

Nikolay Belozerov, 29, St. Petersburg

Head of the Commission for Youth Entrepreneurship in the regional division OPORA ROSSII,
Member of the Board of the St. Petersburg Division

In addition, he:

- loves karaoke and the Ruki Vverkh group, sang the duet *My Babe* with Sergey Zhukov at his friends' wedding;
- completed a post-graduate course and further Master's studies;
- has made four parachute jumps for a dare with his father;
- while yet a child, he rescued his sister from drowning;
- in 2011, participated in the youth primaries and came out a winner among more than 100 participants;
- his favorite motto is: "Being the best among equals and equal among the best".

Nikolay was born in one of Russia's northernmost cities, Norilsk. From the age of 7, he began his entrepreneurial career, trading in newspapers, wooden handicrafts, plastic bags and much more.

Since 2010, he has owned a retail chain of his own brand Pifko in St. Petersburg.

"On one occasion, let it be known at their regular meeting that his friends had opened a franchise shop. At that time, I had two different businesses, but both went bust. I lost a rather big sum of money, so, when I started offering partnership to my friends, many of them feared that this would be another reckless adventure of mine.

Without much hesitation, I scraped up all available information and realised that this was an empty niche and whoever filled it would earn a pretty penny. An accidental meeting with my partner in a corridor of the hostel (where I lived) was a game-changer. He attracted investments and, already three months later, we opened our first shop. I dote on my partner. God sent me a worthy, genuine, honest and kind person.

We launched a franchise business and, two years later, set up our own brand Pifko – a chain of specialty tap beer shops. By now we've opened 14 such shops.

I believe it's important never to lose heart: the greater the risk, the greater the success awaits you and everybody can be successful. Whoever is averse to risk won't drink champagne."

Nikolay loves travelling, especially in Russia. His dream is to visit 100 cities in the country. So far, he has been to more than 60 places.

He loves kids; while he does not have his own, his older nephew is already 21 and works in Nikolay's business.

"I love my family, treasure my friends. This is my true wealth."

P.S. This October, Nikolay plans to celebrate his 30-year jubilee in a cheerful and salient manner. He invites everybody!