



# Retaining your public benefits while starting a business – «the Larvik way»

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NAV Larvik - Elin Bjørnsdatter Ivarson



# Larvik

Population: 48 000

18-67yrs 30 000

Unemployed: 2,3%

Work assessment allowance: 3,8%

Disability pension: 14,7%

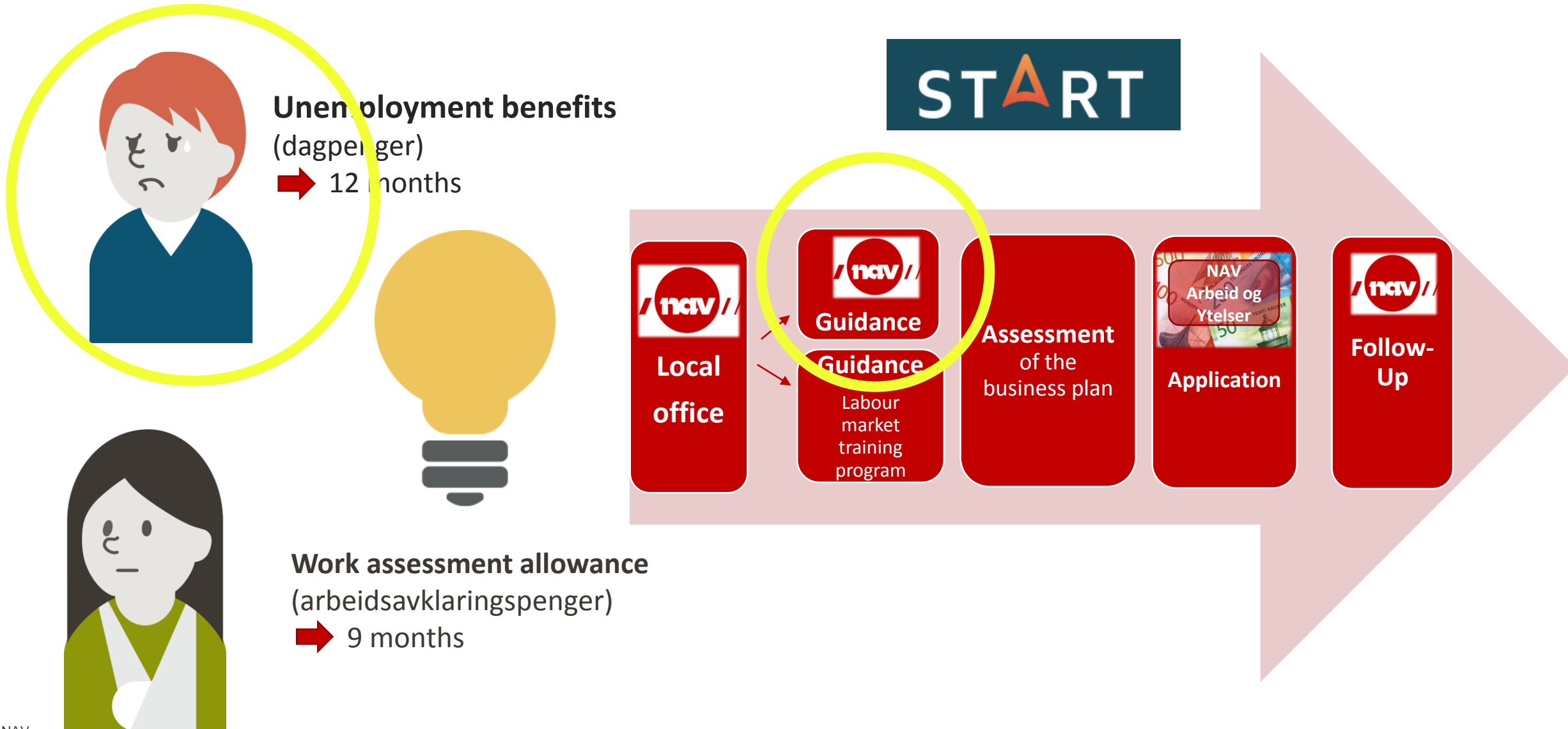
Businesses: 1 800

Workplaces: 19 500

Coworking space  
& Innovation hub: **Colab**



# Starting a business while retaining your public benefits



# NAV Larvik



## First meeting

- Presentation
- Information
- Motivation
- Within the regulations?



