





Disclaimer

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THE PILOT PROJECT

ERASMUS FOR YOUNG ENTREPRENEURS Global was a pilot project, ongoing from 2018-2021. It was financed by the European Union to facilitate the exchange of European new entrepreneurs and experienced host entrepreneurs in the USA, Singapore and Israel.

The pilot project will be followed by a preparatory action of three years (2021-2024). The preparatory action will cover three additional destinations: Canada, South Korea and Taiwan.

STORIES OF SUCCESS

HOST AND NEW ENTREPRENEURS WHO TOOK PART IN THE PROGRAMME

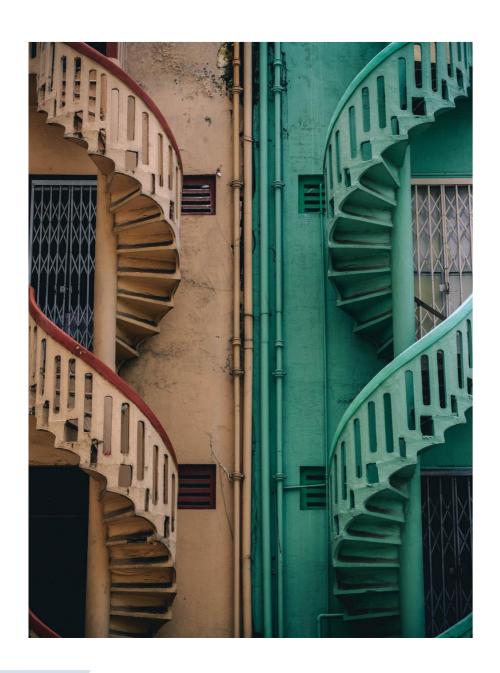
Among the various interesting exchanges, the following stories have been chosen as Success Stories to describe the EYE Global Programme and the experience of its participants.

OBJECTIVE OF THE PROGRAMME

- Implementation of a pilot project initiated by the European Parliament on the geographical extension of the current 'Erasmus for Young Entrepreneurs (EYE) programme to a number of countries outside Europe: US (States of New York and Pennsylvania), Israel, and Singapore.
- Mobility scheme for would-be innovative European entrepreneurs with a duration of 1 to 3 months in targeted non-European countries.

Specific objectives

- To facilitate the creation of business start-ups and to support European NEs in developing their businesses by providing practical training.
- To foster the sharing of experience and information between entrepreneurs on the obstacles and challenges of starting up, developing, and growing their businesses.
- To connect newly-established or aspiring European entrepreneurs (NEs) with experienced host entrepreneurs (HEs) in the three countries beyond Europe, thus helping them find more potential partners and increase their possibilities towards a broader market access.
- To empower European start-ups to be competitive and deliver an excellent value for money.



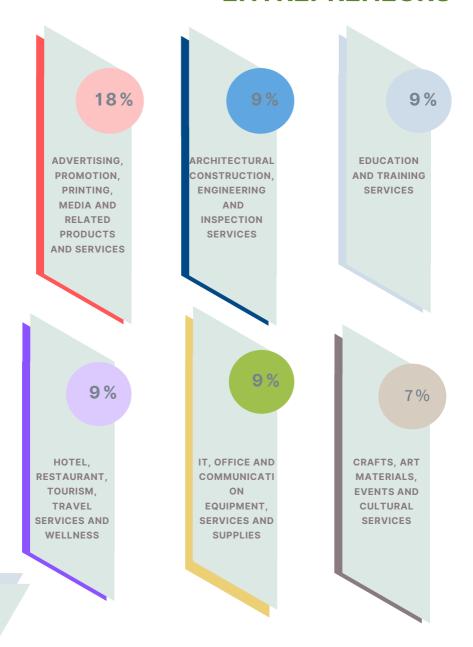
KEY FIGURES

ESTABLISHED EXCHANGES

63

IN THE TARGET COUNTRIES

TOP PRIMARY DOMAINS OF NEW ENTREPRENEURS



VITTORIA CUTINI

NEW ENTREPRENEUR



Company name of the NE: The Bridge Host Entrepreneur: Franco Oneida

Company name of the HE: Franco Blueprint

Country of the exchange: US

The Bridge

The Bridge is envisioned as an online marketplace. This initiative is focused on connecting emerging musicians, searching to expand their network, bars looking for the best musicians in order to attract new customers, and music fans on the lookout for new sounds.

