

New Entrepreneur (NE)

Name & surname: Mr Ignas Liutkus

Country: Lithuania

Age: 24

Status: Start-up

Host Entrepreneur (HE)

Name & surname: Mrs Raquel Caraballo Valdivia

Country: Spain

Age: 39

Experience (years): +10

Sector: Organic/Bio/Eco products

Name of business: ALOE PLUS LANZAROTE S.L.

Website: www.aloepuslanzarote.com

Details of the exchange

Period of Exchange: January/2017 – March/2017

Duration of Exchange: 3 months

Brief introduction:

NE: I have very few experience as entrepreneur and I wanted to learn from one entrepreneur outside Lithuania so I could learn other ways of doing business and other culture (although we are European, we come from different countries with their own way of doing things) I expected to improve my existing skills in digital marketing and sales. I was looking for a collaboration that would immediately lead to expanding network among potential clients and future partners.

HE: I have more than 10 years experience in the natural cosmetics sector based on the aloe vera plant. One of the main goals during last years has been the internationalisation of my company. I received an e-mail from the "Instituto Tecnológico de Canarias (ITC)" regarding a program called Erasmus for Young Entrepreneurs and I immediately felt I wanted to participate as it would be a great chance to broaden my company's borders and get to know other entrepreneurs from all over Europe.

Activities undertaken:

NE: conducting a market research of the cosmetics sector in the Baltic Countries, validating the purchase intention of the products of Aloe Plus Lanzarote in these countries, contacting potential distributors and beginning to move first orders, monitoring the effect of social media activity in the visibility of the HE's company, translating promotional documents into Lithuanian and putting voice to the audiovisual promotional video of the company in Lithuanian language.

HE: providing all the information to Ignas about my company and its products, including helpful tricks and tips pursued by my company to lead to its rapid business growth, mentoring NE in the different departments of the company, presenting him its experts and its duties within the business and showing Ignas some of our Aloe Vera Museums located



in the island of Lanzarote, so the NE learned the different sales and merchandising strategies pursued by my company.

Benefits achieved:

We both achieved most of the objectives set at the beginning of the exchange and we will cooperate in future projects.

Quotation regarding the experience:

NE: *“A really important experience for my career, not only in the professional field but also in the personal one. I’ll miss all the people I met at Aloe Plus Lanzarote and we will keep in touch for future projects”*

HE: *“It has been a pleasure to have been able to count on Ignas’ collaboration as we both have learned a lot from each other. Ignas adapted very quickly to the team of Aloe Plus Lanzarote and came with a lot of desire to collaborate with us. Our assessment of the stay of Ignas is very positive, proof of this is that we have agreed to stay in touch to establish a future collaboration between us”*

For further information about the exchange:

- NIO, Open Coffee Club Vilnius, saulius.aleksa@opencoffeeclub.lt
- HIO, Instituto Tecnológico de Canarias, eye@itccanarias.org

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

www.erasmus-entrepreneurs.eu