

Erasmus za mlade  
**podjetnike**



# Erasmus for Young Entrepreneurs

## Erasmus za mlade podjetnike

European Entrepreneur exchange programme

FAMNIT, 8. april 2021



# Aim and objectives of the Erasmus for Young Entrepreneurs programme

## Aim:

Transferring entrepreneurial skills, know-how and sharing experience between experienced and young / future entrepreneurs

## Objectives:

- help the young / new entrepreneur acquire the necessary entrepreneurial skills, knowledge, know-how for the successful start-up, development and management of his/her company
- provide an opportunity for experienced entrepreneurs for networking, opportunities to enter new European markets, search for new business partners and possibly take part in long-term business partnerships with NEs

# Who can participate and what are the conditions?

## New entrepreneur (NE-New entrepreneur):

- anyone who has an entrepreneurial idea and is thinking about setting up his/her own company,
- anyone who is in the process of starting a business,
- anyone who already has a business and whose total entrepreneurial experience is shorter than 3 years.
- has a business project/idea reflected in business plan
- is a permanent resident in one of the participating country
- is ready to contribute to the development of the host entrepreneur business and offer knowledge and skills
- There is no age limit!

# Who can participate and what are the conditions?

## Host Enterprise (HE-Host entrepreneur):

- an experienced entrepreneur who is owner-manager of a SME or a person directly involved in entrepreneurship at SME board level (not employee); has more than 3 years of total entrepreneurial experience
- permanent residence in one of the Participating Countries and his/her company is registered in that country too;
- is ready to share his/her knowledge and experience **with a new entrepreneur** and act as a mentor

# Where and how does the EYE program work?

- EYE is performed in the EU and a few countries outside the EU (Bosnia and Herzegovina, Serbia, Macedonia, Armenia, Moldova, Turkey, Ukraine, new EYE Global initiative: Israel, Singapore, Taiwan, South Korea, Canada and USA (NY, California))
- Via EYE network of local intermediary organizations (eg chambers, technology parks, universities, agencies, etc.).
- IOs act as intermediary organizations between NEs and HEs
- Help matching and connecting entrepreneurs (NEs&HEs)
- Support entrepreneurs by design of a training program (timeframe, objectives, activity program, outcomes)
- NE signs the Erasmus contract with selected IO for co-financing the EYE training
- IOs in Slovenia: *Univerza na Primorskem*, RRC Koper, TPLJ, BSC Kranj.
- Selection of IO is not geographically conditioned!
- Training: min. 1 to max. 6 months (can be split into several separate time intervals, over a period of 1 year, EYE Global exchange 1-3 months)

# Intermediary Organisation's Role

The intermediary organization acts as:

- EYE Regional Contact Point
- Promoter of the EYE program and networking among participating entrepreneurs
- Assistant to young and experienced entrepreneurs during application process
- helps finding a suitable entrepreneur and establishes links between entrepreneurs
- Arranges Erasmus contract with a young entrepreneur to co-finance exchange
- If necessary, provides practical information (transport, accommodation, insurance) to entrepreneurs before starting Erasmus exchange abroad

# How does the Erasmus process work in practice?

- STEP 1: e-application (<http://www.erasmus-entrepreneurs.eu/>)
- STEP 2: Matching - finding an appropriate host/new
- STEP 3: joint preparation of Erasmus Commitment (marketing/sales, financial accounting, customer relations, business finance etc.) followed by a multi-level evaluation
- STEP 4: Signature of an Erasmus contract to co-finance the exchange
- STEP 5: Implementation of Erasmus exchange
- STEP 6: Final Report (e-Report, invoices, photos)

# How COVID-19 influences the performance of EYE exchanges?

Flexible approach to the performance of EYE exchanges:

1. Up to 2 months “remote” exchange (no funds), then interruption or continuation of exchange “on place”
2. Start of exchange “in place”, then last 2 months “remote” (funding for all months of exchange)
3. Erasmus exchange performed in HE’s country, but “remote” from apartment-lockdown (funding-yes)
4. Possibility of postponing exchange to “better timing”
5. Possibility of splitting exchange into several time slots/intervals during one year from start to end
6. Mandatory compliance with all COVID-19 measures related to travel abroad and in the country of destination



