## 2023 ANNUAL REPORT

TAKING THE STEP WITH GAZTENPRESA







### A word from the president

As members of the Gaztenpresa Foundation, all of us are determined to keep up with our work in order to achieve our twofold objective; to support people in their projects as they need it and thereby transform the community we belong to.

Therefore, we continue to take decisive steps so that everyone with a business idea meeting the appropriate conditions can access all the support resources available for entrepreneurship. This is how we will achieve progress towards a better society, based on an inclusive, innovative and sustainable entrepreneurial network.

Gaztenpresa does not start from scratch; our Foundation has a long track record. In these nearly **30 years of experience, we have attended more than 29,000 business requests, which have resulted in 6,898 companies and 12,675 jobs.** This outcome brings me two feelings: I am extremely proud of everything we have achieved and, at the same time, it places a great responsibility on me for the future.

This successful background is underpinned by the work of the many men and women who make up **the Gaztenpresa team.** Our Foundation relies on highly qualified professionals whose hard work and enthusiasm guide the entrepreneurs, sharing the expertise gained over years and enriching this experience with the success of each year's work. As a result, in 2023 Gaztenpresa's activities have promoted 320 projects leading to the creation of 634 new jobs. The number of companies and jobs created are unquestionable indicators of success. However, at Gaztenpresa we believe that our task should not end there, and the Foundation is also committed to consolidating the projects once they have started their activities. In short, **the entrepreneur receives comprehensive support** with an itinerary tailored to each project. When the need or opportunity for entrepreneurship arises, Gaztenpresa provides answers for each stage of the process: an assessment of the idea, a viability plan, the necessary financing on generous terms provided by LABORAL Kutxa and the personalised monitoring of each project to ensure the smooth running of an early-stage business. The figures reveal the success of our model: **the business survival rate after 5 years reaches 75%.** 

Moreover, it all takes place within the framework of an eminently cooperative approach, where public support in addition to the assistance provided by the Mondragon Foundation— plays a very important role. The support from the Basque Department of Employment and Social Policies and LANBIDE is vital for the sustainability of the Foundation. Also, I would like to mention the collaboration of different business development agencies who have knocked on Gaztenpresa's door to obtain support for their entrepreneurs.

Once again this year, we have plenty of reasons to be satisfied, although we want to go further; we are determined to offer an even better service, we want to reach more people and cover a wider territory. Therefore, we have set ourselves highly ambitious goals for 2024 and, with our eyes turned to the future, we are aware of the challenges faced by all members of the entrepreneurial ecosystem.

As revealed in the latest Global Entrepreneurship Monitor Report, published by the Basque Entrepreneurship Observatory – Euskal Ekintzailetzaren Behatokia, the territorial scope of Gaztenpresa's main activity is defined as a **"benchmark entrepreneurial ecosystem within Spain, with an overall assessment service exceeding the average for the European Union and the United States".** 

A closer look at the data provided by this report highlights some of the key conclusions we have also been able to confirm at the Foundation. On the positive side, **there has been a broad-based improvement in the entrepreneurial results, both in terms of quantity and quality**. However, despite the fact that the survey describes an entrepreneurial environment setting a benchmark at national and European level, some weaknesses are also noted. On the negative side, the report concludes that the values of the entrepreneurial culture have not yet been decisively promoted. Unfortunately, this is a fact that we have been noticing in our day-to-day entrepreneurship support activities.

At the same time, primary and secondary education constitute the weakest link in the entrepreneurial sphere, as they represent the main area for improvement. Year after year, such a conclusion has been repeated and calls for a strong cultural impulse towards innovation and an entrepreneurial risk-taking attitude among young people. However, it also requires simultaneously an innovative training strategy for



teachers and managers in educational institutions. At this last point, the report is fully in line with the idea that we have repeatedly pointed out in previous Gaztenpresa publications: **it becomes crucial and urgent to create a genuine culture of entrepreneurship from the earliest stages of the school cycle**.

Finally, I would like to focus on the entrepreneurial and business network that has been built-up with great effort over decades, particularly by those entrepreneurs who are now taking over generational replacement and transferring processes of the projects currently sustaining and shaping the social assets of our economy. Among all the agents concerned by these processes, we must succeed in consolidating those involved in a new stage in which new entrepreneurs take up the legacy of these assets, in order to give continuity to successful projects capable of generating employment and economic prosperity in our society.

