

Self-employment gives Career Freedom

Bringing together opportunities from the city's leading business development agencies, a business incubator is the ideal place to not only start a business but to take an existing business to real economic success.

North Edinburgh Business Incubator (NEBI) has moved on since it was first launched in 2004. In the four years since its inception, it has had a direct impact on the economic development of the City of Edinburgh. Working within the community, the team at NEBI has established a centre of excellence for

training and advice, not just for business start-ups but also for established businesses to help them develop.

Bob Giulianotti, NEBI Manager, explained: "NEBI was set up to encourage entrepreneurial activity, up-skill the local business community and provide easier access to mainstream business support services offered by The Edinburgh Chamber of Commerce, Business Gateway, Edinburgh City Council and The Prince's Scottish Youth Business Trust.

The people in North Edinburgh have embraced NEBI and used it to help them fulfil their ambitions."

Nurturing confidence in self-employment

In large areas of North Edinburgh, the concept of self-employment as an alternative to employment has historically been a low priority. NEBI addressed this market failure through providing a service created with clients' specific needs in mind. Through NEBI local entrepreneurs gain access to a wider range of services and support.

The incubator service takes time, the time to raise people's confidence, improve their skills and build up their self-esteem.

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