Vittoria Cutini is 25 and Italian. Born in Grosseto, Tuscany, she studied at the University of Bologna and the University of Technology in Sydney. During that experience, she found out about the EYE programme thanks to a friend who had participated in it and, in August 2019, she decided to apply for it.

IN THEIR OWN WORDS

"You can spend months studying entrepreneurship but seeing what an entrepreneur does day by day is more valuable than reading any book you may find in order to understand what you want and what your idea needs."



VITTORIA CUTINI NE

Vittoria's path to success

Activities during the exchange

- Market research and support to the development of her Host Entrepreneur's budgeting app: PALM™.
- Project development, innovation, and R&D for financial literacy workshops.
- Review of the existing business operations and contributing to internal processed SOP/Standardization and understanding SME finance.



Challenges

Vittoria's main challenge was to leave her comfort zone: it was the first time she had the opportunity to directly being mentored by an entrepreneur. She had the opportunity to further develop her financial and accounting knowledge, which are the core business of Franco Blueprint (the HE's company). Thanks to Franco Oneida, who provided her with guidance and feedback, Vittoria was able to confidently succeed on this new adventure. HE and his partners were the key points of Vittoria's experience: they made her feel comfortable sharing thoughts and doubts, including her in the team.

Outcomes

Vittoria finalised her exchange on January 31, 2020. This experience has supported her to continue with the hard work required to create a startup. At the moment, Vittoria has decided to invest her time in further professional experiences, to be fully ready to develop her lasting project. She plans to transform her startup idea in the coming months. Vittoria would recommend this experience to others. Not only for the entrepreneurial skills she has gained but also for her personal development.

BENEFITS

- She learned how SMEs and startups have to report their financial information and which tools are needed.
- She acquired knowledge on the importance of networking and having an open-minded attitude.
- She increased her network.

VITTORIA CUTINI NE

INTEREST PER DESTINATION

US 505

217

INTERESTED NES

ISRAEL 118

INTERESTED ENTREPRENEURS

840

ENTREPRENEURS HAVE EXPRESSED THEIR INTERESTED IN THE GLOBAL DESTINATIONS



ALEJANDRO CRAWFORD

HOST ENTREPRENEUR



Company name of the HE: RebelBase

New Entrepreneur: Alex Frias Country of the exchange: US

RebelBase

RebelBase is a B2B SaaS platform that equips students, employees, and practising business owners with the right tools to solve problems in the way entrepreneurs do. This is done by analysing problems and innovating solutions. RebelBase offers a digital toolkit that guides and supports users, from brainstorming, all the way to the launch phase. Its mission is to democratise entrepreneurial methods and train innovators to drive an impactful change.

Alejandro leads RebelBase, and serves as Professor of Entrepreneurship at the Bard MBA in Sustainability. Previously, he led boutique consultancy Acceleration Group. He earned his BA at Cornell and his MBA from the Tuck School of Business at Dartmouth.

IN THEIR OWN WORDS

"Disruption requires both hardwon experience and a willingness to throw out the old rules. This program practices what we call the "rebel way," challenging entrepreneurial rebels to imagine a world that works differently, and break down boundaries to put what we imagine into action."



ALEJANDRO CRAWFORD HE

From exchange to business cooperation

Alejandro's exchange with Alex Frias

Alejandro first learned about the EYE programme from Alex Frias, whom he met at the International Symposium on Youth Employment Challenges conference in Turkey. Alex became Alejandro's first Young Entrepreneur when he came with the idea to expand RebelBase into Barcelona.



