

Artyom Rakhmeev, 25, Tyumen

Member of the Committee for Youth Entrepreneurship, OPORA ROSSII

In addition, Artyom:

- goes in for snowboard stunts (acrobatic dives);
- worked five years at the plant making acrylic and cast marble bathtubs (this business kept growing by 100–200% every year);
- has visited more than 40 cities in Russia, where he trained retail personnel;
- studied stage and folk dance and choreography for eight years, completed this training course with distinction;
- engaged in ping pong for three years and military martial arts for two years;
- graduated in Heat and Gas Supply and Ventilation;
- his main slogan: “Be guided by your common sense in everything you do”.

“I opened my first business in my third year at university. This was a shop selling second-hand snowboards. After working one season and seeing the high demand on the market, I decided to open a proper board shop trading in outfits. Over three years my business grew 20-fold and, this April, I left it successfully with a good profit. You may read my article on this business at https://vk.com/im?sel=3079182&w=wall3079182_3775. At present, I am working on several interesting projects, but I am not ready to disclose them yet.

Talking about Revert Boardshop, it’s important to understand that the audience we worked with is a subculture. We were always on the edge of the industry, holding lots of varied events in the city and on the local slopes. For instance, on the parking lot of the shopping mall where we rented space, large-scale competitions were conducted with plenty of snow and riders coming from all over Russia. It was a very impressive and atmospheric spectacle, attended by more than 15,000 visitors. Another classy example: we raffled a snowboard worth RUB 20,000 online. There were 120 people in our shop and just no room for the rest. We could not monitor the shop floor, since it was overcrowded, but there were no thefts, because most of these people were our loyal customers who respect and feel affection for us. In general, we were this subculture ourselves, since people did not just come to shop at our place: they sought our expert advice. We knew each of our clients personally and this is very important. And we never forgot to estimate the key performance indicators, such as the conversion rate, the footfall and average check. Incidentally, the conversion rate stood at 26% against the mall’s average 4–5%, which is good evidence that we have loyal clients.”

Artyom’s advice to beginning entrepreneurs: “Dear friends, you’ll be a success, probably not at your first go, but you’ll make it sooner or later! Whatever does not bring money gives you experience, which is often worth a lot more.”

Artyom has been with OPORA ROSSII for two years; he came soon after the Youth Committee was established. Now he is in charge of the Crush-Test project and developing the business game Factory, presented on Convention of Successful Entrepreneurs 2015. He takes a very proactive stance in all matters addressed by the Youth Committee.