

# Start up Interview

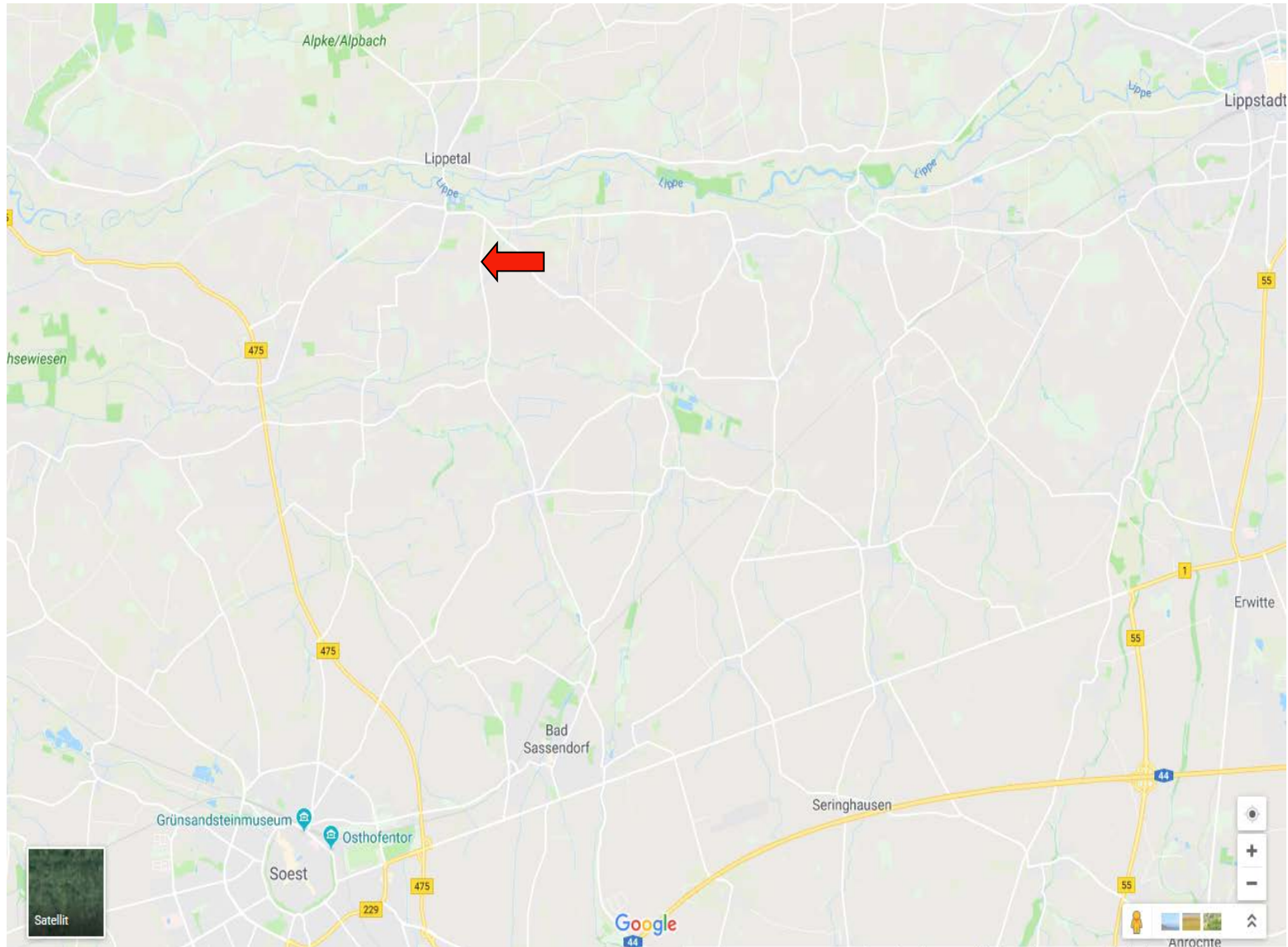


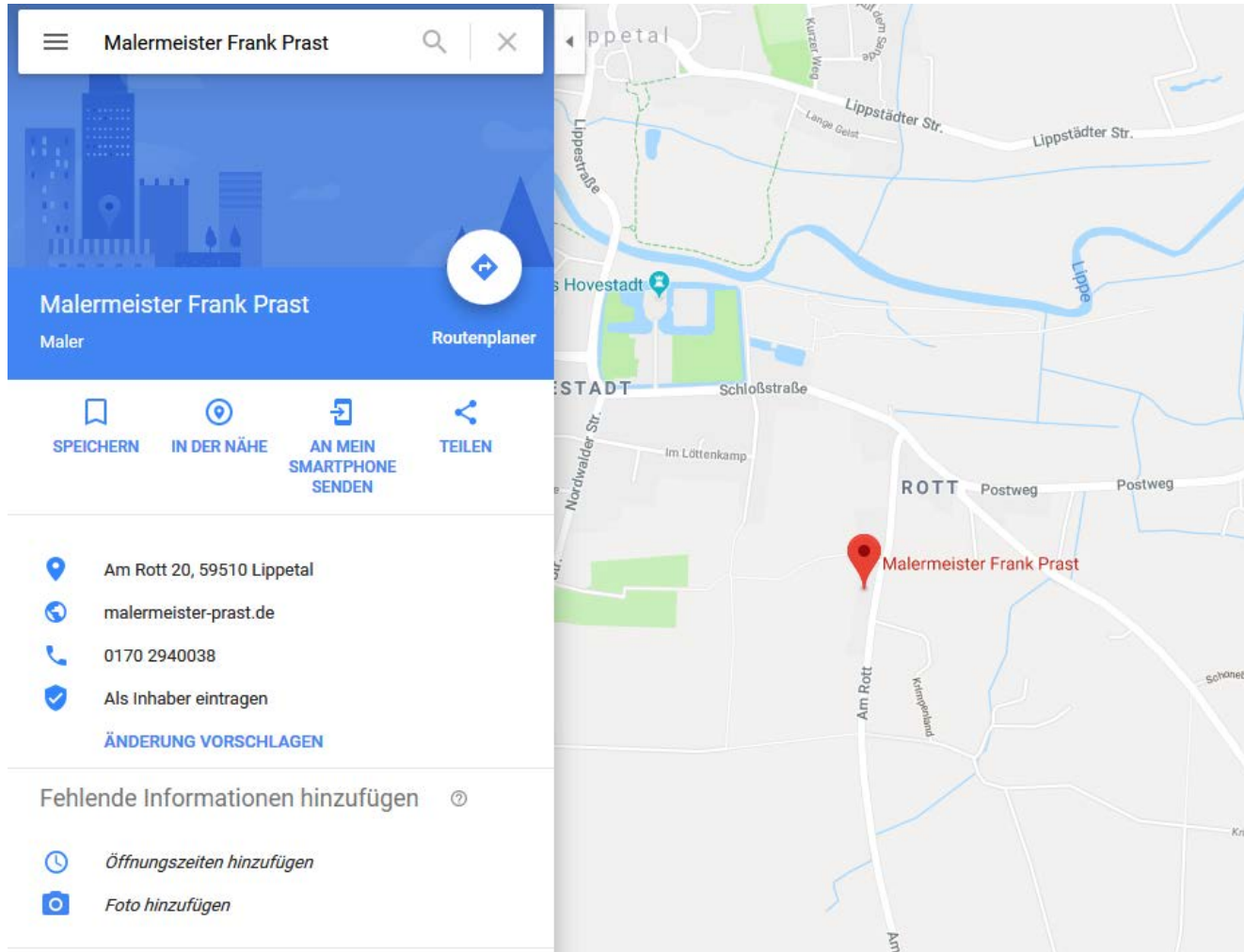
# Our Interview Partner Frank Prast






# the start up idea





Interview - question	Answer
What exactly does your start-up business do and what is special about your business idea? / Can you describe your business idea in three sentences?	<p>I am a master painter and my main activity is the renovation of apartments and the painting of buildings.</p> <p>Customers can take advantage of our special holiday service which allows them to come back to their newly renovated, clean apartment at the end of their holiday.</p> <p><b>The special thing about my business idea is that I also qualified as an expert witness for moisture and mold damage.</b></p>
Where are you based and why did you choose this location?	<p>My company is located in the municipality of Lippetal, which is about 10 km from Soest.</p> <p>Since I run a service company, the location is not crucial importance. We are travelling throughout the district of Soest.</p>










**Malermeister Frank Prast**  



**Malermeister Frank Prast**  
Maler  **Routenplaner**

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Fehlende Informationen hinzufügen 

