

PONI

PODJETNO NAD IZZIVE
Gorenjska



I FEEL
SLOVENIA





WHAT IS PONI?

"Let's solve entrepreneurial challenges!"

NOT ABOUT PONIES. 🦄

A national entrepreneurship support programme helping people transform their ideas into real businesses.

Implemented in all 12 Slovenian regions.

Co-financed by:
European Union
Republic of Slovenia



THE PONNI FORMULA

Participants are employed for 4 months and they receive:

salary
paid annual leave
holiday allowance
proportional severance payment
employment benefits

Their full-time job becomes:
"Build your business."

WHAT DO PARTICIPANTS GET?

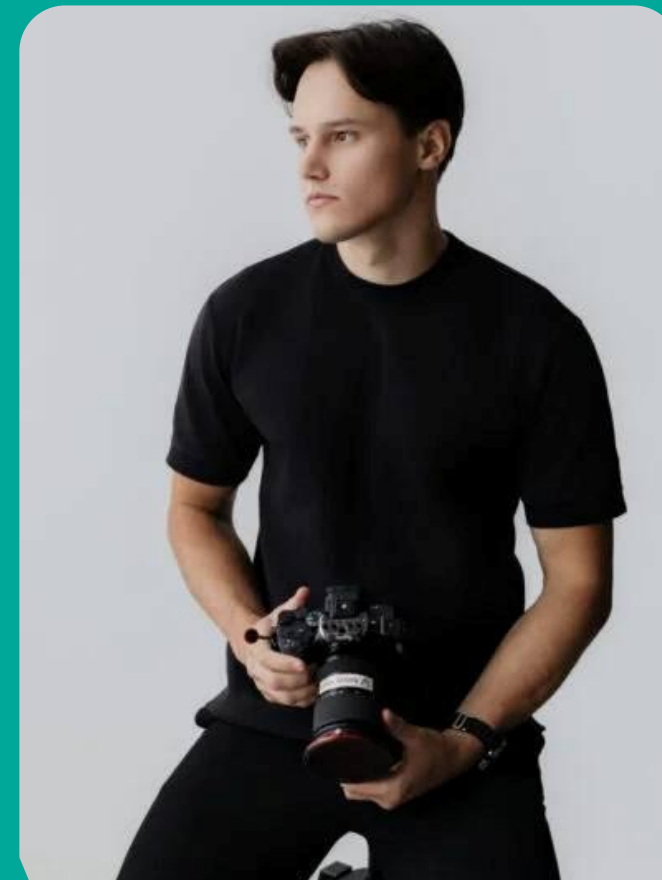
-  Dedicated workspace in Kovačnica coworking
-  Group of 10-12 entrepreneurs
-  2-3 workshops every week
-  Internal mentor
-  External mentor
-  Business model development
-  Business plan
-  Market validation

PROJECT RESULTS

Starting a company is not mandatory.
But it is strongly encouraged.

- 📍 Gorenjska Region:
~70% start a business
- 📍 Slovenia (all 12 regions):
~50% start a business

A strong result for a public
entrepreneurship
programme.



PONI IN NUMBERS



106

participants
per region

12

regions

1.270

entrepreneurs supported
in current perspective
2024-2028

2.1m

inhabitants
in Slovenia

WHY IS PONI RELEVANT FOR RURAL PACT?

Although our office is located in the city of Kranj, many participants come from villages and rural communities.

Entrepreneurship support does not stay in cities.
It travels back into local communities.



ITALI
PUSTOLOVCI

MORE THAN ENTREPRENEURSHIP

PONI is also:

- 📍 regional development
- 📍 talent retention
- 📍 job creation
- 📍 community resilience
- 📍 local innovation

Innovation does not
only happen in cities.

**Some of the most
successful businesses
come from villages.**



tishlerka
WOODWORK AND WORKSHOPS

MEET MELITA

Melita Meglič

📍 Pšata, Cerklje na Gorenjskem

PONI participant
Founder of CUBU



CUBU



THANK
YOU

