

Erasmus for Young Entrepreneurs

SUCCESS STORY

New Entrepreneur

Name and Surname: Paulina Lubera

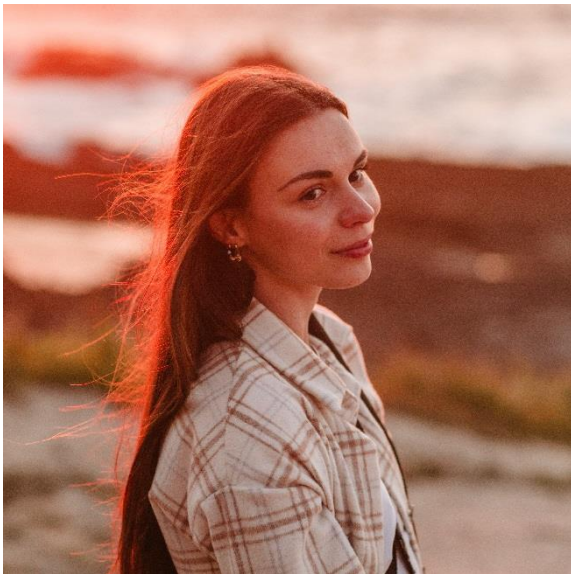
Country: Poland

Age: 26 years

Status: Would-be entrepreneur

Sector: Art and culture

Name of business/website: Paulina with Love



Host Entrepreneur

Name and Surname: Luis Gonzalez Vayas

Country: Spain

Age: 45 years

Experience: 21 years

Sector: Art and culture

Name of business/website: Love mas Love



Details of exchange:

Date of exchange: 01.05.2021-30.09.2021

Duration of exchange: 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,...

My name is Paulina, I am 26 years old and I graduated in Master Degree in Journalism, Media and Communication with Graphic Design as specialization. During the studies I also worked as an event manager and graphic designer. Even though I like graphic design, I was feeling that I stand still and not develop as much as I want to. Photography has always been my passion, but I never thought of it as a career, although I don't know why. Right after I graduated my master studies, I went abroad for an internship as an event manager, thinking that after my return, I will find a job as an event manager. Unfortunately COVID-19 pandemic thwarted my plans, but you can say that nothing happens without a reason, because thanks to the pandemic I returned to photography, developed my skills in this direction by taking part in various courses and did several photo sessions and reportage. Even though I felt that my photography skills were quite good, I knew that I was not completely ready for my own business. First, I had lack of entrepreneurial skills, I did not have someone I could consult on how to create a successful photo business from scratch and how to reach customers. Secondly, my portfolio was not sufficient and in this profession it is the basis. I heard about Erasmus for young entrepreneur for the first time during the above-mentioned internship when I didn't think about my own business yet, but at this point I decided that this is the best way to make sure that owning a business is what I want to do. Due to COVID-19 (HE mainly deals with wedding photography), I had to wait another year for this dream to come true, but it worked. HE is Luis G. Vayas, he is 46 years old and has 21 years of experience in photography business. Over the years his business has grown and now he also deals with videos, creates with Laura and Love+Love (photo+video). Despite Luis having a lot of

experience, he wanted to get a fresh point of view on a business and find new ways to develop and increase photography services.

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

I have to say that I've learned a lot during due to my participation in the Erasmus for young entrepreneur program. I took part in various family, pregnant, newborn sessions (outside and in the studio), pre-wedding sessions and at the weddings. I learned program for selecting photos - Photo Mechanic and learned more about Adobe Lightroom - program for editing photos. I created my own preset – unique settings for editing photos in Adobe Lightroom, with the help of Luis. I learned how to works with RAW files and how to correctly save photos for website, social media and for printing. I improved my photography portfolio. Participating in many sessions and weddings really helped me with it, because I could not only improve my photography skills, but also choose the best photos for my portfolio. I got to know more about shooting both in a studio and outside, learned how to choose the best locations for a session, when is the best time for shooting (outside) and what is the difference in the light during a different part of the day. Luis showed me various possibilities of lighting, setting lamps and accessories in a studio. I created new business Instagram account (link: www.instagram.com/paulina_with_love), and am working on creating a consistent visual identity in the social media.

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

I learned about working during various kind of sessions, learned how to work with families, children and newborns, and how to work with the couples during the pre-wedding sessions. I got to know how important pre-wedding sessions are, to meet the couple before the wedding. I helped Luis with several wedding reportages, from the beginning to the end (pre-wedding preparations in a house of a groom and bride or in a hotel, ceremony in a church or outside, photo sessions of the newlyweds, cocktail and dinner), so now I'm able to do wedding reportage by my own. After weddings I also helped with the selection and edition of photos. We exchanged opinions about our portfolios and social media profiles, which gave us valuable feedback, also new ideas came to our heads about how to improve our online communication channels with clients.

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

'There is probably no better way to see how to manage the company than to participate in this program, of course you can read a lot of books, but theory is not a practice. During the exchange, we can not only acquire valuable entrepreneurial skills and gain new

contacts, but also see how a given sector functions in another country, which broadens our horizons, and makes new ideas come in our heads on how to improve our business.'
– Paulina Lubera

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

'The experience with Paulina had been very good. She learned all very quickly. I supervised her work when we went to a sessions and weddings and told her how she can improve her work. She also helped me with my work, taking photos, selecting and editing them. In addition, I had the opportunity to improve my English skills by speaking with her on a daily basis.' - Luis G.Vayas



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