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Entrepreneur **Laila Mikaelson**
Founder/Co-Owner **Mikami Hostel**

Business website: <https://www.mikamihostel.dk/>

FROM AIRBNB HOBBY TO A HOSTEL BUSINESS IN QASIGIANGUIT

In the heart of Qasigianguit, Greenland, a town known for its mesmerizing landscapes and rich cultural history, lies Mikami Hostel, a beacon of entrepreneurial spirit and cultural immersion. This growing business, born out of a simple Airbnb hobby, is the brainchild of Laila Mikaelson, an entrepreneur with a deep love for her homeland and a vision to share it with the world.

Laila's journey into entrepreneurship began unassumingly. With an educational background in Greenlandic Studies, Culture & Society, and Library Science, Laila first dabbled in Airbnb as a hobby. Her initial interest was in offering a genuine Greenlandic home experience to international tourists, a concept that quickly grew into a more ambitious dream. Together with her husband, a skilled cook and sailor, and their skilled children, Laila embarked on an venture that has not stopped since then. Their family started by renovating houses, transforming them into charming rental properties. They have continued to expand their business, currently owning about five properties, all while continuously renovating and improving them.

A Locally Unique Business Model with Expanding Aspirations

Mikami Hostel stands out not just as an accommodation facility but as a holistic Greenlandic experience. With her husband's culinary skills and licensed boat, Laila's hostels offer unique experiences such as boat trips and visits to their family cottage, located just 20 minutes from town. These excursions provide guests with an authentic taste of Greenlandic culture and nature, leaving them "blown away" by the experience. Mikami Hostel, nestled in the picturesque landscapes of Qasigianguit, invites travelers to not only visit Greenland but to live and breathe its essence, thanks to a visionary couple and their undying passion for their homeland.



Advancing Success through Inclusive Business Incubator (IBI) Participation

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Entrepreneur **Agathe Rafaelsen**

Founder/Owner **Pipa Aasiaat**

Business website [Facebook]: <https://www.facebook.com/Atisaarniarfik>

FROM VISION TO REALITY AT PIPA AASIAAT'S SMALL AND COZY FASHION STORE

Agathe Rafaelsen, through relentless effort and dedication, has transformed Pipa into a celebrated fashion outlet in Aasiaat, blending her professional ambitions with immense personal commitment.

Pipa from the Start!

Centered on Agathe's fashion sense, Pipa offers a multi faceted mix of winter attire and children's wear, handpicked to meet her community's unique tastes and needs. Her resolve to provide quality clothing pieces showcases her commitment to her clientele's satisfaction. Agathe exemplifies the balance between professional diligence and familial responsibilities. Her journey is a testament to her ability to navigate the complexities of entrepreneurship while maintaining close family ties.

Visionary Steps Forward

Agathe looks to the future with optimism, planning for Pipa's expansion without losing sight of her core values and the essence of her community-oriented approach. Her business is not just a source of income but a conduit for contributing to Aasiaat's cultural fabric, demonstrating her deep-rooted connection to her surroundings. Agathe's path with Pipa underscores her remarkable blend of industriousness, family devotion, and community service, setting a standard for aspiring entrepreneurs in the region.



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HERO Photo by Vaido Otsar - Own work, CC BY-SA 4.0, <https://commons.wikimedia.org/w/index.php?curid=49875125>

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Entrepreneur **Inaluk L. Olsen**
Founder/Owner **SoMe v/Inaluk**

Business website [Facebook]: https://www.facebook.com/p/SoMe-vInaluk-61550328039354/?locale=bs_BA

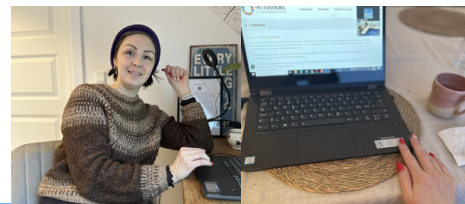
NAVIGATING THE DIGITAL LANDSCAPE: INALUK'S MASTERY OF SOCIAL MEDIA

In the dynamic world of digital marketing, Inaluk, a SoMe (Social Media) expert, is making waves from the town of Aasiaat in Greenland. With a solid foundation of 5 years of experience and specialized education in SoMe management from Denmark, she has built her company into a cornerstone for businesses seeking to enhance their digital presence.

