

Erasmus for Young Entrepreneurs

SUCCESS STORY

New Entrepreneur

Name and Surname: Izabela Pakuła

Country: Poland

Age:37

Status: Would-be entrepreneur or Start up? Choose one option: entrepreneur

Sector: Heath and wellbeing

Name of business/website: Izabela Pakula Coaching, www.coaching-katowice.pl

Picture:



Host Entrepreneur

Name and Surname: Dalia Gjaja

Country: Croata

Age:35

Experience:6 years

Sector: Heath and wellbeing

Name of business/website: We Do Yoga Yoga School, <https://wedyoga.com/>

Picture:



Details of exchange:

Date of exchange: 12.07.2021 - 12.09.2021

Duration of exchange: 2 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.

The participants of the exchange Erasmus for Entrepreneurship was Izabela Pakuła from Poland, Katowice psychologist, life and career coach and a new entrepreneur. I was looking for some new opportunities like for a new entrepreneur to develop my business, to connect with a bigger company and to learn from someone more experienced than me. As a result I was hoping to get a chance to widen the services offered.

My host entrepreneur was Dalia Gjaja, a founder and CEO of a yoga school called We Do Yoga in Dubrovnik, Croatia.

I discovered EYE searching for a new opportunities in such a difficult time that we are experienced nowadays. The main reason that I decided to participate was searching for some kind of an activity that could help me in developing my business.

The reason that Dalia decided to participate was an occasion to have someone to exchange ideas and experience, especially from outside the yoga world, someone that could have a fresh eye.

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

During the first month of our exchange I got a general idea, how a yoga school work, what kind of yoga, meditation and mindfulness classes are offered, what are some expectations from the clients, how to organise some events like Drop in Festival or meditation walks. During the second month I took part in most of the activities organised by we Do Yoga what gave me a great experience and showed how many styles and approaches exists when coming to yoga or meditation. I took part in some meetings regarding the Drop in Festival. I was also asked to suggest some changes and improvement for website of the School as well as for social media and communication with the clients. Thanks to my marketing and promotional background I was able to analyse and suggest some changes as well as to write the English content for the website and social media for international clients. We were working also on some posts for Facebook and some content for the blog that could be useful for prospective clients.

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

As I wrote before it was a great occasion to immerse in the yoga world in Croatia and to get to know a reality that was a white spot for me before. Secondly I could experience on my body and mind all the classes and things that were offered and led in the school. I met two brilliant women an owner of the We Do Yoga School Dalia Gjaja and Rhubin Herceg her sister that took part in most of the activities and also led yoga classes in the school. Thanks to Erasmus Programme I established contacts with them, that I hope will flourish in the future.

I learnt a lot not only about a yoga school, but also about international clients, about specific of leading such a business in a holiday spot.

We are planning to organise together coaching and yoga retreat in spring next year in Dubrovnik and I strongly believe that it would turn out like a successful event for all the engaged parts.

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

I am really happy that I had a chance to come to We Do Yoga School and to spend there two months. It was a great opportunity to learn new things, establish new contacts and to get a possibility to work together in the future. I strongly recommend such an exchange for everyone than is thinking about developing his or her own business!

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

Meeting and working with Izabela for 2 months has been enriching and positive experience.

We gained a new fresh look on some things and issues and at the same time we could help and share our experience with Izabela. We are convinced that we will work together again in the future!

Picture (NE + HE together)

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

