

Who are you?

My name is Danny Dressler and I am a sport scientist and competitive athlete from Stuttgart (Germany). After studying a semester in Kalmar I decided to stay and start my company here. In my opinion Kalmar is a beautiful city with plenty of opportunities for new entrepreneurs.

Can you with a few sentences explain what your company is and do?

LifeSymb is a young company with the mission to improve the quality of life of our customers. Our services are mild, gentle and especially optimized for the demands of the young at heart (50+). The "gravity" program for example uses the unique 4D technology from Germany, which is a highly effective combination of training and fun and thus, an excellent alternative to conventional gym training.

How did you get the idea to start up LifeSymb?

The idea developed during my studies due to some occurrences in my family. My grandpa was always a very active man, who liked to be outside working in the garden. One day he fell and broke his leg. Since that day he started to avoid daily situations that he was now afraid of, although he was never an anxious person. He went to the doctor almost every week to get his injections. Sometimes he even got a paper with some exercises that he was supposed to do at home. Unfortunately, he never did them and his situation got worse and worse. I didn't expect so much, when I gave him a simple training program that he could do together with my grandma. When I came there the next time, they proudly told me that they really enjoyed training together. It also was motivating that the training was individually designed for them. After seeing my grandparents like that, I thought this could be great for other people as well. So I decided to create LifeSymb.

Why did you choose to start a company? What is the most fun with having your own company?

My whole family is self-employed and so I was confronted with the positive and negative sites of this way very early. I like the idea, that every individual is able to bring great things into being, if only he or she tries hard enough. The thought of being independent and responsible for my own success was always fascinating me. During my market research I found that there are gyms especially for people over 50 in America, where they can meet up, train, and socialize with their contemporaries. So why shouldn't Swedish people profit from innovations, that other countries already have explored since years, and with great success. This finding gave me the final push in the direction of my own company.

How has Drivhuset helped you in your process of starting LifeSymb?

It was pretty difficult to manage everything that a new company entails, especially without working knowledge of the Swedish language. It is very important to talk constantly about things going on in the business. That was maybe the most valuable thing Drivhuset was helping me

with. Although my wonderful girlfriend was always listening and supporting me it was very important to get in touch with different people and organizations. Other great things were the inspiring presentations, the private meetings in the office and last but not least the possibility of getting a business account and an excellent accounting program (Wisma) for free. It is nice to know that you can go somewhere to get help, particularly in the beginning.

What happens now at LifeSymb?

Right now we are preparing a cooperation with other professionals in Kalmar to increase the range of services and so the benefits for our customers. While we ultimately start in September this year, it will be possible to try our courses with promotional prices from the 22th of June.

How can someone get in contact with you?

You can get in contact with us through the official LifeSymb homepage www.lifesymb.com, on facebook, and directly per email.