"I would have probably never had a chance to live and work in NYC if it had not been for EYE- it is a life-changer, an MBA about real life"

> ALEX FRIAS NE

Alejandro brought him on board and Alex dedicated his exchange to attending conferences, networking, and finding a RebelBase client. He succeeded when he closed a university subscriber in Barcelona: Tecnocampus.

Tecnocampus became one of RebelBase's first customers. An entrepreneurship professor at the university used our toolkit with her class of undergraduates.

Outcomes

The partnership with Tecnocampus continues, as it participates in an international entrepreneurship course funded by the Open Society University Network. Tecnocampus was one of five university partners that collaborated on the course at the end of 2020.

This was Alex's crowning achievement, and when he returned to Spain, his professional relationship with RebelBase continued. He became RebelBase's Head of Global Business Development, responsible for leading sales efforts outside of the U.S.

BENEFITS

- Overall, the Erasmus for Young Entrepreneurs programme has proved to be a tremendously valuable source of talent for Alejandro and his company, RebelBase.
- The programme has fueled RebelBase's growth by lasting the relationships that had been built with ambitious and intelligent young people. All these exchanges have made meaningful contributions to the company. Without EYE, the company would not have managed to expand into the European market in such a successful way.

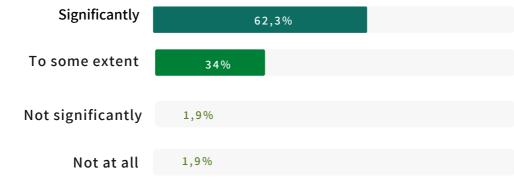
ALEJANDRO CRAWFORD HE

Key figures

95% OF PARTICIPANTS BELIEVE THE RELATIONSHIP

CONTRIBUTED TO THE SUCCESS OF THEIR BUSINESS

- SIGNIFICANTLY
- TO SOME EXTENT
- NOT SUFFICIENTLY
- NOT AT ALL



ŽAN STRNAD

NEW ENTREPRENEUR



Company name of the NE: Radegost S.P. Host Entrepreneur: Radhika Bharat Raj

Company name of the HE: Eso Torra Indesigns

Country of the exchange: Singapore

RADEGOST S.P.

Radegost is a service company that offers management consultancy to businesses in the water treatment sector. Soon the company will become a water treatment industrial company. Radegost has started providing consultancy services in order to gain the experience, knowledge and funding needed to initiate an expensive production. The opening of the new company is planned for this year 2021.

Žan Strnad is 23 and from Slovenia. While finishing his studies, he drafted his business plan, and when he discovered the EYE Global programme, he realised it could be the perfect chance for him to learn about how business is done in Asia.

IN THEIR OWN WORDS

"EYE Global in Singapore broadened my view of the world and gave me a lifetime connection to people I consider my second family.

EYE is what Jim Rohn said:

<Formal education will make
you a living, self-education
will make you a fortune>".



ŽAN STRNAD NE

Žan's path to success

Activities during the exchange

It all started when Žan heard about EYE Global, during a volunteer project, within the European Voluntary Service (now known as the European Solidarity Corps).

At that moment, he realized it was just what he was looking for! He did not have his own company yet, but a good business plan was enough to motivate him to apply for the EYE program.

Žan wanted to experience the Asian business. For this reason, he focused on finding a Singapore Host Entrepreneur and started contacting the profiles available in the EYE database. Soon after, he had a video call with (his future HE) Radhika Raj. They got along well and just a month later, he went to Singapore.

Žan was introduced to the new work environment. He learnt about different business cultures. He cooperated in the general management of the work progress of ongoing HE's projects and had the chance to develop his business plan after the feedback received by his mentor.

Challenges

Žan shortened his stay in Singapore and returned home a month earlier than expected due to the pandemic. However, he continued his exchange remotely, despite the big time difference! Working from home added an element of control in Žan's learning in an extremely challenging situation.