28%



## Meeting 2-3-4...

- Business plan & swot analysis
- Operating budget
- Investment budget
- Personal budget
- Progress plan



21%



COLAB

START  
www.startinvestfold.no

Application

Assessment  
of the business  
plan

NAV  
Follow-Up

12 months(+)  
(/9 months)

# COLAB LARVIK 3.0



**WE CREATE GROWTH AND INNOVATION  
TOGETHER**

Elisabeth Reffhaug  
Manager and  
START Counselor









## **FREELANCER**

- SCIENTIST
- ACTOR
- JOURNALIST



## **START UPS**

- CANDIDATES VIA



- PRIVATE INITIATIV
- NETWORK



## **ESTABLISHED BUSINESS**

- DIFFERENT  
MOTIVES
- BUSINESS  
DEVELOPMENT  
FOCUS
- REMOTE  
WORKERS



# Together with START we offer all our candidates:

- **START course: How to build a startup**
- **Guidance with START counselor**
- **START network, free guidance from local/region business network**



- **START offers a variety of business courses**
- **START Incubatorprogram**
- **START business growth program**
- **Colab network ex Innovation Norway and The Research Council of Norway.**



- **Colab cowork service; dropin, shared office and services**
- **Introduction to potential investors through "Vestfold Investor Network"**
- **Further follow up through "Gründernetverket"**

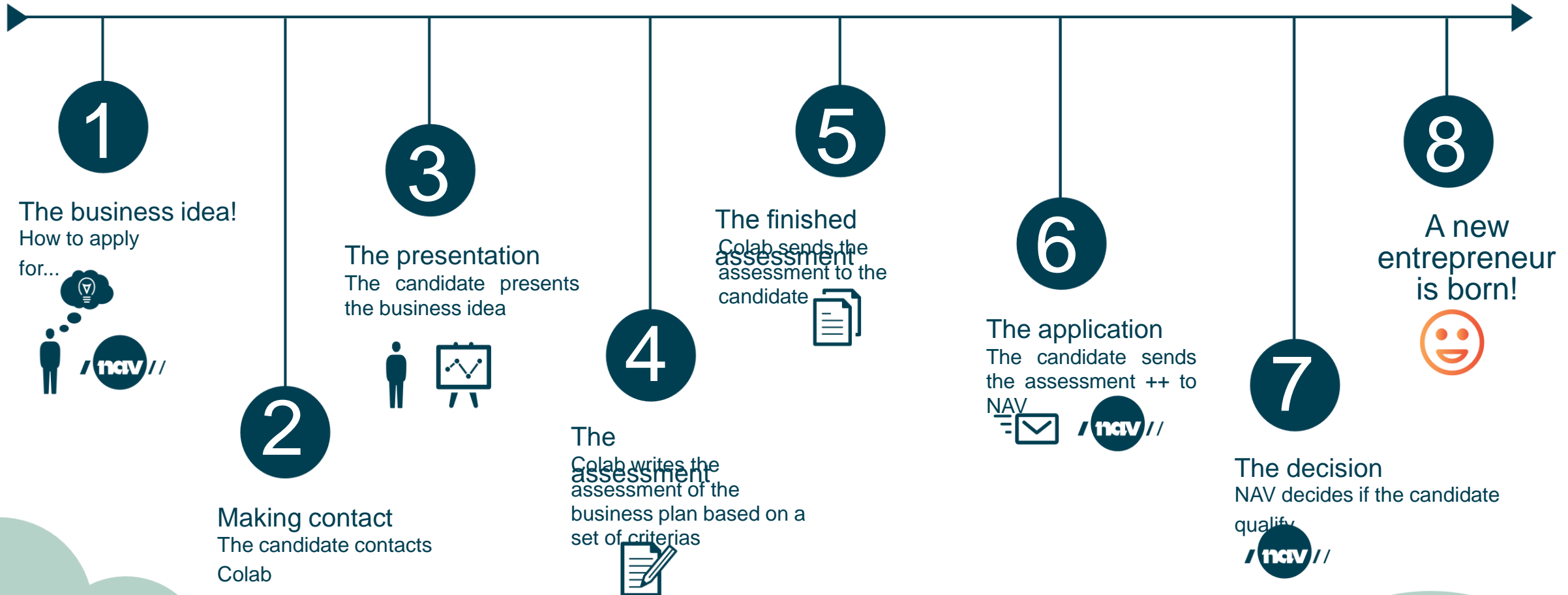






**NAV candidate takes  
contact for an  
assessment of business  
plan**

# The candidate journey:



# Results Larvik

(1.1.20-1.3.23)



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**START** =  
[www.startinvestfold.no](http://www.startinvestfold.no)

**27**  
**60**



**businesses**



**workplaces**



Meet **Petar**, one of  
our entrepreneurs!