the variety they liked and there is no plenty of variety
- Difficulties with branding and finding the best channels to sell their products – need of a marketing specialist in the team
- Adapt to the market – the size of the bottle for example
- Change and recover consumption habits of cider – in Portugal people don't drink much cider – and deconstructing the traditional image of cider in Portugal - prejudice as a poor quality drink / changing mentalities – need to disclose the product the product – bet on the incentive to the consumption habit cider
- Late response of public funding programs and excessive bureaucracy - the premiums made it possible to overcome financial difficulties

SECTION F: OTHER CONSIDERATIONS AND SUGGESTIONS/REMARKS

11. Do you have any other remarks/considerations/suggestions you would like to share? If yes, feel free to share them because it is very helpful for other young entrepreneurs.

- Take a management course before starting a business
- Get a good partner in the area of management and accounting
- Good relation with other public and private partners
- Do not channel all the energies into bureaucratic issues and management and forget about the business
- Contact with successful companies in the area and business associations