



## The importance of social support when starting up: "FACE Prague: Umh! I have something to tell you"

*The FACE Entrepreneurship (Failure Aversion Change in Europe) project celebrated its fourth offline event under the title 'FACE Prague: Umh! I have something to tell you' in its European tour which aims to promote ICT entrepreneurship by tackling the emotional side of it, Thursday, March 3<sup>rd</sup>.*

One of the most common fears new entrepreneurs have to face when starting up is the social fear, experts participating in a [research](#) part of [FACE Entrepreneurship \(Failure Aversion Change in Europe\)](#) concluded. Founders are often afraid of being exposed to their friends, family and co-workers, who may doubt or even laugh down their intended idea. Moreover, potential entrepreneurs fear that, if they fail, they may be considered a failure for life and may not be given further opportunities.

To help young entrepreneurs deal and overcome this fear, the FACE entrepreneurship project held a panel and networking session: [FACE Prague. Umh! I have something to tell you](#), March 3<sup>rd</sup> at the Ministry of Industry in Prague.

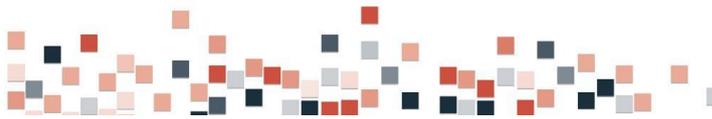
Four well-known entrepreneurs shared the doubts they faced when they explained their beloved ones that they decided to leave their stable jobs and embark on the entrepreneurial path: [Kristina Tsvetanova](#), [Ragnar Sass](#), [Marek Fodor](#) and [Dennis Tan](#).

### A very common fear that you shouldn't hide

[Vitek Horky](#), Brand Embassy's co-founder and CEO, moderated the panel, addressing the European entrepreneurship ecosystem and the barriers that fears pose. "What if my family doesn't support me?" was one of the permanent questions in the room. And all the speakers agreed that having your family's understanding is often hard at the beginning, but their support is very important through the path of entrepreneurship.

"When I told my mom she asked me if I was crazy! There were a lot of discussions at home but today my family is happy because I'm happy," explained Kristina Tsvetanova, CEO and Co-founder at BLITAB Technologies. She shared a common story that many entrepreneurs experience; at the very beginning of their journey they didn't get the support they expected but, eventually, they earned it by proving their passion to their loved ones.

Another example of this idea was Marek Fodor's anecdote. When he moved to Barcelona to work in Foreign Exchange his parents thought he was into some "economic, weird currency business". That funny mistake proves that sometimes the problem is that they don't really understand what we are going to do. "When they knew what I was doing by themselves and saw me happy, they understood," this



Slovak entrepreneur, co-founder of Atrápalo and Chairman of Kantox, shared with attendees.

Social fears had a greater impact on Dennis Tan, co-founder of Dashmote, who admitted that he didn't tell his family from the beginning. But, as he concluded, "In the end your parents want the best for you and if you show them what you love, at some point they will be comfortable with that."

Another perspective of social fear was pointed out by Ragnar Sass, co-founder of Pipedrive and of Garage48 Hackathons. For this Estonian entrepreneur, failure and success are so close when starting up that entrepreneurs will eventually have to face them both and, when failure happens, support is essential.

During the event it became clear that the entrepreneurial path is a learning process that goes up and down and, as Vitek Horky concluded, "being an entrepreneur is actually about identifying our failures, acknowledging that we are doing mistakes, leaning from them and never doing the same ones again."

The event ended with the raffle of two tickets for the next South Summit event and a networking session where participants could talk one to one with the speakers while enjoying tapas.

### **What is FACE Entrepreneurship?**

"FACE Entrepreneurship is a project funded by the European Commission in the framework of the [H2020 Programme](#) that aims to promote ICT entrepreneurship among young Europeans and to challenge the concept of failure through the understanding and confrontation of the most common fears entrepreneurs FACE. [Grupo Secuoya](#) is coordinating the project with the support of [Telefonica Open Future](#) and [Microsoft Bizspark](#).

The digital platform is based on gamification dynamics that help engaging users while offering them prize-winning contest such as trips and tickets to events, devices and guided visits to consolidated start-ups, among many others to come. The "[board game](#)" represents the "road to entrepreneurship" that any entrepreneur would follow in the process of converting its idea into a product or service fit for the market and there users have access to a wide range of audiovisual content and activities to participate in. Moreover, a European tour of 7 offline events in different cities is on-going.

**For more information, contact:**

Ana Martínez  
[amartinez@gruposecuoya.es](mailto:amartinez@gruposecuoya.es)  
+34 638 058 662

**or visit:**

[www.face-entrepreneurship.eu](http://www.face-entrepreneurship.eu)