Outcomes

The HE's business sectors - interior design and architecture - were new to Žan. The activity plan of their exchange was built around the idea of merging their strengths, knowledge, business management and marketing.

During his first few days in Singapore, he was introduced to the company structure and work culture. Among his tasks, he supported the upgrade of the current management tools of Radhika's future projects to make them more universal, clear, and friendly. They also worked on market research for new material suppliers Radhika needed for new projects. The supply lines and market research are some of the fields for their future cooperation.

BENEFITS

- Žan learned something new every day. He attended business meetings and learned how to execute a project.
- As the business connection between Žan and Radhika was warm and effective, the two entrepreneurs plan to continue their successful collaboration.

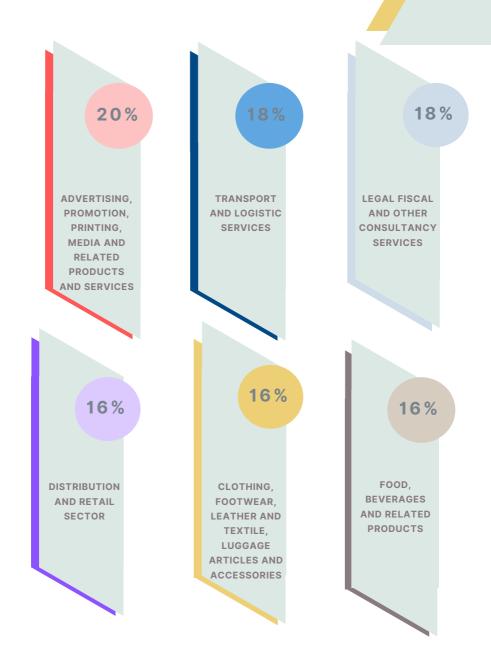
ŽAN STRNAD NE

ACTIVITIES DURING THE EXCHANGE FOR NEW ENTREPRENEURS





TOP PRIMARY DOMAINS OF HOST ENTREPRENEURS



GIANLUCA RIVIZZIGNO

HOST ENTREPRENEUR



Company name of the HE: MODALiTA New Entrepreneur: Giovanni Bergamini

Company name of the NE: Square Marketing

Country of the exchange: US

MODALITA

MODALITA was created out of a desire to provide the design, hospitality and retail industries with upscale products at affordable prices.

MODALITA is specialized in importing high-end contemporary furnishings, equipment and products for contract sales, providing a one-stop-shop for all decor and furnishing necessities.

Gianluca Rivizzigno is an experienced founding partner with a demonstrated history of working in the import and food equipment industry. He has been in the design business for over 20 years and his specialities are: sales and import of furniture and equipment, project management, logistics, and F&B management.

Gianluca's path to success

Activities during the exchange

Thanks to EYE Global, Gianluca found in the NE Giovanni Bergamini the perfect skills he has been looking for in his company. Giovanni's experience in artisanal wood crafting and design offers an added value to this exchange.

Giovanni understood how to communicate with Gianluca's company, showcasing his products online to US customers. He improved his skills in website development, widened the client base and deepened the knowledge in business design. He also had the opportunity to analyse the US market, trying to enlarge his business across the border. Additionally, he had the chance to improve his language skills, which he can now apply to marketing campaigns.

Outcomes

Gianluca Rivizzigno achieved tangible results in marketing, communication, events and social media management. This exchange allowed him to improve the company's online presence, brand awareness and CRM. He could fully grasp how the furnishing sector in Italy is performing and therefore expand his business in the country.



