

**For the Swedish start-up Wundies, Nordic Buzz has been an inspirational source of new knowledge, advice and helpful critique. In cooperation with Nordic 'colleagues', the company has optimized the business in a multitude of ways and is now more efficient and focused than ever.**

# WUNDIES

winning from top  
to bottom



**T**he creative start-up Wundies creates exclusive underwear designs for women with incontinence. The company is expanding and going international, which is why the sole owner of Wundies, Lotta Williams, applied to participate in Nordic Buzz. Nordic Buzz focuses on business models, expansion and resources, and is especially attractive to creative companies within the design and crafts industry.

“I thought the program looked very interesting – and as a sole owner, it’s a daily fight to prioritize and focus on what will give us the best outcome. My time is extremely limited and I had difficulties coping with the workload,” says Lotta Williams, who has gained a lot from Swedish and Danish businesses meeting with each other and exchanging inspiration across borders.

Nordic Buzz made it clear to her that her product truly is innovative, making it possible for her to stand out in the market.

## Efficiency boost

Even though Lotta Williams is an experienced, creative woman who is familiar with business, the

Nordic Buzz project gave her new inspiration to take her company further,

as the cooperation between participants from both Denmark and Sweden gave her a fresh perspective on her challenges.

“I gained a lot of new knowledge, and I found the overall quality very high. The different personalities involved really added unique value from their specialisms,” Lotta Williams points out and continues: “I learned a lot from the presentations, which were truly inspiring and helpful. I am now better at measuring the activities of my company – I understand how to put my time into the right activities for my company.”

Lotta Williams uses her new knowledge and competences throughout her business. She is a focused person by nature, but needed input and new ideas for tackling problems. The project helped her optimize the things she was already doing – but in a much more focused and efficient way.



### Different scales: common solutions

Wundies did not only add new ideas and methods to her professional toolkit. The Nordic Buzz project introduced Lotta Williams to people who believed in her idea and business, and reminded her why she puts so much heart and soul into her company. “Since I have been with Inkubator in Borås for a couple of years, I have built a solid foundation for my company from the start. But Nordic Buzz confirmed that I’m going down the right path and just need to adjust a few areas in my company,” says Lotta Williams.

Meeting and cooperating with other entrepreneurs has been a particular highlight for Lotta Williams. They got to work together in groups on solutions to the challenges companies face and share their different experiences. “Even if we work on many different scales regarding company size, turnover and products, we do face the same challenges. A lot of solutions are common and can be applied to several of us,” Lotta Williams concludes.

Hear Lotta Williams telling more about her participation in Nordic Buzz: [https://www.youtube.com/watch?v=3uNNu9-99Uo&list=PLCzzl6Ykz\\_Pe6K7InfmzlLOxduQr7d2s\\_](https://www.youtube.com/watch?v=3uNNu9-99Uo&list=PLCzzl6Ykz_Pe6K7InfmzlLOxduQr7d2s_)

### ABOUT NORDIC BUZZ

Nordic Buzz is a concept for developing business skills in the Nordic region. The project targets the needs of small creative entrepreneurs in particular, to support their development and growth by enhancing business skills.

The participating companies prepare a strategy and business plan, which they adjust throughout the entire process.

The project consists of three annual workshops, where participants are introduced to different kind of tools to improve their level of competences within business understanding, leadership, sales, customer relationships and more. At the end of the project, the results are presented at a united Nordic conference.

Lifestyle & Design Cluster lead the project or run the project with a number of Danish and Nordic partners, who wish to support the expansion and competitiveness of creative companies. The project is financed by Interreg.



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