

Ixone Beisti Wellness Centre - “True to yourself”

CAP funds allow a young female entrepreneur to set up a wellness centre and to achieve work-life balance.

EAFRD-funded projects

Location: Morentin, Navarra, Spain

Programming period: 2014-2020

Priority: P6 - Social inclusion & local development

Focus Area: Diversification & job creation

Measures: M06 - Farm & business development

Funding: Total budget 49 950 (EUR)

EAFRD 11 555 (EUR)

National/Regional 25 720 (EUR)

Private/own funds 12 674 (EUR)

Timeframe: 2019 to 2021

Project promoter: Centro De Bienestar Ixone Beisti

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Summary

The Ixone Beisti Wellness Centre – “True to yourself” – is an initiative promoted by a young entrepreneur, Ixone Beisti Martínez. Launching a startup in her rural hometown allows Ixone to organise her time around her family’s needs and pursue work interests that make the most of her expertise and training in health care and personal accompaniment. Using CAP funds, she set up a consultation and treatment space providing physical and emotional wellness services in the local area.

Project results

- A stable career has been created for a young, educated woman in a rural area, allowing her to reconcile professional and personal ambitions.
- A functional and welcoming space provides wellbeing services to the local community.
- In the next phase of development, the promoter intends to expand the services to include care and support for children.



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Key lessons and recommendations

- This type of support is fundamental to foster entrepreneurship in the rural environment.
- It is important to make a business plan before undertaking an investment of this type.

Context

The Ixone Beisti Wellness Centre – “True to yourself” – is an initiative promoted by a young entrepreneur, Ixone Beisti Martínez, in the municipality of Morentin, in the region of Estella Oriental (north east Spain). The Centre was set up as a space for consultation and



treatment (chiromassage, craniosacral therapy, Bach flowers, etc.), promoting physical and emotional wellness.

The initiative arose from the promoters need to reconcile her family life with her professional ambitions. Promoting her own entrepreneurial initiative in her rural hometown allows her to organise her time around her family's needs and pursue work interests that make the most of her expertise and training in health care and personal accompaniment.

The opportunity to set up the project and the strength to do so came to Ixone thanks to the possibility of receiving financial support in 2019 through the Navarra Rural Development Programme, which provided her with the financial support to start the activity, overcoming any fear and uncertainty.

Objectives

The aims of this project were:

- To create self-employment in a rural area, allowing the entrepreneur to earn an income and sustain her professional development alongside providing consistent care for her family.
- To offer a service based on an identified local need for physical and emotional wellbeing interventions and treatments.
- To be able to pursue a professional activity which truly motivates and excites her: putting her training and expertise at the service of her local community.

Activities

Activities implemented involved:

- Conducting a preliminary market study based on a costs-benefit analysis and analysis of potential competitors.
- Organising the various workspaces to accommodate consultations, workshops and administrative/bookkeeping activities. This included renovating an existing building to adapt the space to the proposed services and purchasing furniture and equipment.
- Organising the branding and marketing of the new Centre: promotion via social networks, local radio and a website, as well as via a series of print marketing and branded items (leaflets, business cards, shopping bags and T-shirts).
- Organising a promotional campaign that would encourage people to try the new services, including a series of introductory promotions and discounts.

- Ensuring the ongoing development of the offer through the entrepreneur's participation in training and networking activities (including a training course in Educational Neuroscience at the Montessori International Institute and a training course in the field of Positive Discipline with Marisa Moya).

Main results

- A stable career has been created in a rural environment for a young, educated woman, enabling her to reconcile her professional ambitions and her family life.
- A functional and welcoming space has been created to provide wellbeing services to the local community. The initial consultation room will be complemented with an extended open space for the provision of training activities and workshops.
- The activity is now established in the Tierra Estella area as a go-to local reference point for wellbeing services.
- In the next phase of development, the promoter intends to expand the services to include care and support for children. She is currently undergoing training in preparation for this.

Key lessons and recommendations

- When embarking on a project of this type, the project initiator needs to be sure that it is an activity that they can truly dedicate themselves to, investing the necessary time and effort to build something up from scratch.
- It is important to make a business plan before undertaking an investment of this type. The project plan should consider what is needed, how, when and for what purpose and to organise the phases of how it will be carried out.
- CAP support is fundamental for supporting entrepreneurship in the rural environment.

"I am delighted that the rural environment is finally being taken into account, that there is help to be able to start up a business and make a living in one's own environment."

Ixone Beisti Martínez

Additional information:

fielatimismo.es/blog



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