

New Entrepreneur (NE)

Name & surname: Helen Tammemäe

Country: Estonia

Age: 27

Status: Start-up

Sector: Media

Name of business: Joni Pun

Website: www.jonipun.com

Host Entrepreneur (HE)

Name & surname: Marcos Martin Muñoz

Country: Spain

Age: 39

Experience (years): 12

Sector: Media

Name of business: Sinergia de Estudio S.L.

Website: www.4d3studio.com

Details of the exchange

Period of Exchange: 19/10/2015 - 30/01/2016

Duration of Exchange: 3 months and 11 days

Brief introduction:

The NEs aim in participating in Erasmus program was to get to know new markets and the logic how they work. She added that an experience of working with some of the companies abroad providing similar services would be helpful to get to know the local work-culture and also legal framework. "The main idea is to make contacts, learn the local language and work-culture and find out how the market really works. But working in a hosting company will also teach me how to grow and develop our own company, lead the employees and hopefully it'll teach me some of the new practical skills as well. In general - the Erasmus program for the Young Entrepreneurs experience will grow our business level of experience since none of us have actually worked abroad before. Since our goal is to start providing international services in following years, some direct contact would be useful."

Activities undertaken:

During the relationship the NE made a research of the Animation markets in all over the world and carried out an analysis about the possible prospects for the HE company to widen its services into an international market. The NE also also started to develop her own content marketing project of short videos for which the experience working in the HE company helped to understand the principles of starting with the project of such kind.

Benefits achieved:

The NE got a very good overview about the local tax system and general business environment in Tenerife and as she will be continuously working in a media sector also in her home country Estonia, the experience in Tenerife will widen her perspectives in



placing some of the production activities possibly to the Canaries. Also the personal contacts made will be beneficial for these perspectives as this network will definitely support the possible collaboration in the future.

Quotation regarding the experience:

NE: “Working with Marcos helped me a lot to understand business culture and environment of Tenerife while I got a chance to overview also my approach toward my employees. I’m sure I will be more open-minded in my relationships with different people whom I will be collaborating in future.”

HE: “Helen was very proactive, working not only in the common project proposed, but proposing new approaches and solutions in redesigning our brand”

For further information about the exchange:

- NIO, OÜ Turundusproff, Margit Meius: hanna.niitmets@mi.ee
- HIO, Instituto Tecnológico de Canarias, Lucía Dobarro: rempart@itccanarias.org

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

www.erasmus-entrepreneurs.eu