



**IVAN BERTOK (29), OWNER OF ANTI-VITRIOL,
ARTISTIC CREATION CRAFT**

**NEW AND ORIGINAL IDEA IS THE FIRST AND ELEMENTARY THING ANYONE
NEEDS TO HAVE IF THEY PLAN ON DOING ANY TYPE OF BUSINESS!**

I opened my craft for artistic creation in November 2019. It's not easy because I'm still struggling and I'm going to have to fight for some more time to survive and to get moving in the right direction. It's more than just opening a craft/company and get money for self-employment and incentives, but it is also followed by a process of a few months, maybe a year or two until the business grows a bit. It's a risk in a way, but anyone who gets into that process has to be prepared from the start. Of course, in our country you also have to fight bureaucracy so you need to be patient and have enough time and nerves to finish your fight with bureaucracy. It also requires the encouragement from your environment where one can encounter some disappointing situations where one will not get confirmation from the people one expected from - you also need to push through this.

I think young people today lack new ideas. New and original idea is the first and basic thing anyone needs to have if they plan on doing any type of business. Tenacity is the second thing. I think that in Croatia, and in the world in general, there is a trend where people increasingly want something quickly because they don't want to do anything for a long time. People automatically lose the power of concentration, which is also extremely important for success in business. It is very important to be educated when it comes to computers and to have at least some basic knowledge of English because nowadays these two skills are more than necessary to lay the foundations for your business. Of course, after that comes the initiative itself, marketing skills, social skills / relationships, transparency and promptness.

I think that currently Croatia is a good fertile ground for business development because you can take incentives and start an idea that is innovative and after that, with a little luck and a lot of work, everyone can succeed.

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