

### New Entrepreneur (NE)

**Name & surname:** Nicolai Erbs  
**Country:** Germany  
**Status:** Start-up  
**Sector:** IT – Machine Learning and Artificial Intelligence  
**Name of business:** Privalino  
**Website:** [www.privalino.de](http://www.privalino.de)

### Host Entrepreneur (HE)

**Name & surname:** Bamborde Bald  
**Country:** United Kingdom  
**Sector:** IT – Cloud-based Software Solutions  
**Name of business:** Worpcloud  
**Website:** [www.worpcloud.co.uk](http://www.worpcloud.co.uk)

### Brief introduction:

Wouldn't it be great to know whether you're ready to start a business? You could do tons of tests on Facebook without getting any closer to the solution. There is basically only one way to find it: Do it! Not everyone is brave enough to go forward with his or her idea and take the potentially huge financial risk. At least, I wasn't. Erasmus for Entrepreneurs enabled me to think, act, and live like in a startup for three months. I'd loved the prospect to get to know a company in another country without actually being restricted to a single position in the company.

Worpcloud has many years of experience with developing cloud solutions and the creation of prototypes for other startups. This makes it a perfect host company as they provide a dynamic work environment with continuously changing projects and responsibilities.

My desired outcome of the stay was to understand better how to start a business and how to keep it running.



### Activities undertaken:

Since Worpcloud is a very international company, I had the chance to work with people from different countries all around the world. My main contact was the CEO of Worpcloud Bamborde Balde who was also based in Liverpool. The company itself is based in the incubator of the bank Santander in the commercial center of Liverpool. It turned out that the placement in the incubator was one of the biggest advantages as it offered many possibilities to look into other companies' projects and talk about new ideas from different perspectives.

For Worpcloud, I closely collaborated with the CEO on the project Torafugu (<http://torafugutech.com>). Torafugu's principal business is to develop software and algorithms for use in primary care medicine. Torafugu aims to create a real-time "information dashboard" for doctors. Such a platform will enable physicians to have a more informed view of a patient's state of health. My part in the project was to develop the algorithms suitable for predicting the health risks based on the patient's lifestyle.

### Benefits achieved:

Before starting the programme, I believed that a successful entrepreneur just needs to find a good idea in the haystack and then to develop a nice prototype based on the idea. I now realize that there aren't any ideas in a haystack – there's just hay. It needs work to create ideas and to even more work to refine them. Even a working prototype is anything but a guarantee for success. It will probably rather lead to new ideas which in the end may lead to a product.

The programme was an overall success in the sense that I went through these phases over and over again. Creating ideas, refining them, and developing prototypes have become my second nature and I'm eager to apply it to further challenges.

I believe I can make use of this experience in the context of Privalino. Together with my host entrepreneur, it's planned to continue the ongoing projects and collaborate in future projects. Luckily, it has never been easier to communicate even when not being at the same place.

### Quotation regarding the experience:

**NE:** There is no better way to start a business than to discuss ideas, create prototypes and test it with users. Erasmus for Entrepreneurs and Worpcloud have given me the change to do all while at the same time getting to know another country.

**HE:** It's great to have new entrepreneurs from across Europe visiting our company. Everyone has a different background and brings in new ideas to tackle our daily challenges. It's like seeing with a second pair of eyes. Nicolai in particular brought a very valuable expertise to our company in respect to AI/Data Science field that really helped our programming team.

For information on the programme and details on how to enroll visit:  
[www.erasmus-entrepreneurs.eu](http://www.erasmus-entrepreneurs.eu)