# Benefits for new entrepreneurs

- Building self-confidence and skills: sector-specific knowledge or know-how, technical and management skills;
- Opportunities for collaboration with other entrepreneurs and the development of cross-border business co-operation;
- Networking and building of strong relationships, which can be useful for mutual consulting, business referrals, and for finding business partners abroad;
- Insights into different cultural and organisational settings and how companies function in another country;
- Insights into the business environment of another country
- Improved language skills;

# Benefits for host entrepreneurs

- Work with motivated new entrepreneur who can contribute to HE's business with innovative views, new skills and knowledge;
- Benefit from a "fresh eye" on your business, and specialised knowledge that the new entrepreneur may have and that you do not master;
- Act as a coach or mentor;
- Learn about foreign markets, expand your business opportunities and engage in cross-border activities;
- Interact with entrepreneurs from other countries and get opportunities to collaborate with them;
- Network and build strong relationships, which can be useful for mutual consulting, business referrals, and for finding business partners abroad;

# Statistics of Slovenian NE&Hes involvement in EYE programme

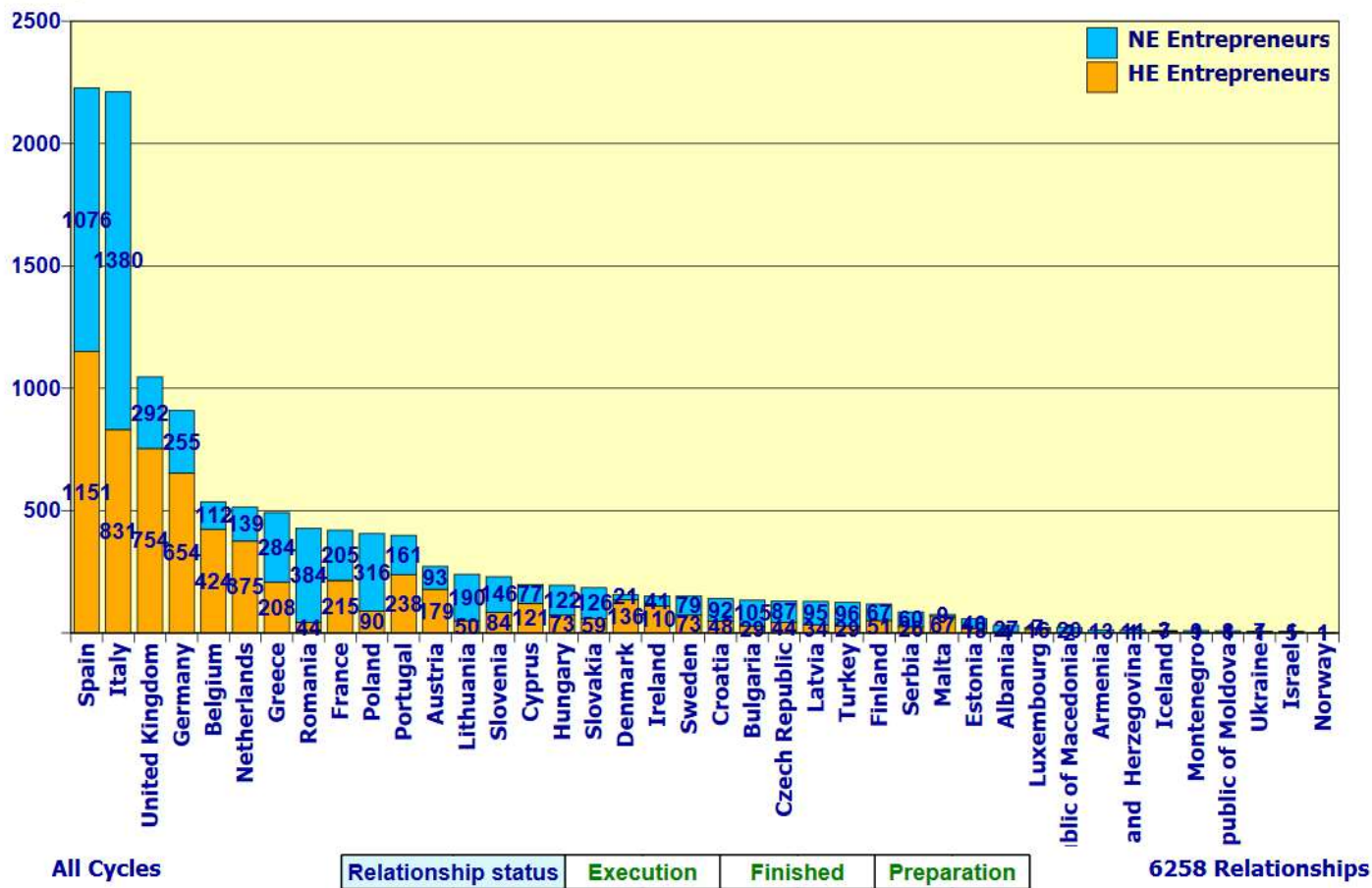
- EYE programme in Slovenia since 2010
- Ios in Slovenia: 4 (Technology park LJ, Business Support Centre Kranj, University of Primorska, Regional Development Agency KP)
- Slovenian NE+HE currently in EYE: 538 (356+182)
- Total RLTs: 392
- EYE relationships finished: 355
- RLTs currently in execution: 37

