

THE INNOVATION JOURNEY

Alexandra Larsson started her own driving school in 2014, called Rosa Kortet (The Pink Card). The name pays homage to the colour of a Swedish driver's license.

After three years, she owned the largest driving school in the county. The business remains the largest.

A couple of years ago she expanded her business and now has two offices in an adjacent village in rural Dalarna. She bought one of Sweden's first driving simulators, which has been noticed in the driving instructor industry.



Recently, she and a colleague launched a franchise concept called *Rosa Kortet Involve*. A franchise concept in this sector is unique in Sweden.

THE INNOVATION IMPACT

When Alexandra started her business, she changed the norms in the industry –

at least regionally – by employing only women driving instructors. This business strategy turned out to give her business a competitive advantage since many students, of either sex, prefer women driving instructors. This move paved the way for women to gain employment as driving instructors at other driving schools, too.

Today, the company employs twelve driving instructors (both women and men) covering three communities. Alexandra's business is continually expanding. She also employs her husband.



USEFUL LINKS

<https://www.rosakortettrafikskola.se/>