GIANLUCA RIVIZZIGNO HE

SUCCESS RATE

94,5 %

OF HOST
ENTREPRENEURS
CONSIDER THEIR
EXCHANGE A SUCCESS

94%

OF NEW ENTREPRENEURS
CONSIDER THEIR
EXCHANGE A SUCCESS



ADRIANNA RUTKOWSKA

NEW ENTREPRENEUR



Host Entrepreneur: Joseph Mac Carbonell

Company name of the HE: Verdant

Country of the exchange: US

As a landscape architect, Adrianna synthesises the social and ecological concerns with considerations while creating outdoor spaces. She placed herself as a committed partner in the environmental that issues affect her local community. Adrianna has a broad experience that goes from landscape architecture to furniture and interior design. She has worked as a technical drawer for executive projects. Adrianna is interested in all aspects of architecture, however her true passion resides in the realisation of vertical gardens.

Adrianna Rutkowska is 31 and Polish. She worked in landscape architecture since graduating from the Cracow University of Technology and Technische Universität in Kaiserslautern. She speaks English, Italian and German. Her main passion is landscape architecture and nature.

IN THEIR OWN WORDS

"The exchange was an excellent measure of personal flexibility, encompassing an ability to reach compromise, focus and succeed through challenging times."



ADRIANNA RUTKOWSKA NE

Adrianna's path to success

Activities during the exchange

Adrianna spent the first month of her exchange getting familiar with the company culture and structure. She was introduced to general marketing (conducting research, analysing data to identify and describe recipients, having insights on digital and online marketing).

Adrianna prepared a plan to contact potential project investors. Not only did she participated in every stage of the design process, but also cooperated with Joseph's team through the production of graphics for her final project. Joseph and Adrianna organised a workshop on how to apply the benefits of their gained knowledge during the exchange. Adrianna visited the nursery and learnt how to choose and store plants, as well as building materials. She attended four site inspections, met contractors, clients, suppliers and learned how to manage the contractors' team on a construction site.

Challenges

During the exchange, Adrianna travelled a lot. One of the most challenging things was to find good and affordable accommodation. However, she managed to get the best out of the situation, and this constant moving allowed her to explore different cuisine, culture and meet different people.

One of the biggest cultural shocks was to get used to the American way of life, using different units of measure, weight, and date format.

However, these were just small obstacles in the way to a fruitful cooperation.

Outcomes

Unfortunately, due to the COVID-19 pandemic, Adrianna had to finish the last month of the programme remotely from Poland.

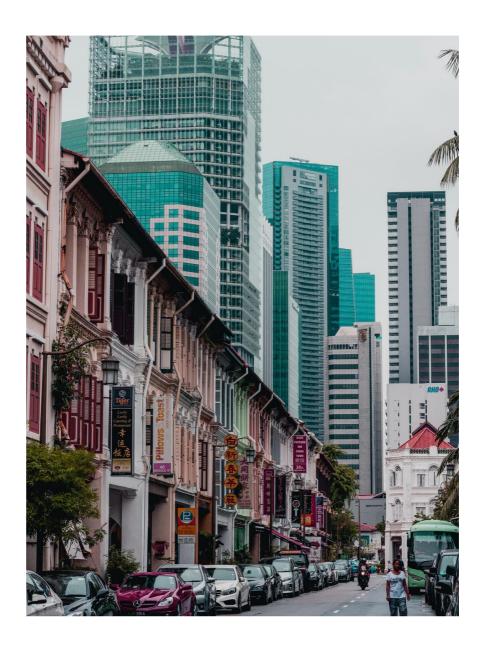
After her stay in New York City, she managed to successfully open her own business. She is constantly looking for new ways in which she can make her company grow.

Adrianna highly recommends taking part in the EYE Global exchange. She describes it as an extraordinary experience, through which she gained valuable knowledge of a foreign culture and language. The exchange was an excellent measure of personal flexibility, encompassing an ability to reach a compromise, focus and succeed through challenging times.

BENEFITS

- Adrianna was able to work on a broad range of projects, moving through many assignments and styles of work.
- She improved the modelling and graphic presentation skills.
- Her host introduced her to several clients.
- She learned how to organize business meetings and how to communicate with new clients.
- Participation in the program helped her improve her business English and integrate within the USA business culture. She met many inspiring people from all over the world during her stay in New York City.