Country	Prps.	Total active	Draft	RdyApp.	LeadIOApp.	EC app.	Total prep.	RTrain.	RStart	Ongo.	Total exec.	WaitFeed.	FeedValid.	Cmpl.	Total fin.	Trmtd.	Cnc.
Slovenia	3	392	5	1	1	0	7	3	4	23	30	6	4	345	355	14	1324
<b>Total</b>	<b>3</b>	<b>392</b>	<b>5</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>7</b>	<b>3</b>	<b>4</b>	<b>23</b>	<b>30</b>	<b>6</b>	<b>4</b>	<b>345</b>	<b>355</b>	<b>14</b>	<b>1324</b>

# Statistics of NE & HE involved in Erasmus Relationships

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**Entrepreneurs involved in Relationships**  
(Country of Origin)

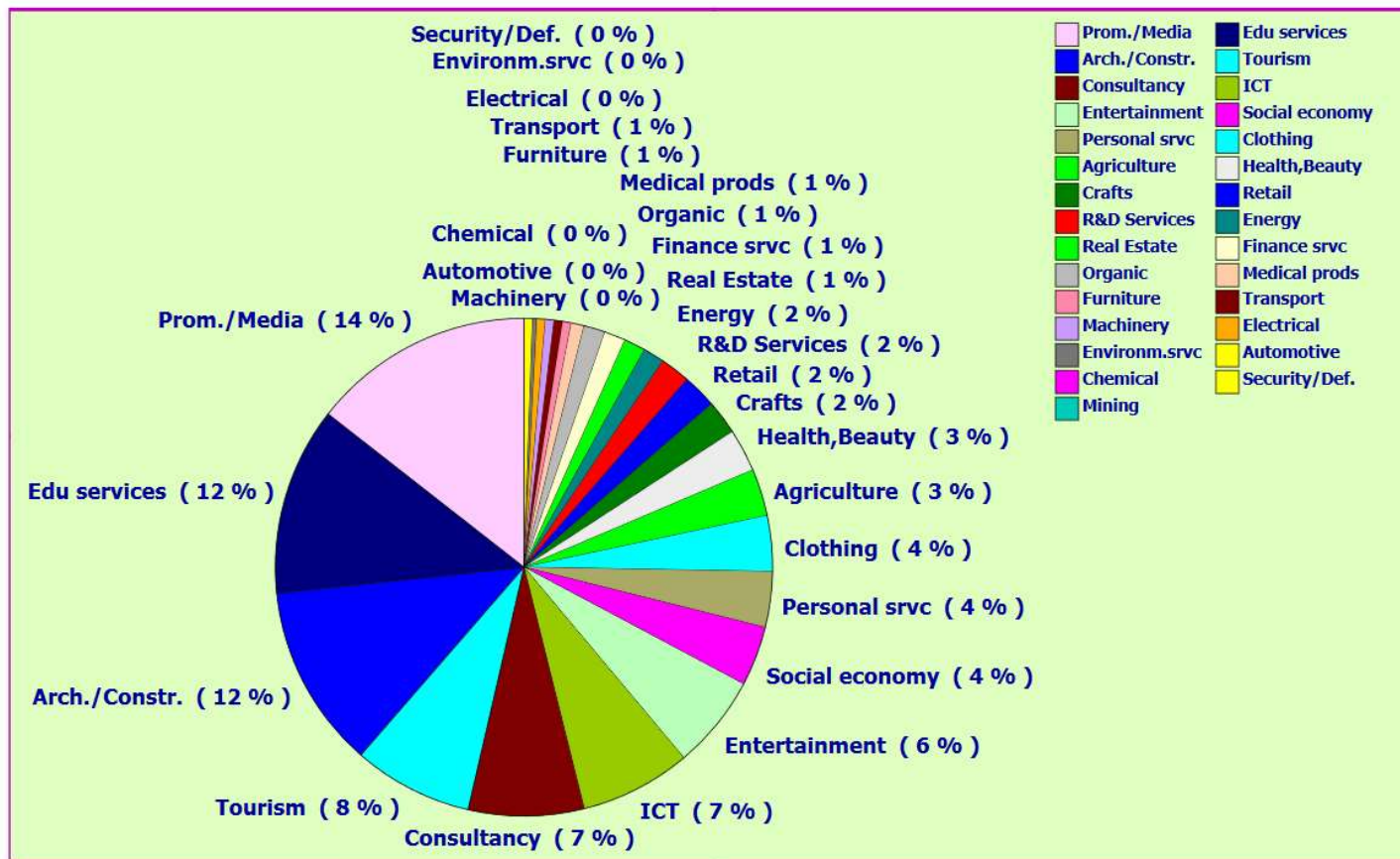


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# Statistics of NE + HE Relationships by Primary Sectors

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## HE+NE - Relations by Primary Sectors



Cycle 4;5;6;7;8;9

Status

Execution

Finished

Preparation

4967 Relations

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# Examples of Erasmus exchanges

## The European Entrepreneur Exchange Programme



## Erasmus for Young Entrepreneurs

# Erasmus exchange of Slovenian NE graphic designer in the Netherlands

Luka Rejec, Tolmin



# Predstavitev partnerstva

IOs:

a) Univerza na Primorskem

b) Peter Schoelten Consulting, Nizozemska