The idea is not only to generate new businesses, but also to provide successful continuity for those that already exist. Our demographics undoubtedly suggest that this issue will take on unusual importance in the near future. The Gaztenpresa Foundation must contribute and offers its experience in this regard. I would like to remind some words by José María Arizmendiarrieta, the driving force and alma mater of the Mondragon cooperative movement: "there is always one more step to be taken".

#### Ibon Urgoiti

President/Chairman

## 2. Gaztenpresa

In the early 1990s the context wax difficult: youth unemployment rose to over 50% along the left bank of the River Nervión (Bilbao, Bizkaia) in the wake of extensive industrial restructuring. Against that background, a group of branch managers from the local savings bank LABORAL Kutxa began to mobilise by pooling their expertise and resources, while seeking alliances to help reverse this situation.

**In 1994 Gaztenpresa was born**, promoted by this group of individuals, together with the support of Bultz-Lan Consulting, and the project was initially conceived as a contest of business ideas. It proved to be a highly satisfactory experience, with 10 new companies being created during that first year with the support of micro-financing solutions developed specifically for this purpose.

In the following years, **the programme progressively extended to Gipuzkoa**, **Álava and Navarra**, thanks to the enthusiasm and support of LABORAL Kutxa colleagues who, attracted by the initiative, wanted to implement the project in their respective territories.



The idea that began with the aim of tackling difficult times officially became the Gaztenpresa Foundation on 16th September 2002, as a private, non-profit organisation belonging to the LABORAL Kutxa social work.



## **MILESTONES IN** GAZTENPRESA'S **29-YEAR HISTORY**

12,675 jobs created

6,898 companies created 29,172 applications attended

202 million euros funding

3,542 loans granted

1,416 companies assisted in consolidation

306 elationships mentoring

1,422 workshops held

"Gaztenpresa assisted me with the procedures to start-up the business and the application for grants."

Aitor Armada

SOSPALAK ARRIETA URLANAK

WOOD CRAFTSMAN BIZKAIA

gaztenpresa fundazioa

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## What **we do**

We help people in our community who wish to start a business, with the best possible chances of success, generating wealth through job creation.

Accordingly, Gaztenpresa supports entrepreneurs at any stage of their project by providing tailored and flexible training, personalised guidance to select the most suitable business model, financing options, as well as access to specialised mentoring services that will guide their entrepreneurial venture.

To accomplish this mission, we rely on the **support of our team, along** with the participation of volunteers and the collaboration of different partner organisations through strategic alliances.

This comprehensive assistance helps the entrepreneur to begin a process in which he/she will understand the realities involved in starting and maintaining a business. Finally, this approach enhances their personal and professional growth, while improving quality of life for themselves and their families.



2023











## Our contribution to Sustainable Development Goals (SDG)





## HE AGE

"Training and mentoring programmes are essential for developing a successful business idea."

Laura Varela and Laura Fierro THE AGE HEALTH AND WELLNESS

clinic **Bizkaia** 



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# Impact

At Gaztenpresa, we analyse the impact of our work at three levels:

- Impact on individuals who have started their own business.
- Impact on their businesses.
- Impact on their personal environment.

### PROFILE OF THE ENTREPRENEURS



#### EMPLOYMENT STATUS

**44**%

#### LEVEL OF EDUCATION

NON-UNIVERSITY 74%



JOB IMPROVEMENT UNEMPLOYMENT OTHER CASES 32% 24%



"We are young entrepreneurs, and Gaztenpresa has given us the necessary guidance and support to make our project come true."

Maialen Landa and Aitor Cespon BALEA

AKROYOGA TA MUGIMENDUA ARABA

# Impact on people

Although great progress has been accomplished in recent years, entrepreneurship remains an unresolved issue in our society. The fact is that people are rarely prepared to take charge of their own business, which represents a significantly different experience compared to working as an employee.

Consequently, the change of mentality leading people to act as the driving force in their business is one of the main challenges that firsttime entrepreneurs have to assume. With this objective in mind, at Gaztenpresa we strive to ensure that people fully understand what entrepreneurship entails, including the importance of learning how to manage a business to maximise its survival chances in the long term.

