

Success Story: RLT189306

New Entrepreneur (NE)

Name & surname: Ewelina
Wojciechowska

Country: Poland

Age: 28

Sector: public relations, tourism

Name of business: Polish Institute of
Civic Cooperation

Website: www.fpiwo.pl

Host Entrepreneur (HE)

Name & surname: Ignacio Rodríguez
Castellano

Country: Spain (Gran Canaria)

Name of business: Coworking Canary
Islands

Website: www.coworkingc.com

Details of the exchange

Period of Exchange: 30.08.2018 – 30.11.2018

Duration of Exchange: 3 months

Brief introduction:

HE:

I am an entrepreneur who founded an international coworking&coliving space in Gran Canaria, as well as a yearly conference. Hosting Ewelina during the preparation of our last conference was a great experience for both of us. She also did a great job managing operations at the coliving and coworking space .



NE:

I came to Spain to learn about coliving and coworking business. I spent 3 months on the Gran Canaria island where I had the opportunity to work with Nacho, who runs this type of services for digital nomads and other remote workers. Nacho showed me what his business is and helped me improve my business plan. I could be also a co-organizer of international Nomad City Conference and establish valuable contacts. During my stay I worked not only on my plan and strategy but I have already created the first marketing tools that I will use when I return.

Activities undertaken:

HE:

Ewelina started the experience assuming the responsibility of managing all the needs of the speakers of the Nomad City Conference. She did an outstanding job as public relations manager, before, during and after the event. In the spare time she also helped with coliving & coworking operations.

NE:

- Analyze marketing aspects of HE business such as communication to clients and partners, then define a methods to improve the communication.

- Attend in workshops, meetups and other meetings about coliving and coworking business, digital nomad lifestyle and tourism business
- Co-organizing Nomad City Event as PR Manager (logistic, communication and marketing support)
- Management of the booking system and the check in of guests in coliving houses and coworking office
- Work on a business plan (for example change of promotion strategy and price list, redefinition of the target group)
- Creating marketing tools and find a property for future business (for example website with domain and information in 3 language versions, logotype, panpage on Facebook, price list and description of services in 3 languages)

Benefits achieved:

HE:

I was happy to learn from Ewelina's future project and to try to mentor her to build a successful business. We also learned from Ewelina's public relation experience as she did a very good job during the conference.

NE:

I checked how the coliving and coworking business functions in practice.

I gained experience in organizing international events

I improved my business plan

I created marketing tools and found a property for future business

Quotation regarding the experience:

NE:

I am very happy that I took part in the program. It turned out to be perfectly suited to my needs. I had the opportunity to work for HE to see how his business functions in practice. This experience inspired me to make many changes to my business plan.

I had enough time to work on my own project. I improved my strategy and created the first tools that I used immediately after returning to the country. Thanks to that I will start my own business in a month after my return!

HE:

It was great hosting Ewelina during her program and mentoring her about the future project that she is building. I am really happy with the value she added to our business and conference, and look forward to collaborate with her in the near future.

For further information about the exchange:

- NIO, Poznań Science and Technology Park, erasmus@ppnt.poznan.pl
- HIO, Instituto Tecnológico de Canarias, eye@itccanarias.org

For information on the programme and details on how to enroll visit:

www.erasmus-entrepreneurs.eu