

Success story : RLT182547

**New Entrepreneur (NE)**

**Name & surname:** Amanda Arnal Artiaga

**Country:** Spain

**Age:** 24

**Status:** *Would-be entrepreneur/Start-up*

**Sector:** Art & Culture

**Name of business:**

**Website:**

**Host Entrepreneur (HE)**

**Name & surname:** Frank Schröder

**Country:** Germany

**Age:** 36

**Experience (years):** 10

**Sector:** Arts & Culture

**Name of business:** iHeartBerlin

**Website:** <http://www.iheartberlin.de/>

**Details of the exchange**

**Period of Exchange:** 01/03/2018 to 31/08/2018

**Duration of Exchange:** 6 months

**Brief introduction:**

NE: I'm Amanda, the NE and I discovered EYE through a friend that told me about the program. I wanted to participate, firstly to have the opportunity to live in a city like Berlin which I knew would offer me cultural opportunities I couldn't get anywhere else. And of course because I wanted to learn how to share and expose my work in social media and to learn about strategies to be able to work and collaborate with clients in the most professional way.

HE: I'm Frank. I represent the HE with my online magazine iHeartBerlin. I was introduced to the EYE program by fellow Berlin entrepreneur Leah Stuhltrager (The WYE) who had good experience with it. I had until that point only experience with Erasmus students who were places as interns with us, but I was curious who graduates that want to become entrepreneurs themselves would integrate. My expectation was that with more experience and their own vision of what they want to accomplish they would be more valuable assets to my business.

**Activities undertaken:**

NE: We worked side by side to keep promoting iHeartBerlin through all social media channels available and to develop new products and strategies to maintain the viewers engaged to the iHeartBerlin histories, pictures and new coming products.

HE: Amanda was quickly integrated into our editorial team to create stories and visuals for our content platforms. In addition she assisted with photo and video productions as well as events and workshops we did which gave her insight into the more business-related matters of an online magazine. She also worked as a graphic designer on our first book publication.

**Benefits achieved:**



NE: During my stay I not only had the opportunity to publish my creative work in one of the most popular blog about Berlin but also to know lots of creatives during courses, reunions and conferences. And of course, the team of young coworkers. Contacts that I'm sure will be fruitful in the near future.

HE: The NE was immensely helpful with tasks that my regular editorial co-workers would be fit to execute. Her skills in graphic design and visual artworks has benefited us in major ways, not only for our editorial output but also for promotional purposes of our events, products and general brand awareness.

**Quotation regarding the experience:**

**NE:** *“Who said that learning and working had to be boring? The HE built from the beginning a welcoming and great atmosphere where everybody was included and where any question was more than welcome. Work, creativity and sense of humor as the foundation of a great collaboration”*

**HE:** *“ Who says that only the young can learn from the old? The NE brought in her own set of skills and sense of style into our business invigorating us with the aesthetics and interests of a younger generation. This helps us to stay fresh and relevant with our content to a new audience.”*

**For further information about the exchange:**

- **NIO:** Instituto Tecnológico de Canarias, [eye@itccanarias.org](mailto:eye@itccanarias.org)
- **HIO :** ABUplus International GmbH, [sa@abuplus.com](mailto:sa@abuplus.com)

**For information on the programme and details on how to enroll visit:**  
[www.erasmus-entrepreneurs.eu](http://www.erasmus-entrepreneurs.eu)