#### SHORT-TERM CHANGES

Entrepreneurs must be aware of the implications Support in their professional development Support to reach adequate incomes Integration into the labour market



Increased financial autonomy

Improved quality of life

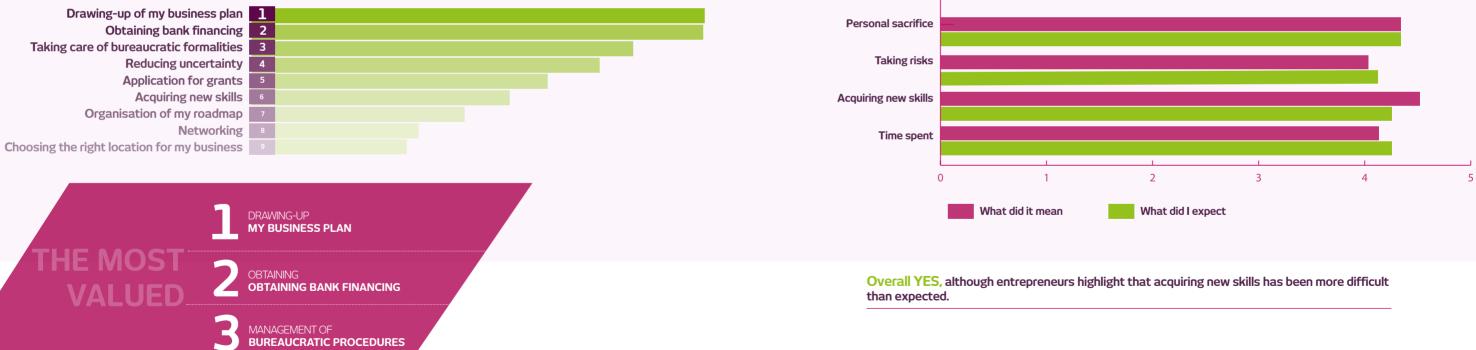
Higher self-confidence in their abilities

# THE VIEWS OF BUSINESS ENTREPRENEURS

In their first 5 years of activity

#### What did you most value about our support?

(In order of highest to lowest)



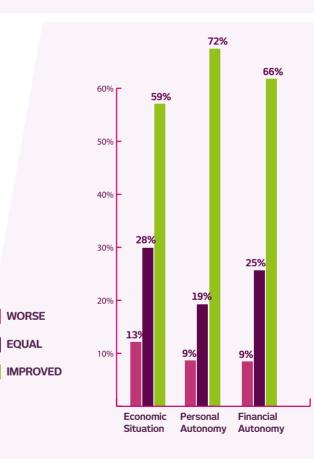
Has entrepreneurship been as you expected?





## IMPACT ON LIVES

In the first 5 years of activity



## Is your business-life balance progressing as expected?

## In all three cases, the situation has considerably improved,

especially in the area of personal autonomy, where there has been a notable enhancement.

## Have you improved your life as an entrepreneur?

- 8,1 Personal fulfilment
- 8,8 Working on what I like
- 8,8 Working under my own rules
- 6,9 Work-life balance
- 7,6 Job stability
- 6,7 Financial stability
- 8,3 Professional relations
- 8,1 Feeling my contribution to society



# Impact on business

Our goal here is to ensure that the business ventures launched under the umbrella of Gaztenpresa can offer the best possible chances of success. Sometimes, this means saying "NO" in time, in order to avoid possible failures that would be disadvantageous for the entrepreneur.

> Business 75% Compared to 45% by Eustat FIFTH YEAR

Businesses created generating socio-environmental impact: 21%

### 66 BUSINESSES CREATED GENERATING SOCIO-ENVIRONMENTAL IMPACT



Ane and Irene Belinchón AMETS BAKERY

GLUTEN-FREE BAKERY&PATISSERIE GIPUZKOA



★ One out of every three entrepreneurs who do not continue with their business has found another job.

### We want to know how your business is evolving

### Which salary does your business afford you?

### INCOMES

66% of businesses have increased their turnover in the last year

**25%** of businesses have maintained it at the same level

of businesses have reduced their turnover



JOBS



**56%** of businesses have created more jobs

6%

9%



### AGE OF EMPLOYEES

50% between 30 and 50 years old

44% under 30 years old

over 50 years old

81% I EARN ENOUGH TO LIVE ON



"As new entrepreneurs, finding an organisation willing to back you up and offer assistance when raising funding represents a major value."

