

# Success Story: Sinergia de Estudio, SL

- Marcos Martín Muñoz (HE)
  - Stefano Nicosia (NE)
- RLT62861

## Erasmus for Young Entrepreneurs: Success story

### New Entrepreneur (NE)

**Name:** Stefano Nicosia

**Age:** 34 years old

**Name of business:** MinDBlinD movie

**Contact details:**

stefano@mindblindmovie.it

**Sector:** 3D computer animation

**Country of origin:** Italy

### Host Entrepreneur (HE)

**Name:** Marcos Martín Muñoz

**Age:**

**Experience:** 5 years

**Name of business:** Sinergia de Estudio, SL

**Contact details:** 4dtres@4dtres.com

**Sector:** 3D computer animation

**Country of origin:** Spain

**Duration of Exchange:** 1 month

### Brief introduction:

**HE:** He is the founder and director of Synergy Studio, under the trade name of "4dtres". As an animation and 3D design company who specialize in advertising, he has had experience for over 5 years. During this time his business has been very successful and promising for the future. His vast list of growing projects contain many household names and popular projects in the Canary Islands, such as Appleteaser, a casino in Puerto de la Cruz, ATLANTIS roundabout campaign, Hyundai World Cup sponsorship, GranSur Mall presentation and a spot at Agrocanarias Fair to name a few. He has a high level of formal education in his area of expertise, and even took a course in ARS Animacion (Masterclass) given by the director of animation of Toy Story II.

**NE:** After my degree in engineering my passion for cinema grew up thanks to virtual worlds platforms. I have discovered Second Life and I started recording video inside it improving the machinima technique, a new way to make 3D computer animation. I have developed a business plan on a new company based on this innovative technique. My plan is to build the first Italian studio that use machinima animation in a professional way, to make three different kinds of products addressed to e-learning, advertising and entertainment.

### Desired outcome of exchange:

**NE:** To acquire manager skills and commercial aspects on an animation production studio; to become more enterprising through mentoring by an experienced entrepreneur; to understand sales and marketing of the host entrepreneur's company; to develop new products in partnership with the host entrepreneur; to expand future start-up's market.

**HE:** Being a partner to develop new products and services.





Erasmus for Young  
Entrepreneurs

## Erasmus for Young Entrepreneurs: Useful quotations

### Activities undertaken by NE:

**NE:** Learning Development System of augmented reality app for magazine advertising new product;  
Develop a roadmap of possible projects and innovative online training animation video

- An in-depth view inside a studio production process:
- Commercial aspects
- Production process analysis, step by step
- Problem solving

I have followed some projects about commercial advertising

### Benefits achieved through the programme:

**NE and HE:** The mainly benefits are to go in depth into a company production and commercial aspects. This is very useful to understand how they solve some problems and to increase my business knowledge for my start-up. This is also a great opportunity to create and develop a commercial partnership.

### Future Collaborations:

Me and my host entrepreneur will establish a commercial partnership to enter on new European market, Spanish and Italian. We have also planned to develop a production partnership on those phases that could be useful exchanged in our different animation production process.

### Quotation regarding the experience:

**NE:** *"Interesting opportunity for a new entrepreneur"*, Stefano Nicosia

**HE:** *"Developing new products for new market"* Marcos Martín Muñoz

### For further information about the exchange:

- NIO, Aster SCpA / Enkelejda Halilaj: [info@aster.it](mailto:info@aster.it)
- HIO, Instituto Tecnológico de Canarias / Lucía Dobarro: [rempart@itccanarias.org](mailto:rempart@itccanarias.org)

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

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