ADRIANNA RUTKOWSKA NE



HOST ENTREPRENEURS

84,5 %

HOST ENTREPRENEURS WANT TO HOST AGAIN IN THE FUTURE

HEs

107

HOST ENTREPRENEURS AVAILABLE FOR AN EXCHANGE

JOSEPH MAC CARBONELL

HOST ENTREPRENEUR



Company name of the HE: Verdant

New Entrepreneur: Adrianna Rutkowska

Country of the exchange: US

Verdant

VERDANT is a critically acclaimed landscape design-build studio based in Brooklyn, New York. VERDANT has created numerous signature projects such as the Flowerbox Building in the East Village, The Enclosed Forest at the Brooklyn Navy Yard, and the Skymeadow at Flavor Paper's headquarters in Brooklyn.

Joseph Mac Carbonell is 49 years old, born in Wilmington, US. He graduated from Yale University, BA and School of Visual Arts, MFA. In 2005 he founded Verdant and has been active since in the field of landscaping design and build.

IN THEIR OWN WORDS

"EYE Global offers a rare chance for small business owners to learn and grow with learning from international partners, without interrupting the day-to-day operation of their business."

JOSEPH MAC CARBONELL HE

Joseph's path to success

Activities during the exchange

The new entrepreneur, Adrianna, was very helpful in assisting him.

Joseph introduced Adrianna to general marketing, market research and every stage of the design process. He asked Adrianna to attend business meetings with clients, and together they assessed potential areas for future cooperation. Mentoring meetings were constantly organised during the exchange, providing feedback and advice on NE's startup.

Joseph learned some new technical information about green walls. He learned a bit about how Adrianna developed her working relationships with architects in Poland and how she worked to secure clients.

Challenges

The language barrier, whilst tricky at times, did not disrupt their successful cooperation.

One of Joseph's main challenges was working with the NE and getting used to her design instincts, learning how to work together.

As a HE, another of Joseph's challenges was supporting Adrianna settle in their office and establish a dialogue that allowed her to work together as a team.

Outcomes

Joseph's business was affected by the pandemic.

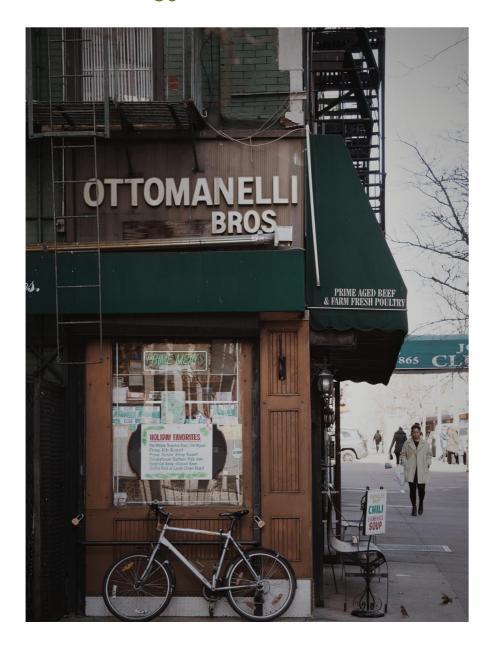
He had to re-arrange his strategy, and over time he saw success with his marketing and secured several new large-scale projects. He pushed the development of image creation. He increased the marketing outreach of his company, which has started some new design collaborations.

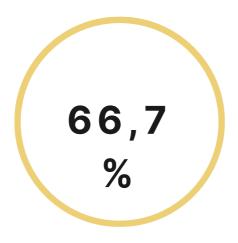
The exchange brought innovation to Joseph's business plan: he realized the value of more detailed image presentations to convince clients to work with them. While Adrianna, NE, was in his office, she did many graphic image presentations, and she was able to dedicate the time to the projects. They got a good response from this level of Photoshop representation, and it made Joseph see the importance of doing this type of work regularly.