Sandra Marqués ANDA CONMIGO

CHILD THERAPY CENTRE GIPUZKOA

# Social **impact**

Gaztenpresa deeply believes in **the contribution that entrepreneurs make to the enrichment of our social and economic environment.** Therefore, we strive to ensure that society recognises their work, an effort that will undoubtedly lead to a community more committed to local consumption.

## Supporting the underprivileged:

<b>35%</b> come from <b>unemployment</b>	
18% have only compulsory education	ation
<b>13%</b> are <b>migrants</b>	
47% are women	
<b>28%</b> are <b>under 35 years old</b>	
<b>22%</b> are over 45 years old	



Creating wealth at local level:

100% of the business are created in the BASQUE COUNTRY and NAVARRA

59% of businesses are established outside the provincial capitals

**101,000€** average investment per business opened

**41,600€** average turnover per business during the first year via taxes (VAT+Income Tax)

# Business start-up

We support you, from start to finish, in starting-up your project.

#### THE IDEA

From the beginning, we will help you to assess whether your idea is a business opportunity and, for this purpose, you will be assisted by experts in entrepreneurship.

### **BUSINESS PLAN**

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We will guide you through the preparation of a business plan, a fundamental tool that will help you to understand the implications of setting up a business.

#### Izaskun González **OGGOK STUDIO**

DECORATION, CRAFTS, ART AND ANTIQUES GIPUZKOA

### FINANCING

Together, we will find **the best** financial plan for your needs and those of your business, including bank financing and grant management.

# 320 companies created

ARABA	39	
BIZKAIA	156	
GIPUZKOA	77	
NAFARROA	40	
R. NUEVA	8	
TOTAL	320	

## 634 jobs created

ARABA	74
BIZKAIA	276
GIPUZKOA	150
NAFARROA	111
R. NUEVA	23
TOTAL	634

#### BUSINESS SECTOR



### LEGAL FORM

INDIVIDUALLY 75%	COMPANIES	
	<b>22%</b> Coop	<b>78%</b> LC



NOKERA



"The business training we received helped us to understand the steps that starting your own start-up entails."

Alejandro Rodríguez and Sara Ruiz NOKORA COFFEE

BIZKAIA





## Financing

We help the entrepreneurs to find the most appropriate formula for financing and setting-up their projects, in line with their specific needs. 259 LOANS AWARDED

FINANCIACIÓN № 2023 10,126,918 €

FINANCING 1994-2023 202 million €

## **101,070€** AVERAGE INVESTMENT

The average investment to start up new companies.

# **39,100€** AVERAGE LOAN

El préstamo medio necesario para llevar a cabo el proyecto empresarial.



## Gaztenpresa **Digital**

## Gaztenpresa Digital is a free online mentoring service for entrepreneurs.

This platform provides entrepreneurs with tailored mentoring and training to define their business plan, achieve financing and answer all their queries.





"Gaztenpresa monitored my business plan and guided me in raising the funding I needed."

Anuska Arbildi **MÁSBARRO** 

CERAMIC WORKSHOP, SCHOOL AND SHOP ARABA



## 5 Business consolidation

When starting a business, the first steps are often the most challenging. You need to take control of your business. For this reason, our mission is to assist you in this crucial stage.

### CONSOLIDATION

Specialised consulting to support the consolidation of your business.

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### TRAINING

Our dedicated training programme allows you to learn how to manage your digital presence, together with the best financial practices for your business.

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### MENTORING

Our mentoring and guidance programme is carried out by experts in business management.









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"Gaztenpresa provided us with the legal and admin-istrative assistance we needed to establish our association."

PERFORMING ARTS GIPUZKOA Esther Rey and Ana Fabo SENSATA LOCURA



## Consulting

We provide individualised consulting to companies requiring tailor-made assistance. Accordingly, the consulting services carried out in 2023 have assisted businesses to **undertake new** investments, introduce new business lines, implement corrective measures, manage the application for grants and loans and facilitate transfers.

Aula Gaztenpresa

We offer a wide range of webinars throughout the year for entrepreneurs seeking to **acquire skills in key areas** such as **digital marketing** (Digital Mondays) and **financial management** of their business (Financial Wednesdays).

Besides the opportunity to attend these live-online workshops, those participants who authorise it will be registered in the Aula Gaztenpresa, an **online platform** where they can access the videos from the webinars and download the workshop contents at any time.

"Understanding the exact funding required for my project and finding support in securing it has been crucial for me."

