



# Student entrepreneurship in Europe


## Social Entrepreneurship

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Obchodná Akadémia, Watsonová 61,  
Košice



# What is social entrepreneurship?

- ▶ Social entrepreneurship is a new area of business activity, which favours social objectives before profit.
  - ▶ At least 30% of the taxes are used for making new work places or improving work conditions.
  - ▶ The social economy is an innovative model of economic and social development that supports the inclusion of socially disadvantaged people.
  - ▶ In the Slovakia, the social economy is still undervalued and it has not enough attention.
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# MAIN NEEDS

## BUSINESS ORIENTED

## SOCIALLY ORIENTED

**HAS**

Understanding of a Business Solution

**NEEDS**

Development of a Sustainability Model

**MOTIVATION**

Business/ Ideas



**COMMON GROUNDS**

Personalized Help

Understand the Need

Lean Strategies

Acceptable price level



**HAS**

Understanding of a Social Problem

**NEEDS**

Development of a Business Model

**MOTIVATION**

People/ Problems

Make Money and Do Good

# **Social Entrepreneur from Slovakia**



# Juraj Valčák

- ▶ He works in „Plusko“ programme with handicapped people for several years now.
- ▶ The owner found a solution, how to help such people.
- ▶ He didn't want an ordinary café because there are so many around.



*"We needed to give it a deeper idea".*

# Café Luxor

- ▶ Café made great working conditions for people with handicap.
- ▶ Took their potential and made working places for waiter, accountant and marketing
- ▶ The name Luxor doesn't claim to disabled people.
- ▶ Mr. Valčák says, that was another way how to adapt it into "normal" society.



*"We were wondering, we have barrier free place, all we need, are people to employ".*

# What is so special about it?

- ▶ Menu is in Braille, they have cookies for celiacs, stevia instead of regular sugar and waiters on wheelchairs.
- ▶ Also there is one assistant for three employees in the café
- ▶ Just a few cafés in Slovakia employ people with hendicap.



- ▶ There is 28 years old Robert, who works as a waiter in the café.
- ▶ After he ended up on the wheelchair five years ago, he couldn't find a job.
- ▶ A plumber Robert didn't know anything about gastronomy.



*"This job  
found me"*



- ▶ The café represents young artists as well, they let artists and photographers use their walls.
- ▶ On Saturdays they organize various workshops and they are planning discounts for retired people and private assistants.



# Suspended Coffee

- ▶ Luxor is also part of the project „suspended coffee“, in which customers pay for another coffee in advance, for those who can't afford it.
- ▶ When cafes agree to participate, customers can ask if there are any “suspended coffees” available. If there are, they are given a free beverage — no questions asked — thanks to the kindness of an anonymous stranger.



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*Around us, we see lots of barriers, which affect people with handicap in everyday life. The main aim of this establishment is to create a barrier free place, so even people on wheelchairs can spend their free time with no limits and they can also show their working skills“*

*-Juraj Valčák*







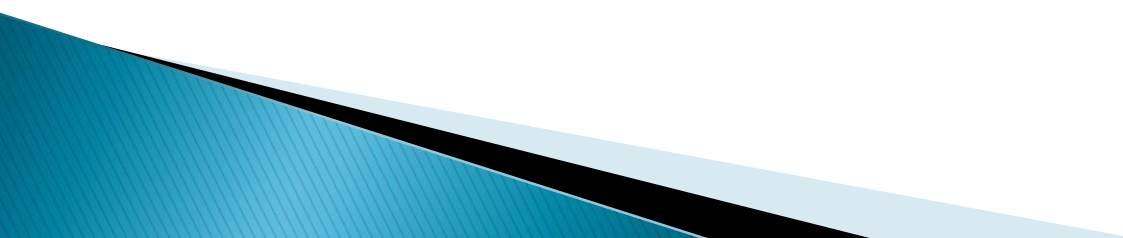
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