

# Erasmus for Young Entrepreneurs

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## SUCCESS STORY

### New Entrepreneur

Name and Surname: Maciej Chmielewski

Country: Poland

Age: 26

Status: Would-be entrepreneur or Start up

Sector: Travelling

Name of business/website: [www.treevanguard.com](http://www.treevanguard.com)

Picture:



## Host Entrepreneur

Name and Surname: Alexandra Bachler

Country: Austria

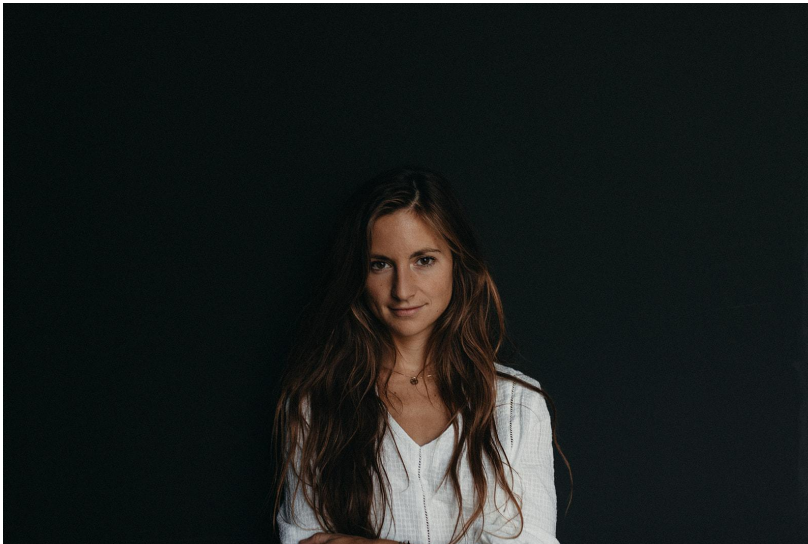
Age: 30

Experience: 8 years in Brand Management, Marketing and Strategy, 5 years in the Holistic Wellness

Sector: Advertising agency

Name of business/website: [www.alexandrabachler.at](http://www.alexandrabachler.at) ; [wurzelerwerkstatt-offline.at](http://wurzelerwerkstatt-offline.at)

Picture:



### Details of exchange:

**Date of exchange:** 14.4 - 6.6.2022

**Duration of exchange:** 1,5 months

Brief introduction (max. 1.000 characters): Who are the participants, how did they discover EYE, why did they decide to participate, what were the expected benefits,..

This Erasmus partnership is a collaboration between Alexandra Bachler, an advertising agency, and Maciej Chmielewski, Treevangang.

Alexandra Bachler discovered EYE because a former colleague started to collaborate with someone being supported by Erasmus. As the host entrepreneur, I'm a huge fan of cultural exchange, always happy and eager to support new entrepreneurs, to learn and experience a cultural work exchange together.

Maciej Chmielewski was researching Online how to find innovative ways to make his business grow - how to study without additionally investing money into expensive studies. Through research and the help of some befriended consultants I've found out

about EYE and applied. I wanted to gain more knowledge about marketing strategy, advertising and learn project management tools. Moreover, I've learned German at school, but haven't used it for a long time. It was a great opportunity to revise and improve my language skills.

**Activities undertaken (max. 1.000 characters): Examples, description of the relationship between the two entrepreneurs,...**

Throughout our EYE relationship, I was involved in several activities. One of them included website re-building, SEO optimizing, and launching. Firstly I had to research the topic and contact several experts. Alexandra has provided me with guidelines on setting up the wireframe and helped me with copywriting. Moreover, we have redefined the strategy (vision, mission, and the target group) of treevangang. We have revised the existing webpage and developed a new brand approach. We drafted a new brand story and reworked the visual and verbal language. Furthermore, together with a team of developers, we reworked the SEO approach of the page - making it faster and user friendlier. After testing the webpage with several people from the target group we are very confident and happy with the outcome. -> <https://treevangang.com/>

Another interesting project we have worked on was working for professional clients on several content plans production. I was taking the role of producing the content, shooting pictures, and writing stories. Alexandra was guiding the shootings, developing the creative plans, and advising. Moreover, I was taking part in the negotiations with clients, which gave me an opportunity to expand my network, and gain different industry insights.

Another big project of the last months was the co-organization of the Wurzelwerkstatt Retreat, where Alexandra is one of the Co-founders. I have been involved in the retreat as a content producer and helped with organization. I have learned how much effort it is to run a retreat, and how to manage resources in order to meet the economic sense. Moreover, I have attended most workshops, which was a truly great experience.

**Benefits achieved (max. 1.000 characters): Future prospect of cooperation, skills developed, contacts made...**

There are several benefits from the EYE relation. One of the most prevailing is the

intercultural experience. Living in a foreign country, even for a little bit, opens your mind and brings you a greater perspective. The working environment is in many ways different to Poland, which was great to experience.

Secondly, I have learned a lot more about brand thinking and establishing a marketing strategy. I've gained new creative insights. I've managed to work on my project besides with Alexandra's. Moreover, I've improved my online presence, as well as my skill in event management.

Thirdly, I've revised my German skills, which are very useful in Austria.

**Quotation regarding the experience: (NE max. 300 characters)**

The last months gave me a lot of insights into how to run a successful business. Not only did I learn new tools but also on how to structure and organize my day in a more productive way.

Alexandra has a lot of professional knowledge about branding and brand strategy and I enjoyed learning and growing from this cooperation.

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

“As Mr. Maciej Chmielewski was my first Erasmus cooperation I have been very curious about working with someone from a foreign country. I have been positively surprised by the fast learning skills the NE showed and about the engagement he showed through the last months.”

Picture (NE + HE together)

- I grant Erasmus for Young Entrepreneurs Support Office the right to use my story in its publications



