

**New Entrepreneur (NE)**

**Name & surname:** Ruben Mahugo Leiva

**Country:** Spain

**Age:** 32

**Status:** Start-up

**Sector:** Online Marketing

**Name of business:** Ingravity Marketing

**Website:** [www.ingravitymk.com](http://www.ingravitymk.com)

**Host Entrepreneur (HE)**

**Name & surname:** Jerome Knott

**Country:** Netherlands

**Age:** 29

**Experience (years):** 5

**Sector:** Online Marketing

**Name of business:** Marketing Bright

**Website:** [www.marketingbright.com](http://www.marketingbright.com)

**Details of the exchange**

**Period of Exchange:** 09/05/2016 - 31/10/2016

**Duration of Exchange:** 5 months 21 days

**Brief introduction:**

Jerome (the HE) and Ruben (NE) are Digital Nomads. They are travelling around the world working with a laptop and a WiFi. Jerome is from Breda - Netherlands - and he met Ruben in a trip to Gran Canaria - Spain - while he was spending 6 month living in Canary Islands.



Both have a similar profile. Jerome has more than three years as Entrepreneur working in StrategichMarketingplan.com the first and biggest website about Marketing in Netherland. In that moment Ruben was trying to launch IngravityMK.com, a digital marketing agency from Gran Canaria with an international vision. It was very easy to find a common way to collaborate and thanks for Erasmus Program for Young Entrepreneurs they could work together for six months in Netherlands.

Ruben was expecting learn from Jerome about how to create a big community on Internet, how create an online platform about video courses and how to manage it working around the world.

**Activities undertaken:**

From IngravityMK business point of view, they worked in the Strategy vision in the first part of their relationship and how to build a business for long time on Online Marketing Services. Ruben has improved his abilities to work from a business strategy towards business tactics to work prioritized on business operations. The second part of the exchange was focused on working in a new project which resulted on regular sales, thanks to creating a new educational product for the NE online agency. Skills like recording, editing and launch video-courses are learnt from the HE.

From Marketing Bright business point of view, they worked on improved the sales funnels

and the online advertising like Facebook ADS, Adwords and others pay per click channels. They did a research about the Spanish Market but at the moment they decided to keep in Netherlands because Spain is over-saturated in Marketing free/cheap courses.

#### Benefits achieved:

Once their relationship finished and thinking about 6 months ago, Ruben received much more from Jerome than expected. He has taught him how to improve his Strategist Skills and this was the best thing that to learn. It doesn't matter which is your business, because all projects can works, but if you are a strategy business owner you will have more possibility of success!

They are thinking about to expand Marketing Bright to Spain in a short period of time and the way will be in a cooperation project between Jerome and Ruben. During last six months Ruben did a lot of business contacts that in a near future can be next customer if they want to expand their business to Spain.

One thing outside of their business is that they have a real friendship for long time. They are young and they are sure that we will collaborate together in next projects because their experience was really good working together.

#### Quotation regarding the experience:

**NE:** "The best experience in my short business live it has been to meet new entrepreneurs with different mindset for business in Netherlands and Jerome has the best strategy mindset that I met before"

**HE:** "Always is welcome new people with new ideas and positives vibrations for Marketing Bright and Ruben show me a lot of tools very interesting that I didn't know it"

#### For further information about the exchange:

- HIO, Scholten Consultancy, Peter Scholten: [peterscholten@hetnet.nl](mailto:peterscholten@hetnet.nl)
- NIO, Instituto Tecnológico de Canarias, Lucía Dobarro: [eye@itccanarias.org](mailto:eye@itccanarias.org)

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

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