Entrepreneurs:

- NE: **Luka Rejec (Slovenija)**
- HE: **Kai Kollen (Nizozemska)**



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# Details

**Duration of mobility:** 3 months training at Haaks Marketing in the Netherlands.

**NE's objective:**

To gain from an experienced entrepreneur knowledge to manage, promote and expand my business in the creative industry

**HE's objective:**

with the training of a Slovenian young entrepreneur to gain new ideas and knowledge in the field of creative industry (graphic design ...) and the experience of cultural exchange, which will further help in the development of HE's company.

branding online, how to acquire and retain customers - customer loyalty

**Expected outcomes of the exchange:**

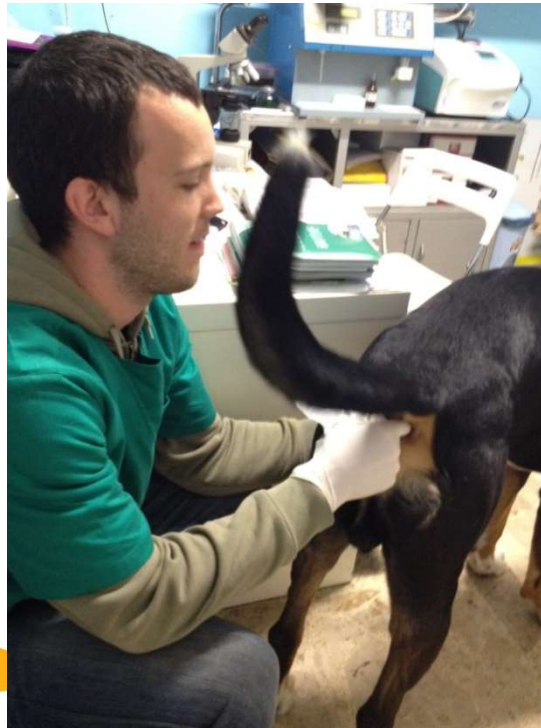
The expected result of Erasmus exchange is the exchange of entrepreneurial experience and the transfer of knowledge from an experienced entrepreneur to new one



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# Erasmus exchange of Slovenian NE veterinarian in Italy

Peter Zorč, Izola



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# Predstavitev partnerstva

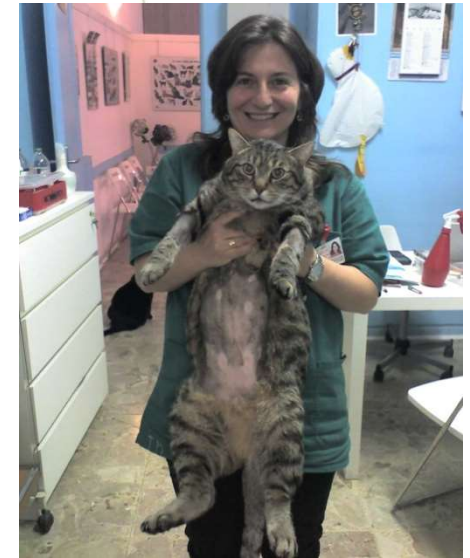
IOs:

a) Univerza na Primorskem, Koper

b) Prodest, Torino, Italija

Entrepreneurs:

