

Success story: RLT180346

New Entrepreneur (NE)

Name & surname: Ricardo Márquez

Ravelo

Country: Spain

Age: 37

Status: Start-up

Sector: Education / Social Innovation

Name of business: Grupo Shinè

Website: www.gruposhine.com

Host Entrepreneur (HE)

Name & surname: Lars Poulsen

Country: Denmark

Age: 59

Experience (years): 20

Sector: Management / Social innovation

Name of business: Waterfront
Communications

Website: <http://www.waterfront.dk/>

Details of the exchange

Period of Exchange:

Slot 1 start on 27/09/2017 and ends on 31/10/2017

Slot 2 start on 03/05/2018 and ends on 27/09/2018

Duration of Exchange: 6 months

Brief introduction:



The participants are Ricardo Márquez, a Spanish entrepreneur residing in Tenerife with a company dedicated to training and social projects, and Lars Poulsen, a Danish entrepreneur, living in Copenhagen, and with a company dedicated to management, communication, social innovation and public relations.

Both parties decided to participate in the exchange because it was an opportunity to exchange knowledge, expand the perspective and the network of contacts.

The expected benefits of this exchange were, for the NE: learn from the large experience of HE and his network, participate in the elaboration of a social innovation development project, create new ideas for projects or business, help to develop ideas and sparring on NE's company and connect with other entrepreneurs in Europe. For the HE the benefits of this exchange were: Learn from the work of the NE in training and coaching services, getting a better understanding of working with an international team, connecting to relevant European hubs, entrepreneurs and companies and develop an understanding of the cultural differences between north and south Europe in order to create new business opportunities.

Activities undertaken:

During the exchange, we have done several different activities. On the one hand, we have been working on the development of a project to help social entrepreneurs to carry out their projects in a successful way. We have also been developing an event developed with social innovation that has allowed me to learn about styles of organization and development of events from other professionals, politicians, companies, etc.

The work of the NE and the HE has always been in contact with the team of the HE and its collaborators, and there is always supervision of the HE on the work of the NE through weekly meetings.

Finally, the NE has had the opportunity to participate in meetings and activities that the HE has been carrying out, allowing learning to take place....

Benefits achieved:

During this exchange we have developed a project related to social innovation in which we will continue to collaborate and we intend to carry out in other parts of Europe.

During the exchange, we have done several different activities. On the one hand, we have been working on the development of a project to help social entrepreneurs to carry out their projects in a successful way. We have also been developing an event developed with social innovation that has allowed me to learn about styles of organization and development of events from other professionals, politicians, companies, etc.

The work of the NE and the HE has always been in contact with the team of the HE and its collaborators, and there is always supervision of the HE on the work of the NE through weekly meetings.

During these individual or group meetings, both parties have been able to share knowledge and visions that have helped each other achieve the objectives set out in the work plan.

Quotation regarding the experience:

NE: *“Collaboration between entrepreneurs is absolutely necessary for the improvement of personal and professional development.”*

HE: *“The exchange with an entrepreneur from another place in Europe has helped me to have a clearer vision of other ways of working and finding solutions to problems and professional issues.”*

For further information about the exchange:

- HIO, Ricardo Márquez (rmarquez@gruposhine.com), Lars Poulsen (poulsen@waterfront.dk)
- NIO, Instituto Tecnológico de Canarias, eye@itccanarias.org

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

www.erasmus-entrepreneurs.eu