



## Success Story

**Date of the exchange:** 1 July 2024 - 30 September 2024

**Duration of exchange:** 3 months

<p><b>New entrepreneur:</b> Name: Angelika Kiss  Country: Czech Republic  Status: <i>Would-be entrepreneur</i>  Sector: Computer graphics Company name: / Website: /</p> 	<p><b>Host entrepreneur:</b> Name: Sander Schreven  Country: Netherlands Experience in years: 14 Sector: IT Company name: Escrito IT Website: /</p> 
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### **Quotation regarding the experience (NE - max. 300 characters)**

*Participating in the EYE program was a transformative experience for me. Collaborating with the host abroad enhanced my skills, boosted my confidence, and taught me the value of networking. I'm grateful for the connections I made and excited to apply what I have learned to grow my business.*

### **Quotation regarding the experience (HE - max. 300 characters)**

*Bringing a NE into my business was a refreshing change. Their fresh ideas and enthusiasm have breathed new life into my motivation and business strategy. The exchange has expanded our mutual understanding and inspired innovative ideas for the future. Together, we achieved remarkable results.*

### **Brief introduction (max. 1000 characters)**

*Who are the participant, how did they discovered EYE, why did they decide to participate, what were the expected benefits*

*I am Angelika Kiss, a former student of computer graphics. As a new entrepreneur, embarking on my journey to establish GDK—a graphics company focused on delivering high-quality design solutions—has been both thrilling and challenging. With a background in computer animation, I realized that technical skills alone wouldn't be enough to succeed in a competitive market. That's why I applied for the Erasmus for Young Entrepreneurs program. It offered me an unparalleled opportunity to learn from an experienced entrepreneur in the Netherlands, a country renowned for its innovation in design and technology. This immersive experience not only equipped me with practical knowledge but also inspired me to approach my entrepreneurial challenges with creativity and strategic thinking.*

### **Activities undertaken (max. 1000 characters)**

*Examples, description of the relationship between the two entrepreneurs ...*

*During my stay, I took part in various practical activities that significantly improved my skills and understanding of the industry. One of my projects involved creating a complete promotion strategy for the host company. This included researching the market to identify the target audience and analyze competitors, which helped in developing a comprehensive marketing approach. I also designed a new brand logo using Adobe Illustrator, creating different versions and refining the design based on feedback to capture the brand's essence.*

*Additionally, I designed software icons crucial for the host's branding, ensuring they were both practical and visually appealing. A major achievement was building a complete website from scratch using WordPress, which I worked on for the first time. By observing meetings between my host and clients, I learnt effective communication and client management. Overall, this experience significantly improved my proficiency in design software and web development.*

**Benefits achieved (max. 1000 characters)**

*Future prospects of cooperation, skills developed, contacts made...*

*The benefits I gained from this experience go beyond just technical skills. One significant advantage was the development of my leadership abilities through small projects, allowing me to practice delegating tasks and motivating team members. My English communication skills improved remarkably, boosting my confidence in articulating ideas and providing constructive feedback. This experience provided valuable insights into project management, efficiency, and creative thinking in a hands-on environment. Additionally, I established some contacts within the industry. In essence, my Erasmus experience provided a unique blend of technical skills and creative insights that will be invaluable as I move forward in my artistic journey. We plan to continue working together on the projects in the future.*

**Picture NE & HE together:**