-  *Öffnungszeiten hinzufügen*
-  *Foto hinzufügen*

Interview - question	Answer
<p>How did you come up with the idea for your start-up company? / Why has not anyone else come up with this idea yet?</p>	<p>I have taken over a family business in painting and varnishing.</p> <p>At the same time, I was aware that I had to differentiate myself from the many other master painters in order to be successful.</p> <p><b>Therefore, the focus is on dealing with moisture and mold damage.</b></p>
<p>How did you get involved with it and what's exciting about it?</p>	<p>Since we often renovate old buildings and paper and paint newly built houses, we always inevitably have to do with water damage and mold.</p> <p><b>I noticed that there were only very few professionals</b> and have therefore trained as an expert for mold damage. Only few master painters do that.</p>



Interview - question	Answer
<p>Who should use your product / service?</p> 	<p>Tenants and homeowners. Mold removal and mold protection is very important, because it serves the protection and health of the people.</p>
<p>How do you know that there is currently a need for your product / service?</p>	<p>To insulate the houses in order to save energy is a legal obligation.  Unfortunately, the residents retain their old ventilation habits after insulation. The result is mold.  The activities in this area are increasing so there will always be a lot work which needs to be done.</p>

Interview - question	Answer
What makes your company different from others? / What's new about what you do?	My company not only eliminates mold damage, but I also work as an expert witness for other companies and get paid for this particular service.
Was there any particular reason why you started your start-up business?	On the one hand I wanted to continue the family business, but on the other hand I wanted to start something new myself.

# Problems !?

Interview - question	Answer
What were the biggest difficulties you had to overcome when founding your start-up?	Dealing with authorities sometimes costs a lot of time. We master painters have a lot of stress with so-called "holiday cash".
If you look to the future, what problems will you have to face?	The biggest problem in the craft sector is always the competitors. You always have to keep an eye on their offered prices.

Interview - question	Answer
Did you ever feel that you possibly had to close your start-up again?	No never. It's going well so far.
Why will you succeed in the competition? / Why are you ahead of your competitors?	I am ahead of my competitors because of the specialization in the field of mold protection.

# customers

Interview - question	Answer
Who is your target audience? / In your opinion, which target group will be the first to use your product / service?	The tenants and homeowners, especially owners of older homes.
How many users / customers do you already have?	Approximately 250

Interview - question	Answer
<p>How do you get new users / customers to try your product?</p>	<p>Most of our clients we have won through word of mouth. We do good quality work, that message is spread.</p> <p>We offer a worry-free service which includes:</p> <ul style="list-style-type: none"> <li>• clearing out the furniture</li> <li>• a clean, tidy construction site</li> <li>• the careful cleaning of all surfaces</li> <li>• and of course granting</li> </ul> <p><b>Many customers use our holiday service and come back to their newly renovated, clean apartment at the end of their holiday.</b></p> <p>We also coordinate foreign trade. You are welcome to leave the organization to us when further work is required, e.g. by glazier, carpenter, electrician, installer, bricklayer, window maker etc.</p> <p><b>We do not do any advertising.</b></p>



Interview - question	Answer
Do you already have regular customers?	50% of our customers are regular customers. On average, they are 45-50 years old and can afford our services financially.  Young families renovate more independently.
How easy is it in Germany to found a start-up business? / What official bodies did you need to turn to so that you could start your business?	Formally, this is relatively straightforward. Once you have submitted your application to the municipal trade office, the remainder will be processed automatically.  <b>The problem is simply to establish oneself in the market.</b>

employee  
or  
self-employed?

Interview - question	Answer
<b>What advantages do you see as a self-employed person compared to an employee?</b>	An employee has fixed working hours and a regular free time. You do not have that as a self-employed person. And you have more responsibility. But you deserve more. And .. as a self-employed person you have to deliver passion!
How big is your team?	3 persons

# the future

Interview - question	Answer
Which business areas will you expand as your business grows? What is your next milestone?	At the moment I'm doing an additional qualification as a "publicly sworn expert". These are commissioned in case of problems by the courts to inspect all types of structural damage.
And where is it going - Where do you see yourself in 5 years' time? / Where do you see yourself in 10 years' time?	I hope I can market myself and live from my work. But I'm very optimistic, there are fewer and fewer craftsmen, maybe the golden times are just around the corner.

Interview - question	Answer
Who is currently your biggest competitor? / Who could become a competitor in the future?	The biggest competitor does not exist. Every independent painter is my competitor.
Are you connected?	Painters who use the same suppliers are networked and exchange ideas.

# advices

Interview - question	Answer
<p>If you could give an advice to young founders, what would that be?</p>	<p>At the beginning, stay "small". As a craft entrepreneur you have to work actively in your enterprise. Avoid high personnel costs. Employees cause many follow-up costs. For large orders work together with other craft entrepreneurs.</p>



Thanks for your  
attention!

Interview - question	Answer