- NE: Peter Zorč (Slovenija)
- HE: Michaela Travaglini (Italija)



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# Details

**Duration of mobility:** 4-month training in the company "Ambulatorio Veterinaio Centro" in Turin, Italy.

## **Objective of NE:**

To gain from an experienced entrepreneur knowledge of general management and management of a veterinary clinic, to learn diagnostic methods and how to provide quality veterinary services "at home"

## **Objective of HE:**

Share knowledge with young veterinarian who is ready to learn and gain practice and new diagnostic methods for working in veterinary medicine for small animals

Include a young entrepreneur in daily vet. activities and gain the entrepreneurial management skills of an outpatient clinic

## **Expected outcome:**

Expected result of mobility is exchange of experience and transfer of knowledge for better implementation and provision of veterinary services for better management of own veterinary clinic

Acquiring knowledge in the field of ultrasonography and cytology.



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# Erasmus exchange of Slovenia NE fashion and accessories designer in Portugal

Nataša Pijaža Mikelič, Izola



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# Partnership

## IOs:

- a) British-Portuguese Chamber of Commerce, Lisbon, Chris Burton (HIO)
- b) UP, Sebastjan Rosa (NIO)

## Entrepreneurs:

- HE: **Laila A. Monteiro (Portugalska)**
- NE: **Nataša Pijaža (Slovenija)**



# Details

Duration of mobility: 6 months of training in Sensify, in Lisbon.

## Objective of NE:

To gain management and management skills in the field of fashion (finance, administration, marketing, ...)

To gain knowledge and skills of creating a brand in the fashion industry of clothing collections

Creating a new collection of clothing and accessories

To gain new experiences in marketing, communication and promotion of collections, ...

Get an experience on how to open fashion studio/boutique and store

## Objective of HE:

Establishing new contacts with Slovenian fashion boutiques

Joint design of fashion accessories with a young Slovenian entrepreneur

Development of corporate identity (catalog, leaflets, website, ...)

## Desired outcome of the exchange:

The expected result of mobility is a successful launch of a new collection of clothing and accessories from the Sensify brand, and the acquisition of the necessary experience for starting up the own company of a young Slovenian entrepreneur

# Erasmus exchange of Slovenian NE horse-riding instructor in Austria

Alja Kisilak, Šempeter pri Gorici



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# Partnership

IOs:

- a) Univerza na Primorskem, Znanstveno-raziskovalno središče
- b) Wirtschaftskammer Österreich, Avstrija

Entrepreneurs:

- NE: Alja Kisilak (**Slovenija**)
- HE: **Sandra Fencel (Avstrija)**



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# Details

Duration of mobility: 2-month training in Rauris, Austria.

## Objective of NE:

To gain from an experienced entrepreneur of skills and good practices in managing a company in the field of horses and training (riding school, etc.)  
Analyze the business model of the female entrepreneur and set a successful business model for himself

To gain knowledge and skills in the field of marketing, communication, promotion for the successful marketing of its services, riding school, ...

## Objective of HE:

Share your knowledge with a young entrepreneur in marketing, promotion and introduction of new communication approaches (social networks, etc.)

Establishment of contacts in the field of riding schools and service providers in Slovenia

Help NO in creating promotional materials for promotional activities and preparation of marketing strategy, online sales campaigns, on-line

## Outcome of the exchange:

Expected result of mobility is mutual exchange of experience in the management of riding school and good practice in the field of marketing and promotion of services with an emphasis on sales through e-tools, the web, etc.



