

**Success story:** RLT174843

### New Entrepreneur (NE)

**Name & surname:** Maja Vrčon

**Country:** Slovenia

**Age:** 32

**Status:** *Would-be entrepreneur*

**Sector:** Advertising, promotion, printing, media and related products and services

### Host Entrepreneur (HE)

**Name & surname:** Ignacio Rodríguez Castellano

**Country:** Spain

**Age:** 38

**Experience (years):** 15

**Sector:** Hotel, restaurant, tourism, travel services and wellness

**Name of business:** Coworking Canary Islands

**Website:** [www.coworkingc.com](http://www.coworkingc.com)

### Details of the exchange

**Period of Exchange:** 17/04/2017 - 30/09/2017

**Duration of Exchange:** 5 months

### Brief introduction:

#### Ignacio Rodríguez (Host Entrepreneur)



After a very successful experience with the Erasmus + program, I learned about the EYE program and thought it could be even better experience both for me and for the New Entrepreneur, as working in a coworking space she could not only interact with my business but also learn from many other entrepreneurs that work from our space.

I have been involved with several companies and projects through my career, but the last project started back in 2014 when we opened our first coworking space.

I started working in a family business back in 2002 with different levels of responsibility, leading new projects and new businesses already since 2006.

I had high expectations with the program due to my previous positive experience with Erasmus+. I expected to generate as much value for the New Entrepreneur as I received from her which was the case.

#### Maja Vrčon (New Entrepreneur)

After I finished my studies at University of Ljubljana I was mainly working in advertising and PR for different NGOs, especially with managing their social media platforms and keeping in touch with their public. All the time as was working as a freelancer on a contract and I also opened my company, but only for a short time. I always wished to take my knowledge about social media marketing and skills on a next level and working with professionals and learn from them. That's why the EYE program seemed a great opportunity to do it – to meet and connect with professionals from the field, learn and

discover even more the digital marketing world.

I opened my first company in 2014, but then after short time I closed it. Now I'm considering to re-open it, but for a different, more specific business.

For me was essential that I'm going to work in international environment surrounded with professionals working remotely – online and mostly digital marketers. I wanted to learn more about social media marketing, connect with people working in similar field, exchange experience, skills and at the end having the opportunity to work on real projects with all the professional support of my HE and learn new things this way.

### Activities undertaken during the exchange:

Even if it is often hard, Nacho is running his small business – a coworking space - very successfully. Related to his business, Nacho is also running different interesting projects related to remote work. I was participating meeting and getting deeper insights on running such a specific business. And I also had a great opportunity to work, collaborate and learn from Nacho's coworkers / employees working on HE's projects. With mentor I was managing HE's social media platforms and learning about marketing strategies in general and then specifically on social media strategies.

One of the most important HE's projects was **Nomad City** – event dedicated to remote work and remote workers. I was enrolled since start, so I had the opportunity to follow the whole process of the organizations, setting the marketing strategy, advertising etc. I was running social media platform for this project and so I was able to get deeper insights on how global digital market works and learned a lot from HE and other mentors working on a project. For social media platforms I was creating content, helping with strategical part of social media plan, communicating with costumers, analyzing data, setting the advertisements and so on.

### Benefits achieved:

After I finished EYE program I'm even more determinate to reopen my business and start working as a freelancer again. The experience I had made me more confided and empowered with knowledge how to start and run my business as social media marketer.

Maja helped immensely to promote our last event Nomad City, applying her knowledge on social media networks to first attract attendees to the event, and then to achieve a large reach that allows us to keep growing this initiative in the future.

We will be happy to collaborate with Maja in the future events of Nomad City as she managed to gain plenty of experience leading the digital networks of this initiative.

### Quotation regarding the experience:

**New Entrepreneur:** *The most valuable experience that young entrepreneur can get by participating in the program is to get the deeper look in to how the global market works and to have an opportunity to learn from different professional from the same*

*field. Networking is priceless, so is the chance to share and exchange skills and learn new things. And if you are lucky, as I was, new environment encourages and motivates you to try new things and run your own business more successfully.” Maja Vrčon.*

**Host Entrepreneur:** *“As an HE, I wish I have had the opportunity to be part of the EYE program earlier in my career. I truly believe the exposure that NE’s get to different business and to experienced mentors is really valuable. The knowledge that they acquire in a few months is only equivalent to several years of experience on their own. We are already looking for a new NE to join our team, as we gain also a lot of value from our NE’s as they bring fresh new perspectives to our business. We highly encourage both HE’s and NE’s to join this program.” Nacho González.*

**For further information about the exchange:**

- NIO, University of Primorska, [sebastjan.rosa@upr.si](mailto:sebastjan.rosa@upr.si)
- HIO, Instituto Tecnológico de Canarias, [eye@itccanarias.org](mailto:eye@itccanarias.org)

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

[www.erasmus-entrepreneurs.eu](http://www.erasmus-entrepreneurs.eu)