Inaluk's journey into entrepreneurship was driven by a lifelong dream of independence and the desire to leverage her expertise in social media to support and inspire businesses. Her company offers tailored social media package deals, focusing on in-depth analysis and strategic planning to maximize her clients' online engagement and reach. Despite the challenges of solitude and a desire for a more extensive network, Inaluk's dedication to her craft and her clients remains unwavering.

Helping Businesses Expand Their Reach Via Digital and Social Connectivity

Hailing from Aasiaat, Inaluk's entrepreneurial spirit is not just about business growth, but also about creating a balanced life where she can prioritize her family while making a significant impact in the digital marketing realm. SoMe v/Inaluk will soon stand out in the Greenlandic entrepreneurial landscape, showcasing the power of digital platforms in today's business strategies. Inaluk's story is a testament to the strength of following one's passion, the importance of continuous learning, and the impact of digital expertise in connecting and uplifting businesses in Greenland and beyond.



Advancing Success through **Inclusive Business Incubator (IBI)** Participation

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Entrepreneur **Kasper Broberg**
Founder/Owner **Polar Dyk**
(**Qeqertarsuaq Boat Tours apS**)

Business website: <https://qeqertarsuaqtours.gl>

KASPER'S AMBITIOUS LEAP: CHARTING SUCCESS WITH QEQERTARSUAQ BOAT TOURS

In the beautiful location of Qeqertarsuaq on the Disko Island in Greenland, Kasper's company, Qeqertarsuaq Boat Tours, is an example of ambition and visionary entrepreneurship. Kasper, a lifelong ocean enthusiast, has transformed his passion into a promising startup that brings the unique beauty of Greenland's waters to the world.

A Deep-Seated Maritime Passion

Having spent his whole career on the sea, Kasper's love for the sea has been a lifelong affair. This passion led to the creation of Qeqertarsuaq Boat Tours, aiming to offer an authentic and exhilarating maritime experience in Greenland.

Bold Investments and Revamping the Business Model for Future Success

Kasper's strategic investments in new, modern cabins have been a major step in enhancing his business. These upscale accommodations are designed to attract a broader range of visitors, offering them a comfortable and immersive experience in the heart of Greenland's natural splendor. Getting customers to the cabins, and to the beauty around them is the next chapter of the development. Kasper is keenly focused on elevating the profile of his tours and accommodations. Through innovative marketing strategies and a strong presence on social media and travel platforms, he aims to showcase the unique qualities of his boat tours and luxury cabins. Kasper's journey with Qeqertarsuaq Boat Tours is both a business and a celebration of his maritime passion and a commitment to sharing the wonders of Greenland with the world. With bold investments and a clear vision, Kasper is steering his enterprise toward a future marked by growth and success.



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Entrepreneur **Kirsten Schmidt-Pedersen** Founder/Owner **Kuannit Artworks**

KIRSTEN IS WEAVING NATURE INTO ART AT KUANNIT ARTWORKS

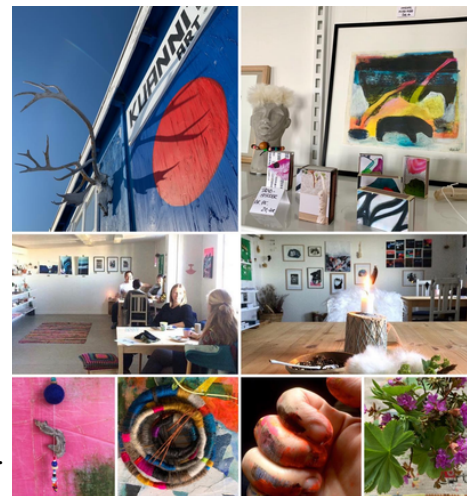
In the serene landscapes of Qeqertarsuaq, where the dance of the northern lights meets the rugged beauty of Greenland, Kirsten Schmidt-Pedersen found her calling amidst the whispers of the wind and soft mountains. Kuannit Artworks, her brainchild, reminds her of a journey that began with a dream and blossomed into a canvas of possibilities.

New Place-Based Beginnings Inspire Art and Entrepreneurship

Born and raised in Qaqortoq, Kirsten’s life was a mosaic of diverse experiences. From her early days as a shop assistant to her technical endeavors and her role in health administration, each step was a brushstroke on the vast canvas of her career. Yet, it was her move to Qeqertarsuaq in 2016 that marked the beginning of her most personal project—Kuannit Artworks.

For Kirsten, Kuannit Artworks is not just a business; it is where her passions for creativity, art, and the stark yet beautiful Greenlandic nature converge. Drawing inspiration from the tranquility of hikes, the simplicity of cabin life, and the profound connection to the outdoors, her art is a reflection of the soul of Greenland.