Oskar Estanga CASA SORTETXEA

RURAL HOUSE NAVARRA



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## Mentoring

This year, the mentoring programme offered different modalities:

#### • YBS Programme

The YBS mentoring programme has become a gold standard both nationally and at international level. It involves tailored mentoring by members of the business community and experienced professionals who, on a voluntary basis, help entrepreneurs to launch and consolidate their businesses.

#### EaSI Programme (Business Development Services for Migrants)

Our aim is to drive the entrepreneurial spirit among those groups of migrants who face greater barriers than usual, especially when starting-up businesses in a foreign country (language barriers, administrative burdens, lack of knowledge about local legislation, etc.). The support offered consists of coaching, training and mentoring.

#### • "The Break".

The goal behind this initiative is to unlock the talent of women in business through the promotion of a collaborative network of feminine entrepreneurship. Impact Hub Donostia has developed part of this programme in the Basque Country, and our involvement has focused on providing the required mentoring sessions and financial support for carrying out two main networking events held by this organisation.



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Cristina Muñoz NANAI

FASHION STORE GIPUZKOA



## Fostering entrepreneurial culture

We believe that we need to continue to build an entrepreneurial culture among young people, encouraging students in schools and universities towards **entrepreneurship**, to ensure a sustainable growth of our country's business network in the future.

With this in mind, we have carried out the following actions:

• Event sponsorship and promotion.

Organisation of awards within the academic community.

## **Events**

During April 2023, the **Gaztenpresatik** event was held in Donostia, a meeting designed to inspire, motivate and support our entrepreneurial community.

We were privileged to host a round table moderated by Ibon Urgoiti, president of Gaztenpresa, with the participation of Víctor Meseguer, special commissioner for social economy; Cristina Dumitrescu, microfinance investment manager of the European Investment Fund (EIF), and Gloria Múgica, at the time director of Lanbide (Basque Employment Service) and current managing director of DEMA.

The corporate round table session was followed by the testimonies of **three** real stories of truly inspirational entrepreneurship.

We also took part as speakers in the 3rd edition of Garaia Investors, an initiative to boost entrepreneurship and investment in the Debagoiena area.









## Awards

In 2018, Gaztenpresa and the UPV/EHU's Master's Degree in Entrepreneurship and Business Management joined forces to launch the 'Gaztenpresa-MBAe3' Award. This distinction was created to showcase promising projects developed as part of the MBAe3 for their capacity to **generate value in the Basque entrepreneurial ecosystem.** 

In the 2023 edition, these two proposals shared equally the 3,000 euro winning prize:

Age Health & Wellness health platform, by Laura Varela and Laura Fierro.

Luz Adriana Sansasoy's wholesale trade company in Latin American products, **Tropical Denda**.



In addition, the awarded candidates have also received mentoring and consulting services from Gaztenpresa as part of the prize.

Gaztenpresa also cooperates in the organisation of the 'Enpresa Sortuz' contest, promoted by the Faculty of Engineering of the University of Mondragon to reward technology-based business ideas.

In 2023, the winning projects were: Inklusivo Design, by Amaia Beitia and Arantxa González de Heredia; Satop, by Aritz Esnaola; and finally Allergenius, by Ainhoa Artola, Malen Herruzo and Judith Zubia.



## Podcast

Moreover, 2023 has seen the release of the Gaztenpresa podcast, with the cooperation of Lanbide – Basque Employment Service.

With this new media area, we are seeking to reduce the feeling of loneliness often felt by entrepreneurs and self-employed people. In this section you will hear testimonies from other entrepreneurs who also find themselves in the same situation, or were once there, speaking about their experience, their worries, their fears, their hopes and their dreams.

The Gaztenpresa podcast is also open to professionals from different fields sharing their knowledge on subjects concerning entrepreneurs, such as business plans, financial health, new technologies, digitisation, etc.



