



Gothenburg 28/09/2016

J Christer Ericsson's scholarship for excellent entrepreneurship awarded to Madlén Fondén and Daniella Leticia

J Christer Ericsson's scholarship for excellent entrepreneurship was this year awarded to Madlén Fondén and Daniella Leticia for their business idea Something Borrowed.

J Christer Ericsson's scholarship for excellent entrepreneurship is instituted by JCE together with Ung Företagsamhet in order to strengthen and encourage young entrepreneurs who have demonstrated good business sense and strong entrepreneurial qualities.

The scholarship of 50 000 kr was awarded on September 26 during the StartUp2016 event for Ung Företagsamhet at the Swedish Exhibition & Congress Centre where high school students from the Göteborg area were introduced to the possibility of starting and running companies during their school year.

There were many good applications and after screening the applicants, a jury interviewed three finalists where Something Borrowed stood out as the winners:

Something Borrowed has an innovative and fun business idea that is well timed with its focus on fashion, sustainability and the environment. The business model is scalable and Something Borrowed could, properly managed, very well grow into something big. Something Borrowed's concept appeared well thought out and the founders showed great understanding of what is required in order to succeed. The founders also had relevant and complementary experiences and backgrounds and showed great enthusiasm and commitment for their idea.

Madlén and Daniella's idea with Something Borrowed is to launch a clothing subscription online where customers by paying a monthly fee get access to choosing a number of garments from a large clothing wardrobe. When the month ends, the clothes are returned to Something Borrowed and the customer chooses new garments for the next month. Besides the subscription service, customers will be able to casually rent garments for special events. In order to learn more about Something Borrowed, please visit their website somethingborrowed.se.

If you are interested in learning more and applying for next year's scholarship, please visit Ung Företagsamhet's website ungforetagsamhet.se.



Olof Cato and Sofia Karlsson from JCE together with the winners Madlén Fondén and Daniella Letica.
Foto: Sune Chee

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