



Economy and society

Starting a business (10)

Two-track audio
14:45 minutes

00:48 From graffiti art on the fringes of legality to the world of business – Alejandro Schmid and Michael Senn have taken the chance. Now they create street art on demand. The name of their company is One Truth.

01:40 Nicole Achermann advises young entrepreneurs on founding a company. Market niches, innovation, targeted customer needs – all this is required for a business to prosper. There are many examples of successful Swiss pioneer ventures: the Toilet Duck, the Swatch, Max Havelaar Fair Trade.

03:12 What does it take for an entrepreneur to be successful? Self-confidence, will, financial means, initiative, courage, intelligence, persuasiveness, staying power, enthusiasm; but also charm, inner stability and a good measure of optimism.

05:40 The most common legal form for small and medium-sized companies (SMEs) is that of sole proprietorship. But at One Truth several partners contribute equally, so a so-called general partnership lends itself as the legal form of choice. It offers a legally binding form while at the same time leaving a lot of independence to the individual partners. In case of a crisis, however, they are liable with their personal assets.

08:06 By contrast, a limited liability company (Ltd.) is a legal person. Entrepreneurs opting for this form are better protected because only company assets are liable.

09:30 The three young entrepreneurs have already expanded their business – they print their street art on T-shirts and sell them on the Internet.

11:25 There are challenges for entrepreneurs, too: pressure from customers and colleagues, financial losses, great responsibility, long hours, hardly any free time or holidays, irregular earnings. Michi and Alejandro are willing to put up with all of this. What counts more for them is the fact that they can turn their ideas into reality.