Kirsten’s entrepreneurial journey began in 2017, a leap of courage fueled by a lifetime of dreams. Her vision for Kuannit Artworks was clear - to sell art that speaks not only to the eyes but to the heart, art that narrates the untold stories of the Arctic wilderness. Kirsten’s story is one of inspiration, a reminder of the power of dreams and the beauty of following one’s passion. At Kuannit Artworks, every artwork is a piece of the artist’s journey, a fragment of the majestic landscapes that define Greenland. It is here, in the interplay of light and shadow, color and texture, that Kirsten Schmidt-Pedersen has found her true expression.



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Entrepreneur **Rina Reimer Madsen**

Owner **Aasiaat Olie ApS**

Business website: <https://www.aoops.gl/?fbclid=IwAR2kISNzok-ogyldGrfAooLTknuIGoYyjoDDiDAF-YNgboZ8RYrrLtsgeUA>

FUELING INNOVATION IN AASIAAT: RINA'S JOURNEY WITH AASIAAT OLIE APS

In the heart of Qeqertalik, amidst the icy landscapes and the life of Aasiaat, stands a symbol of entrepreneurial spirit, Rina, the owner of Aasiaat Olie Aps. This isn't just a story of a business; it's the tale of a woman who transformed her life from the precision of healthcare as a nurse to the dynamic world of entrepreneurship.

Born in Tasiilaq and having navigated through various Greenlandic towns, Rina found her calling in Aasiaat. Her journey from a dedicated nurse to a visionary entrepreneur is a testament to her resilience and desire for independence. Her venture into self-employment was sparked during her maternity leave, a period that ignited her yearning to create and be independent of the healthcare system's demanding shifts. This desire, coupled with a year of contemplation after being headhunted by her predecessor, led her to take the helm of Aasiaat Olie Aps.

Diverse Product and Service Offerings Drive Sustainable, Growing Business Model

Aasiaat Olie Aps, under Rina's stewardship, is more than an oil distribution company. It's a conglomerate that includes two stores and a café, catering to a wide array of needs from fuel to food, and gifts to gear for the local community. This diversity not only showcases Rina's adaptability, but also her commitment to serving her community with a range of quality products and services. Of course, there are challenges, including attracting labor for her café and maintaining a stable workforce for her oil-business. Her plans include employing new labor from a broad range of places, demonstrating her ability to utilize a global outlook to solve local challenges. Rina's story with Aasiaat Olie Aps is more than a business success; it's one of innovation and independence in the Arctic entrepreneurship scene. Her goal toward that aim is to not just grow her business but to create a legacy of sustainable and community-centric entrepreneurship in Aasiaat.

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Entrepreneur **Danny Mølgaard**
Owner **Disko Adventures**

Business website: <https://diskoadventures.gl/>

DANNY'S ADVENTURE WITH DISKO ADVENTURES: A GREENLANDIC TALE

In the heart of Qeqertarsuaq, Greenland, there's a new star on the horizon called Disko Adventures. Danny Mølgaard, together with Naja Bjerregaard and Steve Broberg, brought this adventure tourism company to life in 2023. Their mission? To offer unforgettable adventures like hiking, dog sledding, and snowmobile tours in Greenland's breathtaking landscapes.

Growing Together

Danny and his friends didn't just stumble upon the idea of Disko Adventures. They saw a unique opportunity to share their love for Greenland's nature and culture through exciting tours. Coming from backgrounds in tourism and adventure education, they're not just founders but passionate guides who want to make every trip special.

Partnerships are at the heart of Disko Adventures. By collaborating with local businesses like hotels and tour agencies, they ensure every visitor gets a memorable experience. They also joined a mentorship program with USAID and local Greenlandic organizations, which helps them grow and learn as they navigate the challenges of running a new business.

Facing Challenges Head On and Inviting Adventure

Building a business from scratch is tough. There are always financial hurdles, regulations to follow, and the constant quest for sustainable growth. Yet, Danny and his team are determined. They're working on expanding their offerings, improving safety, and ensuring their business can support not only their dreams but also contribute positively to their community. An Invitation to Adventure Disko Adventures is more than a company; it's Danny, Naja, and Steve's invitation to explore the wild and beautiful Greenland with them. As they blend their passion with their profession, they're not just offering tours; they're offering a gateway to the Greenlandic way of life.

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