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ENTRE**VET**

ENTREPRENEURSHIP IN REAL LIFE:

✦ KAIRI'S EXPERIENCE ✦

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The logo for 'ENTRE VET' features the word 'ENTRE' in bold black capital letters, followed by a blue triangle containing a white lightbulb icon, and then the word 'VET' in bold black capital letters.

Kairi Tähe has been an entrepreneur for over 20 years. One of the biggest benefits for her is **being in control of her own time** — planning her days, her work, and her priorities independently.

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✨ **ADDED VALUE OF HER BUSINESS**

A key highlight of her business is customer service. In many industries, products and services are similar, but customer experience is where you can really stand out. For Kairi, doing things her own way and putting people first is a core value.

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KAIRI'S MESSAGE

Her advice for future entrepreneurs is simple but powerful: **believe in yourself**. Trust your gut feeling and your experience — they are usually right. And most importantly, if things don't go your way, don't panic. Everything will work out.

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KEY TAKE-AWAYS

**Follow your instincts.
Value your customers.
Build your business your way.**

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