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# Erasmus exchange of Slovenian NE personal coaching specialist in Portugal

Urška Merljak, Goriška Brda



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# Predstavitev partnerstva

Dve posredniški organizaciji (IOs):

- a) British-Portuguese Chamber of Commerce, Lisbon, Chris Burton (HIO)
- b) UP, Sebastjan Rosa (NIO)

Dve podjetnici:

- Izkušena podjetnica: **Katian Caria (Portugalska)**
- Mlada podjetnica: **Urška Merljak (Slovenija)**



# Podrobnosti

**Trajanje mobilnosti:** 6-mesečno usposabljanje v podjetju "SYNAPSE BLUE Lda" na Portugalskem.

## **Namen mobilnosti NE:**

- Pridobiti od izkušenega podjetnika podjetniške veščine in znanja za ustanovitev in vodenje podjetja, ki bo ponujalo storitve na področju mediacije, coaching-a in osebnega razvoja (usposabljanja, terapevtske delavnice)
- Izboljšati znanje angleškega in portugalskega jezika

## **Namen mobilnosti HE:**

- z usposabljanjem slovenskega mladega podjetnika pridobiti nove ideje in vsebine za razvoj storitev na področju mediacije, osebnega razvoja
- Vzpostaviti stike in sodelovanje z mrežo slovenskih mediatorjev
- Razvoj novih marketinških in finančnih strategij za trženje storitev

## **Željen učinek izmenjave:**

- Pričakovan rezultat mobilnosti je izmenjava izkušenj in prenos znanja iz izkušenega na mladega podjetnika
- Razvoj nove storitve – mediacija za osebnostni razvoj in mediacija za razvoj zaposlenih v podjetjih



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# Erasmus exchange of Slovenian NE social media marketer in Spain

Maja Vrčon, Nova Gorica



08/04/2021

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# Predstavitev partnerstva

Dve posredniški organizaciji (IOs):

- a) Instituto Tecnológico de Canarias (HIO)
- b) Univerza na Primorskem (NIO)

Dva podjetnika:

- Izkušen podjetnik: Ignacio Rodriguez (Španija)
- Mlada podjetnica: Maja Vrčon (Slovenija)



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# Podrobnosti

**Trajanje mobilnosti:** 5-mesečno usposabljanje v podjetju "CoworkingC" na Kanarskih otokih, Španija.

## **Namen mobilnosti NE:**

- Pridobiti od izkušenega podjetnika podjetniške veščine in znanja za ustanovitev in vodenje podjetja, ki bo ponujalo storitve na področju digitalnega marketinga, praktične veščine za delo „social media manager“
- Razvoj novih marketinških in finančnih strategij za trženje storitev
- Utrditi znanje španskega jezika

## **Namen mobilnosti HE:**

- z usposabljanjem slovenske mlade podjetnice pridobiti nove ideje in vsebine za razvoj storitev digitalnega marketinga
- Vključitev v marketinške aktivnosti projekta DIGITAL NOMADS
- Pomoč pri organizaciji in izvedbi projekta

## **Željen učinek izmenjave:**

- Pričakovan rezultat mobilnosti je izmenjava izkušenj in prenos znanja iz izkušenega na mladega podjetnika na področju digitalnega marketinga



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# Erasmus exchange of Slovenian NE forrest kindergarden founder in Austria

Nika Žgur, Portorož



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# Predstavitev partnerstva

Dve posredniški organizaciji (IOs):

- a) Wirtschaftskammer Oesterreich Avstrija (HIO)
- b) Univerza na Primorskem (NIO)

Dva podjetnika:

- Izkušena podjetnica:
- Sabine Doerfler (**Avstrija**)
- Mlada podjetnica:
- **Nika Žgur(Slovenija)**



# Podrobnosti

**Trajanje mobilnosti:** 5-mesečno usposabljanje v podjetju " Waldkindergarten Maria Saal" v Celovcu, Avstrija.

## **Namen mobilnosti NE:**

- Pridobiti od izkušenega podjetnika mehke podjetniške veščine in znanja za ustanovitev in vodenje podjetja, ki bo ponujalo storitve varstva otrok v obliki gozdnega vrtca, ...

## **Namen mobilnosti HE:**

- Vključiti mlado slovensko podjetnico v podjetniške aktivnosti in varstvo otrok
- Spoznati sektor varstva otrok v Sloveniji in iniciativo gozdnih vrtcev v SLO
- Razširiti poslovne izkušnje ter izmenjavo praks med podjetnikoma
- Vzpostaviti sodelovanje z mladim podjetnikom v prihodnosti

## **Željen učinek izmenjave:**

- Pridobiti potrebne podjetniške veščine za zagon lastnega podjetja
- Dobiti iz prve roke izkušnjo delovanja in vodenja gozdnega vrtca
- Izboljšati znanje nemškega jezika
- Spoznati metode gozdne pedagogike
- ...



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**ANY QUESTIONS?**

**Application to EYE  
programme:**

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

# THANK YOU FOR YOUR ATTENTION!



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