



LUXURY OF FREEDOM

STARKMAT

BIG BERRY
6th MASTERMIND 2018



ACTIVE CHAIR PROMOTES
HEALTHIER SITTING

Credit: BB team

By Tuuli-Maria Mäki
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People are made to be in these three pillars, not only companies or products, but personally as well.

For the first time ever at BIG BERRY Kolpa river we hosted three interesting Masterminds at once at the Mastermind Jam event on the evening of June 16th 2018. The event was supported by SPIRIT Agency and the Ministry of Economic Development and Technology. Tomaž Aupič, Sebastjan Štarkel and Mateja Vrščaj from Starkmat s.p. came to

talk to us about their work and their successful Active Chair project. What made this Mastermind event especially interesting is how our speaker linked their speeches with the concept of FEEL, JOIN and CREATE.

Starkmat is a company based in Črnomelj that offers marketing



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and design solutions to different companies and also develops innovative products. Their main project is Active Chair, which is a chair that allows you to move in a natural way while sitting. This innovative product is already known in Slovenia and is now spreading to foreign countries. The team behind the project consists of three hard-working people: Tomaž as an industrial designer and designer of visual communications, Sebastjan managing sales, financing and stock and Mateja managing the customer support, social media and public relations. They all agree with us that one of the most important things in a company is a good core team – the FEEL pillar.



We often say that our vision with Active chair is for it to be a synonym for healthier sitting

The first launch in 2016 was the Active Chair Kids that has an adorable look of a mushroom. The many health benefits of the Active Chair prove us why it is important what kind of chair our children are growing up on: the chair strengthens the core muscles and improves balance and coordination. From the beginning Tomaž, Sebastjan and Mateja knew that their product is beneficial for the health, but people didn't yet know they needed it. That is when the brand building started with the help of their social network and reviews from experts – connecting with the CREATE pillar.

The Active Chair project started only two years ago and had a great start: While combining the three pillars of FEEL, JOIN and CREATE the team managed to put out a great, useful and saleable product that was became a success in a really short time.

From the very beginning the team knew what they were doing: they started to build solid foundations, went with the idea to the possible customers and connected with local producers to find partners for the project. It was very helpful in the beginning to get feedback and establish genuine bonds – that is what makes the JOIN pillar so important.

The Mastermind Jam event was a combination of inspirational talk, great conversation and as always at BIG BERRY, delicious food and drinks. We had the pleasure to welcome the women from Gigcworking to listen to the speeches and to contribute to the event with their great comments on the topics. Between the speeches we enjoyed some coffee and the delicious cookies from our BIG BERRY partner Domačija Šrajf. As the evening got darker and the presentations were finished, we all gathered to share our thoughts and enjoy the products from our other three partners Pivovarna Vizir, Eko Kmetija Totter and Šuklje. In the end, the event was a great opportunity to learn about the FEEL, JOIN and CREATE concept and how it can be implemented in every company.



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I can see and feel when we are present here at BIG BERRY that you have this mindset incorporated in to your culture.



Credit: BB team

7th BIG BERRY Mastermind

Our seventh Mastermind of 2018 will be Roman Šuštaršič, a motivational speaker, hypnotist and trainer for personal growth. We are very excited to welcome Roman on 30th of June to talk about thoughts, beliefs and the strong forces in the human body.