

**Success Story:** RLT1873001

**New Entrepreneur (NE)**

**Name & surname:** Cristina Tatiana Mireles Sosa  
**Country:** Spain  
**Age:** 36  
**Status:** Start-up  
**Sector:** Agricultura Ecológica - IT  
**Name of business:** Agri2us  
**Website:** No hay aún.

**Host Entrepreneur (HE)**

**Name & surname:** Brigitte Schober  
**Country:** Netherlands  
**Age:** 52  
**Experience (years):** 18  
**Sector:** Business support agrofood  
**Name of business:** Startlife  
**Website:** www.start-life.nl

**Details of the exchange**

**Period of Exchange:** May to July / September to December 2018.

**Duration of Exchange:** 6 months

**Brief introduction:**

The participants are: Cristina Tatiana Mireles as a NE, New Entrepreneur and Brigitte Schober as HE, the Host Entrepreneur.

Tatiana Mireles, **NE**, discovered EYE program while she was doing her final project bachelor degree from the University of Las Palmas de Gran Canaria, ULPGC. She was researching information about different activities from the university foundation of Las Palmas Gran Canaria and she found the EYE title by chance. She felt really attracted for the information related due

her interest to become entrepreneur in agri-food sector which she is passionate since latest 5 years. So when she checked that she had the requirements to apply for it she saved the web-link and started to develop her proposal project about do accessible organic produces in the Gran Canaria market.

The expected benefits and motivation to participate in the EYE program as NE was have the opportunity to learn high lines about the organic agriculture sector from an European country who is leading and boosting innovation and sustainable agri-food business in Europe and from others international entrepreneurs.

Brigitte Schober as a **Host** Entrepreneur develops and maintains international networks of startup companies and their networks focusing on agri-food chains and sustainable solutions for this chain.

Part of the activities is the creation of new hubs of innovative companies focusing on the sustainable agri-food chain by offering soft-landing facilities and knowledge exchange in projects initiated by both the incoming and the receiving startup networks. StartLife focusses on Mediterranean agro chains, partly due to their importance for Europe and partly due to the climatic challenges currently facing the agrofood production in this area.

By facilitating the exchange of solutions offered by startups and entrepreneurs, the adoption of climate resilient and sustainable solutions in these regional chains can be



accelerated. Currently, the HE is targeting Spain, Greece and Italy as the main producers of vegetables dedicated for export in the European Union as the main areas of interest for the exchange and collaboration program.

#### **Activities undertaken:**

The relationship between NE and HE has been the exchange of knowledge and experiences. The NE, new entrepreneur, has been receiving training on marketing strategy to know innovative paths to start my business. As well as, NE has got contacts with different international companies and other new entrepreneurs in the agri-food-tech sector with which to exchange and expand knowledge. Establish a network for future business relationships beneficial to both parties. NE have been invited from HE to several events in Wageningen University Research (WUR) as F&A Next Investors meet food and agri-startups. NE has assisted to international trade fair for horticulture technology event as Green Tech June 2018 in RAI Amsterdam.

NE has participated in different workshops and pitching by HE companies; Starhub foundation and Startlife company as:

- Pitch our own business project.
- Social Entrepreneurship stories.
- Emerging economies experience of some European companies.
- Starhub program 2018 – Inspiration, Ideation and Realization.
- Legal Aspects Matter for new entrepreneur.

NE has worked hand by hand in the field with organic local Dutch farmers.

Mentoring once a week with HE about how to implement new business based on Canvas Model.

Activities or practical participation that HE has received from NE:

NE has contributed to the network and community building of European international startups with links to Spain and other Mediterranean countries through participation in workshops, seminars and social events organized by the HE.

NE has developed an collaboration with organic farms on the Netherlands and by this has strengthened and further developed the network of regional and international stakeholders in the sustainable agro-food chain, initiating knowledge exchange and potential collaborations with other startups from the network of the HE.

NE has positively contributed towards the community present in the incubator StartHub thereby strengthening the peer mentoring between the startups and the student members of the incubator.

#### **Benefits achieved:**

The NE have developed communication skills in English. NE have got business relationships with Dutch companies and other European companies besides meet new entrepreneurs in the agricultural sector. Who are developing businesses similar to NE, that give to us the chance to exchanged ideas and maintain contact for future collaboration in order to benefit our services/product in our projects.

NE immediately future prospects are to work in the organic agriculture sector in Canary

Island. By implementing innovative software to improve the efficient and good practices in sustainable agriculture for small/medium local organic farmers. Secondly, boost the C2C trade through web-platform to shorten the value food chain in the actual canarian market.

**Quotation regarding the experience:**

**NE:** *“Brigitte Schober as a host entrepreneur has given me the opportunity to meet many international startups and companies related wit agriculture sector. Besides to mentoring me about the highlines/keys for start a new business”*

**HE:** *“Tatiana as a new entrepreneur has given us valuable insights in the dynamics of Spanish startups in the agro-food and was enthusiast about sharing her insights, experiences and practices. This kind of peer knowledge sharing is an essential part of the incubator program and helped us to develop the program further”*

**For further information about the exchange:**

- HIO, Scholten Consultancy, peterscholten@hetnet.nl
- NIO, Instituto Tecnológico de Canarias, eye@itccanarias.org

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

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