

European Union Grants Advisor WPA Mobile (Denmark)



Training and recruitment package helps Microsoft mobility partner expand its business and internationalise its product

"This project was the perfect ice-breaker. We had a great product and really needed to expand into the market. With the funds we were able to hire a graduate marketing professional for one year, and assess the value of employing a highly skilled professional. It really helps minimize the risks involved in such an investment."

Henrik Møller, Sales Director, WPA Mobile

Situation

Award winning Global Microsoft Partner of The Year in Mobility Innovation, WPA Mobile specialises in the development mobility solutions. It wanted to expand its business by introducing its product on the international market. To do so, it needed to hire a highly-skilled marketing professional to implement its marketing strategies.

Solution

WPA applied for funding from Videnpilot—a government-funded grant that subsidizes the hiring of graduates in small and medium-sized enterprises (SMEs). Videnpilot provides individual companies with €19,440 (\$U.S. 24,850) towards the recruitment of a recent graduate to work on a specified project over a six-to-twelve month period. Approximately €3,500 (\$U.S. 4,280) of the total grant is used for the necessary education and training of the candidate. The remaining funds are used to pay the graduate's salary. With the help of EUGA, WPA was able to hire a marketing professional for one year to help internationalise its e-learning mobility solution and grow its business.

Benefits

- WPA is now able to expand its business and internationalise its product
- Young professional secured a job for one year and gained valuable industry experience
- By using WPA e-learning mobility solution, end users improve their business functionality and efficiency

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