

## Erasmus for Young Entrepreneurs

### SUCCESS STORY

#### New Entrepreneur

Name and Surname: Alicja Szczepańska

Country: Poland

Age: 27

Status: Start up company

Sector: Education

Name of business/website: Algo – Alicja Language Guide / [www.algo.co.pl](http://www.algo.co.pl)

Picture:



#### Host Entrepreneur

Name and Surname: Jorge Juan Moreno García

Country: Spain

Age: 46

Experience: 10

Sector: Education

Name of business/website: Spanish and Surf School / [www.spanishandsurf.net](http://www.spanishandsurf.net)

Picture:



## Details of exchange:

Date of exchange: 25.07.2022 – 18.11.2022

Duration of exchange: 4 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,...

I discovered EYE by word of mouth. When I heard about it, I instantly knew it was something for me. I'm an English and Spanish teacher and my dream has always been to move to Spain and be able to work there for some time. I wanted to see how language schools function in Spain from the inside and gain international experience to be able to offer my clients better services in the future and possibly expand my business activity onto the Spanish market. The whole experience helped me boost my business skills in different areas: customer acquisition, marketing and teaching methodology. – Alicja

We discovered EYE, through a person on the island of Fuerteventura who has been already using the programme successfully. We are a small Spanish school of 6 employees in total, who also services housing to students. We aimed to welcome on board a person like Alicja with social skills, who wanted to become a social host and give us a boost to our online Marketing.

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

The most relevant experience from my point of view, as a teacher, was the possibility to give classes at Jorge's school. This helped me understand the needs of international students as they differ from those of Polish learners. Networking was another vital aspect of our cooperation. Jorge's clients come to his school to study Spanish for a couple of weeks during holidays, whereas I offer online classes throughout the whole year. What they start on Fuerteventura during their holidays can be later continued with me online. That is the essence of this business exchange. Our companies do not compete, but grow thanks to the programme. I also recommend my Polish students to come for an educational holiday to Jorge's school and study with native speakers here. We are planning to keep on recommending our services to our clients in the future.

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

We collaborated on multiple levels. We worked on our social media platforms creating content for Instagram and Facebook. We exchanged teaching methods, tools and curriculums as well as best practices. We had regular meetings to discuss our discoveries such as e.g. a platform to play games during Spanish classes. Moreover, I had a possibility to give Spanish classes to international students coming to Jorge's school. I also helped and assisted him in his daily duties related to running his business

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– checking in incoming students, contacting them and helping them organise their free time.

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

EYE is an enriching experience that is helped me open to new markets and gain a wider view on the language education sector in Spain. My business will definitely benefit from it. Watching Jorge performing his duties was immensely inspiring and I appreciate the opportunity to work with him.

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

Alicja turned out to be an unexpectedly good candidate, not only she's got the skills we were looking for, but also, she proved to be an excellent teacher of Spanish as foreign language. This fact led the partnership to be much more interesting than initially planned. Alicja was actively involved in the language school and its needs. We managed to balance well the needs of both.

Picture (NE + HE together)



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