BENEFITS

- Joseph learned how to work with someone who has their own independent business.
- Joseph enjoyed getting to know what being a mentor in business means.

JOSEPH MAC CARBONELL HE





OF NEW ENTREPRENEURS

MET A NEW POTENTIAL PARTNER

EMANUELE NARGI

NEW ENTREPRENEUR



Company name of the NE: Terre-Moto Performance

Host Entrepreneur: Orietta Crispino

Company name of the HE: Theaterlab Inc.

Country of the exchange: US

TERRE-MOTO Performance

TERRE-MOTO focuses on IMMERSIVE THEATRE as well as the design of artistic and educational projects. The projects are a journey of investigation, creation and immersion to practice the art of acting, exploring from its most disused principles to its most advanced expressions. This is done through the implementation of workshops and performances.

Emanuele Nargi is 43, he was born in Napoli and is now living in Barcelona. He collaborates with various companies as an Entrepreneur, trainer, and director. Emanuele is currently producing and directing participatory theatre projects in Barcelona

IN THEIR OWN WORDS

"The programme is as good to an entrepreneur as safe, pure water. Experience the programme like you'll die tomorrow. Do it, thinking that you are not doing it for the money and you have only one life!"



EMANUELE NARGI NE

Emanuele's path to success

Activities during the exchange

Emanuele's exchange in New York City took place between January and March 2020 with Orietta Crispino. Emanuele and Orietta met at a different project exchange that happened in the same period.

Their goals during the exchange were to learn how to run and manage a theatre venue. This exchange offered a new opportunity for the NE' skills, practical work, networking, and visibility.

Challenges

For entrepreneurs, the pandemic and the new distances created are the challenges to be overcome.

Emanuele's main challenge was to continue staying in touch with Orietta (HE), despite not being physically at the HE's premises. In fact, after two months he spent in NYC, he had to return back home from this exchange due to the COVID-19 outbreak.

Furthermore, given the impact of the pandemic on performing art, the challenge is to understand how to develop future projects: the transition to online performance requires a lot of infrastructure and equipment.

Outcomes

The exchange finished just before the COVID 19 pandemic took over. Since then, Emanuele was able to involve three more people in his project. Together with his partners, he has implemented an arts residency in the countryside near Granada.

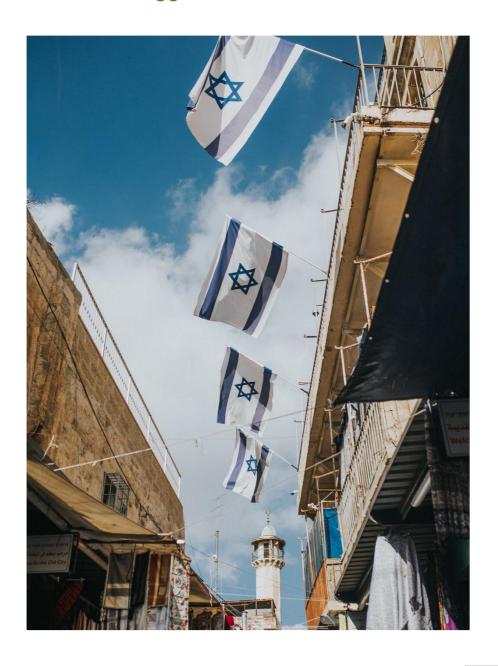
In the meantime, Emanuele has become a HE himself. One of his current NEs is implementing her project in Barcelona, and they are remotely cooperating. The business plan might need a massive change seen the challenges of the current pandemic at societal, economic and cultural levels.

Emanuele would recommend the experience. However, he suggests a more thorough planning since NYC has many distractions.

BENEFITS

- Emanuele learnt a lot about the production of events, selling, and renting. His project has been influenced by the HE's work and activities, especially the commercial side (renting and selling).
- He learned how to build strong bonds with private funders and create a brand.
- His new goal is to build a bridge to another country for new projects. As well as to develop the project through the use of theatre arts as their common interest.

