



Kateryna Nosko, Ukraine
Founder of **ist publishing**, Mentorship programme participant and UK alumni

Women's Entrepreneurship Day

My enterprise, **ist publishing**, has been publishing books on contemporary culture and art since 2017. In 2018, I was lucky to be selected for the British Council International Publishing Fellowship. Alongside other publishers from Ukraine, Georgia and Turkey, we participated in an intensive programme with meetings, a reading club, and visits to the offices of some of the greatest publishing houses in London. Each publisher in the programme was paired with a British publisher. It was a great opportunity to compare our business models and realities with our partners. What I've learned as an important point for the development of publishing houses in the UK inspired me to organize a sales conference for book distributors and Ukrainian publishers. It was a common approach for UK distributors from all over the country to visit such a conference, and for publishers to present their new and upcoming products. However, this format of communication with bookstores and online stores was lacking in Ukraine so we were the first to lead the movement.

During my mentorship and my visits to the UK, I realized that the book industry works primarily as a business model. Since that time, we at **ist publishing** pay great attention not only to the content and design of books but also to the financial component, carefully approaching reporting and financial planning. During a meeting with the Granta publishing house in London, which publishes about 35 books a year, I learned for the first time how to approach book promotion in a creative and multifaceted manner. With the marketing and promotion ideas I've inspired from them, we started to work out a promotion plan for almost each of our books, using various forms of presentations, previews, printed materials and much more.

For me, being a female entrepreneur means being an independent woman and having a choice. It means steering your own boat in the waves of unpredictable circumstances and feeling the excitement of what you do.