

Erasmus for Young Entrepreneurs

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SUCCESS STORY

New Entrepreneur

Name and Surname: Joanna Kozłowska

Country: Poland

Age: 25

Status: Would-be entrepreneur

Sector: Mental health services

Name of business/website: Pink Panther Therapy Centre



Host Entrepreneur

Name and Surname: Maite Tatay Arastell

Country: Spain

Age: 45

Experience: Experienced in running a business for 7 years

Sector: Mental health services

Name of business/website: Psicoaula (<https://psicoaula.es/>)



Details of exchange:

Date of exchange: 15.03.2021 – 01.07.2021

Duration of exchange: 3.5 months

Brief introduction

Joanna – I am a Young Entrepreneur from Kraków, Poland. I hold a Master degree in Applied Psychology and I am experienced in industrial psychology as well as in working with children. I have graduated from University last year with an idea of opening a clinic for children with developmental disorders. My idea came from the observation that mental health services for children with disabilities in Poland are pretty limited. My desire is to create a centre that will offer comprehensive care to affected children and their families and also to raise awareness in society about developmental disabilities. However, I did not have any previous background in business and therefore, I was eager to take part in the EYE Program in order to learn how to run a company from someone who already knows it well.

Maite is an experienced psychologist and entrepreneur from Valencia, Spain. Since 2015 she is a **director of Psicoaula** – a psychological centre located in Meliana which specializes in diagnosis and intervention of psychological disorders for children, adolescents and adults. Maite was introduced to the EYE program by Joanna. Once she learned about it more she was very excited to start the collaboration. She wanted to help the new entrepreneur to develop their management skills and competences and at the same time to enrich her business from the fresh perspective and new ideas of a person from another country. Additionally, it was a perfect opportunity to practice English and learn more about mental health industry in a foreign country.

Activities undertaken

I have spent over 3 months working together with Maite at her clinic and it turned out to be a fantastic experience for us both.

Maite has introduced me to various sides of running a business. She took me on board, introduced to the team and invited to attend company's meetings. On a weekly basis I was participating in the team meetings, attending psychological sessions (with both children and parents) and working on tasks related to marketing and organizational side of managing the clinic. Some of them were: meeting new clients, creating marketing materials, documenting sessions and payments, preparing a presentation for the school and thinking of new ways to make a good impression on new clients. On top of that, I helped with translating documents to English and designed an article for the company's website. During the cooperation I was having discussions with my Host on emerging business topics such as: how Covid has influenced her business or how politics and new policies influence work of psychologists in Spain. We were also exchanging ideas on using various promotional strategies and ways of creating an attractive service offer for clients.

Benefits achieved:

The exchange was a very fruitful time for both of us. We have developed new skills, expanded intercultural awareness, made new connections and received new ideas for our businesses. I have learned how to run business meetings, approach new clients, plan finances, manage people and based on that new knowledge I improved my business plan significantly. Maite on the other hand, received feedback on her company from a new perspective and gained new skills from acting as a mentor. She was able to improve her website and gain new ideas for using social media accounts for marketing. Finally, together we have built a strong relationship and we stay in touch in case of a future possibility to cooperate or simply advise each other on certain business matters.

Joanna: *“I had a very pleasant experience being part of the team at Psicoaula and I have learned a lot from my colleagues both on a professional as well as personal level. EYE is a unique Program which offers a chance of gaining invaluable experience. I would highly recommend it to anyone thinking of starting their business!”*

Maite: *“It was a pleasure to work together with Joanna. She is a great professional and she has brought a fresh perspective to the clinic, inspiring us with new ideas. I am grateful for having had her in our team. It was an excellent opportunity for me and my colleagues to practice English and learn something about health care industry in Poland. We have both learned a lot from each other and we will keep in touch”*



Picture: team meeting

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