EMANUELE NARGI NE



51% OF NEW ENTREPRENEURS THAT PARTICIPATED IN EYE GLOBAL

ALREADY OWNED A BUSINESS



32% OF NEW ENTREPRENEURS PLAN TO START THEIR BUSINESS WITHIN A YEAR

SOPHIA EICHLER

NEW ENTREPRENEUR



Host Entrepreneur: Oren Rosenzweig

Company name of the HE: Innoviz Technologies

Country of the exchange: Israel

Sophia's inspiration to start a business came from the idea of creating something new that could help people and maybe, even better, the world in general.

She is working on a B2B application for companies to help their employees reduce back pain and mental stress. Her interest in the startup scene started when she was studying. By sharing her ideas and thoughts, she feels as if she has an impact on her surroundings and wants to use this skill to make the world a better place.

Sophia Eichler, 27, is originally from Braunschweig, Germany. She lived in South Africa and Singapore before joining EYE Global in Israel. She is a digital media design expert and has worked in digital communication. She holds a Bachelor degree in Online Management.

IN THEIR OWN WORDS

"Boundaries that are blocking us from following our dreams do only exist in our minds or our culture but do not necessarily reflect the whole reality. Stay curious, stay open, dare to leave your comfort zone, and keep learning. There are many great things to experience in this world, even greater than we can imagine."

SOPHIA EICHLER NE



Learning together

Oren Rosenzweig and Innoviz Technologies

Oren Rosenzweig, co-founder & CBO of Innoviz Technologies Ldt., started Innoviz in 2016. Together with three colleagues from his military service, he developed advanced Electrooptic systems for the R&D department of the IDF Intelligence Core.

Innoviz is developing sensors and perception software that enable the mass production of autonomous vehicles and has already achieved several partnerships with leading automotive companies, including a contract with BMW vehicles.

Oren's and Sophia's exchange

Sophia and Oren spent three months working together. Sophia helped Innoviz's marketing team and got a deep insight into the CEO's tasks such as investment discussions, panels, events, presentations, speaking opportunities, and how to grow a B2B future technology startup.

Sophie and Oren both learned about their different cultures and approaches to business.



OREN ROSENZWEIG HE

BENEFITS

New Entrepreneur

- B2B Marketing skills
- Skills on how to communicate & sell a very technical and not yet existing product, as future technology in a B2B environment
- New problem-solving approaches
- New perspectives of the entrepreneurial culture
- Basics on how tech startups work and how to push their growth
- · New friends
- Life lessons on "risks" and cultural differences

Host Entrepreneur

- Getting a fresh perspective of Innoviz marketing efforts.
- Pushing activities that were otherwise not pursued, such as employee engagement and creating visibility into Innoviz workforce on social media channels.
- Getting a diverse viewpoint Innoviz team is primarily made of people that have similar cultural backgrounds. Sophia brought in a fresh perspective to the team.

OREN ROSENZWEIG HE

THE PARTNERS



EUROCHAMBRES represents over 20 million businesses in Europe through 45 members and a network of 1,700 regional and local chambers. ECH manages and coordinates various projects focused on supporting SMEs and entrepreneurship, encouraging business relations between the EU and various regions and countries .www.eurochambres.eu



Unioncamere del Veneto-Eurosportello (UCV) is an information and assistance office providing services in internationalization helping the business community, especially SMEs based in Veneto Region, Italy.

www.unioncameredelveneto.it



The Belgian-Italian Chamber of Commerce (CCBI) is a private Belgian association, part of the Italian Chambers of Commerce Abroad network, which counts 140 offices in 54 countries of the world.

www.ccitabel.com/ccib/en



EOC International is an international business consulting company, based in France. The organisations works with individual companies who are seeking to expand internationally where it proposes a strategic market entry approach, partner search, and a plan of actions for brand building and long term business growth



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