

PRESS RELEASE

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King's Trust International: a young man from Crete distinguished and awarded with regional award

With support of The King's Trust International, its founder [ADHD coaching](#) went from employee to innovative entrepreneur.

An innovative young man from Crete, Nikos Schetakakis, founder of "ADHD coaching" was declared the winner of the "European Regional Young Achiever Award" of the King's Trust International. British Ambassador Matthew Lodge and the Vice President of the King's Trust International and head of KTI's programs in Greece, Prince Pavlos, were in Heraklion for the award, which took place in an excellent atmosphere at the Hub of the Bizrupt organization, on Wednesday, November 20. "ADHD coaching" is the only company in Greece that provides specialized coaching services to people with ADHD.

Nikos made his dream come true with the support of the [Foundit](#) entrepreneurship program, carried out by the British organization the King's Trust International, founded by King Charles III to tackle youth unemployment worldwide. The program has been implemented since 2020 in Crete and the Dodecanese by Bizrupt and 100mentors.

For Nikos, it all started when he was diagnosed with Attention Deficit Hyperactivity Disorder (ADHD) and struggled to find help and guidance. After a very successful attempt to establish a local support group and an online community himself, he decided to leave his IT career and set up his own business. While he was highly knowledgeable about coaching and ADHD, he had gaps in entrepreneurship and the necessary skills. So, he decided to apply to the Foundit program!

"I joined Foundit in order to get into the business mindset and see the developments in this industry cognitively, but also to be guided and empowered in my first steps, not only from knowledge but also from the experience of others, the networking and the mentoring it offers." Foundit helped him pivot towards a more agile approach to business planning, honed his accounting and marketing skills and significantly boosted his confidence, setting him up for success.

Nikos started his business in 2023, with the support of the Foundit program and his mentor. "ADHD Coaching" provides specialized coaching services to people with ADHD and it's the first company of its kind in Greece!

The King's Trust International has been active in Greece since 2018 in an effort to tackle youth unemployment. Starting from the support of entrepreneurship, the KTI programs support young people to develop their business skills and explore business ideas.

Bizrupt and 100mentors design and implement the Foundit entrepreneurship program and the Get Hired employability program for young people between 18-35 years old, who live in Crete and the Dodecanese and are looking for support for their business ideas or their careers, to gain confidence and skills to live, learn and dream.

Commenting on the award, HRH Prince Pavlos said:

“It was with great pleasure that I was in Crete today for the awarding of the European Regional Young Achiever Award 2024 to Nikos Schetakis.

It has been with great pride that I have witnessed the evolution of the King’s Trust International’s work. From its initial pilot as the then Prince’s Trust International in Athens, to their now national reach through all three pillars of education, employment and entrepreneurship. It has been a pleasure to see the organisation expand and support a growing number of young people each year.

Since establishing programmes in Greece in 2018, the Trust has helped thousands of young people reengage with education, secure permanent jobs, or set up their own business.

Our country’s young people need our support more than ever as they struggle in a difficult, competitive and volatile environment to make careers and pursue their dreams.”

British Ambassador, Mr. Matthew Lodge, stated:

“It is a pleasure to be celebrating once more the work of King’s Trust International, their partners in Greece, Bizrupt and 100mentors, and the inspirational achievements of one of the many people who have benefitted from the Foundit Enterprise programme. Organisations like King’s Trust International and their local partners play a significant role in helping young people build their own futures through education, employment and enterprise programmes. And awards such as the “European Regional Young Achiever Award” that Nikos Schetakis received in recognition of his innovative work and his success through the launch of a specialist coaching service for people with ADHD, shine a light on inspirational stories of resilience, innovation and community. Thanks to the Foundit Enterprise programme, young entrepreneurs, like Nikos, are able to access training, mentoring and resources that help them develop the skills and confidence they need to start their own businesses. I am delighted that KTI has played such an active role in making this impactful enterprise possible, and that the UK and Greece are working together supporting young people build a better future.”

Sheila Hefferman, International Programmes Manager of KTI added:

"It is a pleasure to celebrate young entrepreneurs like Nikos through the regional awards. The Foundit - Enterprise program, supports budding entrepreneurs throughout Crete and the Dodecanese to start or develop their own business. Through collaboration and key partnerships, we can come together to tackle youth unemployment by supporting young people to become job makers as well as job seekers. It is initiatives like ADHD coaching that show us, empowering young people can have lasting positive effects on the wider community.”