

## Erasmus for Young Entrepreneurs

### SUCCESS STORY

#### New Entrepreneur

Name and Surname: Amad Sami

Country: Poland

Age: 25

Status: Would-be entrepreneur

Sector: Farming

Name of business/website: Eggcellent

[www.eggcellentt.com](http://www.eggcellentt.com)

Picture:



#### Host Entrepreneur

Name and Surname: Cliff Southcombe

Country: UK

Age: 70

Experience: +20 years

Sector: Social enterprise various sectors

Name of business/website: Social enterprise international

<https://sei.coop>

Picture:

## Details of exchange:

Date of exchange: 15/03/2021

Duration of exchange: 30/06/2021

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 am a young man full of dreams and wanting to change my local community. I chose the European Union for my professional experience and development. I believe that it is a place of good practices, which if transferred to the foreign market will prove to be of long-term benefit.

Cliff Southcombe, is a businessman with many years of experience. His career has had an international flavour right from the start. His first experience was in voluntary and social work. He played the role of manager and senior specialist in many companies and sectors. His passion, however, has always been social enterprises and making a difference for those who need support.

I discovered EYE through searching online and find out that there is a program that can help me develop and start my business. Well, every entrepreneur once was a dreamer and dreamed about being different. I always was full of energy and was never able to do a routine and always wanted to try different things. I started a business not many years ago and I was really slow at processing and managing my business. I could reach out to one customer per week and now after my journey in UK I can reach out up to 70 customers in a week due to learning the technology and being able to use it to be more efficient.

After finishing my placement I established my company called Lavezco group that I am currently raising funds for. Which will be foreign direct investment company doing agriculture projects in different fields. The first project will be based in Iraq under brand name Eggcellent. Which will be a social enterprise for egg farming [www.eggcellentt.com](http://www.eggcellentt.com) the enterprise. An egg farm will solve many problems such as egg shortage, improve quality, and supply affordable price.

We have identified a problem in market In middle east which was lack of eggs so we decided to register our company in UK and do business in Iraq.

Eggcellent, is a social enterprise located in Iraq. Eggcellent is a part of (Lavezco group) that is aiming to solve the problem that the Iraqi market is facing. Nowadays there is lack of Egg farms in Iraq that can provide fresh, quality, affordable price eggs.

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

Throughout the period of cooperation, I have felt the constant support of my host. He helped me to program my own business and to choose the right model for it. A model that will not only be profitable, but also balanced, desiring best practices and social justice. My host is a specialist in social enterprises. He also helped me to identify my company's goals, mission and vision, as well as its long-term growth strategy in the Iraqi market. My company received help from my host in the area of marketing and cooperation with the business environment. He also provided me with support in the area of legalisation, explanation of the legislation in force and programming of the business structure. Organisational structure, also in this area I could count on the support of my host. He introduced me to its different types, identified differences and key features. So that I was able to choose the one most suitable for my needs. Every company needs well-planned financial and investment management. My host also taught me how to create a risk analysis. So that I am ready for the challenges that arise in the near future.

In first month we finalized business planning and I got the feedback from all of them regarding my business plan then we worked on proper business model. After a lot of market research we have decided to be business to business entity that sell only few percent to costumers directly. We have chosen this model for many reasons first reason is it is easier to get in and most of people want our products are business.

Regarding the legal structure we are registered as limited liability company limited by shares with 100000 shares at value of 0.01 p per share. We have chosen this structure to be able to expand more and sell to shareholders and raise money. The activities that are undertaken are many since the entrepreneur let me talk with other teams that he has in finances and etc. And so far we have finalized business plan and started operations of raising funds.

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

I have gained a lot of experience and new skills during this exchange. It was a very intensive period where I became interdisciplinary. In the first few weeks I learned to identify and know the basic programs that will help me manage my business. The knowledge of the digital environment and tools will contribute to make my work effective. In the following time, I focused on developing my own business concept, where I had access to consultation and advice from an experienced entrepreneur, specialized in social enterprise. For me, he is a leader in community change, a complex one, taking into account, like a network, many areas. Presentation of my company, which I prepared for my host and future collaborators. It helped me systematize my knowledge and, already at the design stage, make the necessary adjustments. It took me a lot of work to create a model for finance, marketing, customer and investor relations management. In order to obtain answers, I met with various entrepreneurs, observed them, listened to my host's story, conducted various trials and, of course, read specialist literature. Analysis of other markets helped me identify key needs. I learned to identify variables, build models and discover new opportunities. During this time, with every action, I tried to include balanced actions, in terms of imports or production for example. Enriched with knowledge, I felt ready to make my activities much more practical. I started meeting with potential sponsors, investors and clients. It was also a very intensive learning time. I meticulously prepared for each conversation, using the materials I had gathered beforehand. I also learned about the values, goals and activities of leading business associations, both in my industry and others.

When my business started to achieve initial stability, I started to prepare for the implementation of automation elements in my company. I was driven by optimization of working time, better predictability of actions and their impact, and I also wanted to develop greater efficiency. I am still developing in this area, because I recognize the importance of innovation.

I have gained a big knowledge in using technology to establish a well business with good relationship with costumers. The knowledge I received changed my life. Now I feel that my farm can change the story of others. I believe that in the future I will have a lot of contacts and will be a popular seller in the egg market. I have very good conversation skills now after this experience. I met new wonderful people with whom I now go through life in business.

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

So far the experience is being great and it is just the beginning and I am learning on daily basis. If it goes like that by time I am done I will be able to have a successful business of my own. I gained the experience I had dreamt of all my life. The contact I have with people, the daily conversations I have had an impact on the results I have achieved. I feel that I have not only changed my world. I also feel that I have broadened my catalogue of experiences as a citizen.

I believe this experience has made me a better person. And I'm very grateful to the European Union for running and continuously developing such a program.

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

It's a great experience to watch someone grow. I felt a second youth, watching this, young and ambitious man. It made me think about the impact of our actions as a company on the community, not only locally but also on the other side of the world. This experience of being a guide made me understand that development never ends. And by teaching someone, you learn yourself.

It was a pleasure to teach this young entrepreneur. I am extremely grateful that I have been able to promote in him the idea of a society with values, where the main purpose of investment is community.

Picture (NE + HE together)

# Erasmus for Young Entrepreneurs



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