### mprendimiento

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gaztenpresa

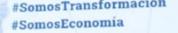
Human Age

# Youth Business Spain **(YBS)**

Gaztenpresa was one of the founding members of YBS in 2014, a partnership of organisations committed to the challenge of **promoting inclusive youth entrepreneurship in Spain**. This year, **Gaztenpresa has actively participated** in the following actions to achieve this goal:

- YBS Social Tech Lab: a project aimed at promoting the digital transformation of organisations in the third sector based on the development and training of people's entrepreneurial skills, together with the responsible and clever use of technology.
- We organised and took part in two workshops on the protometaverse.
- First edition of the YBS Entrepreneurship Awards, where Gaztenpresa candidates Laura Fierro and Laura Varela, from The Age Health and Wellness, won third prize.
- First edition of the **'professional course for responsible entrepreneurship technicians'**, organised together with the University of Cádiz.
- 11th edition of 'GIRA Jóvenes Coca-Cola'.
- Reports:
  - 1. Situation analysis of youth entrepreneurship in Spain.
  - 2. Assessment of the socio-economic impact of the mentoring programme.

In 2023, the digital platform for ageing prevention set up by Laura Varela and Laura Fierro was awarded with the **Gaztenpresa-MBAe3 Award, and the project won the third prize in the YBS Entrepreneurship Awards**.





# **8.** Governance

Our commitment to excellence and transparency remains a priority in our activities. Gaztenpresa is a registered member of the 'Protectorado de Fundaciones del País Vasco' (Protectorate of Foundations of the Basque Country), and our accounts are audited on an annual basis.

#### The members of the Board are currently:

- Chair: IBON URGOITI
- Deputy Chair: OSCAR MUGUERZA
- Secretary: SUSANA ANDRÉS
- Members:
   IÑIGO MARTINEZ
   JAVIER CORTAJARENA
   JOSEBA SAGASTIGORDIA
   IÑAKI PEÑA



## 2023 FINANCIAL STATEMENTS

ASSETS	2023	NET WORTH AND LIABILITIES	2023
NON-CURRENT ASSETS	177,000	NET WORTH	998,473
		NON-CURRENT LIABILITIES	964,235
CURRENT ASSETS	1,972,956	CURRENT LIABILITIES	187,248
TOTAL ASSETS	2,149,956	TOTAL NET WORTH AND LIABILITIES	2,149,956

\* Expressed in EUR.

A) SURPLUS OF THE FINANCIAL

#### CONTINUED OPERATIONS

Income from own business

 a) Ilncome from promotions, sponsors associates
 b) Subsidies, donations and legacies

 Sales and other income from business
 Costs from grants and others

 a) Monetary grants
 A) Other income from the business
 Cother costs from the business
 Other costs from the business
 Depreciation of the fixed assets
 Surplus provisions

#### SURPLUS FROM THE BUSINESS

8. Financial income9. Financial costs10. Exchange rate differences

#### SURPLUS FROM OPERATIONS FINANCIAL

PRE-TAX SURPLUS

11. Corporation tax

CHANGES IN NET WORTH RECOGNISED IN THE SURPLUS OF THE FINANCIAL YEA

ADJUSTMENTS DUE TO ERRORS

TOTAL RESULT, CHANGES IN THE NET W IN THE FINANCIAL YEAR

'EAR	2023
CAN	2025
	1,244,262
and	964,262
	280,000
operations	2,600
	(475,715)
	(9,624)
	(466,091)
	-
	(597,673)
	(54,660)
	-
	118,817
	-
	-
	-
	118,817
	-
AR	118,817
	-
VORTHY	118,817

# Entrepreneurs who appear in this report

- Maialen Landa and Aitor Cespon, BALEA | AKROYOGA TA MUGIMENDUA (Vitoria-• Gasteiz)
- Aitor Armada, SOSPALAK ARRIETA URLANAK (Lemoa, Bizkaia)
- Laura Fierro and Laura Varela, THE AGE HEALTH AND WELLNESS CLINIC (Bilbao)
- Óscar and Sergio Espino, IRU WOODWORK, Zumaia (Gipuzkoa)
- Ane and Irene Belinchón, AMETS BAKERY (Irún, Gipuzkoa) ٠
- Sandra Marqués, ANDA CONMIGO CHILDREN THERAPY CENTER (San Sebastián)
- Izaskun González, OGGOK STUDIO (Hondarribia, Gipuzkoa) •
- Sara Ruiz Veiga and Alejandro Rodríguez, NOKORA COFFEE (Bilbao)
- Anuska Arbildi, MÁSBARRO (Vitoria-Gasteiz) ٠
- Ana Fabo and Esther Rey, SENSATA LOCURA (San Sebastián) ٠
- Oskar Estanga, SORTETXEA (Gaintza, valle Araitz, Navarra) ٠
- Cristina Muñoz, NANAI (Hondarribia, Gipuzkoa)

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