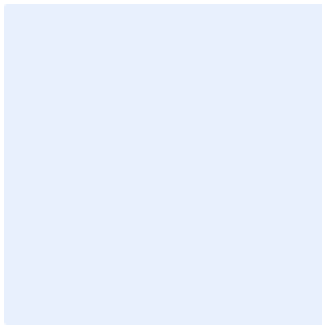


NEW ENTREPRENEUR SUCCESS STORY: TITLE

NEW ENTREPRENEUR PICTURE



NEW ENTREPRENEUR

Guy Boucher – United Kingdom

Company name

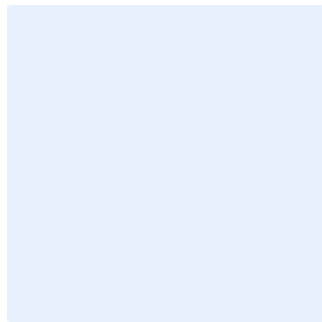
Website

Business sector

Local contact point (IO)

"Quote": (to be filled by IO)

HOST ENTREPRENEUR PICTURE



HOST ENTREPRENEUR

Milda Anskaitiene

Gijos Klinikos

Website

Healthcare

Local contact point (IO)

"Quote": (to be filled by IO)

Exchange period: from November 2020 to May 2021

Please, answer these questions about your experience with the Erasmus for Young Entrepreneurs Programme.

Could you tell us about yourself and your business plan?

My name is Guy Boucher, I had created a business plan around a marketing agency, utilizing support from contractors/employees worldwide to then support UK businesses.

How was your professional situation before taking part on the Erasmus for Young Entrepreneurs programme?

I was working as a marketing coordinator in the UK

Why did you decide to participate on this programme?

I hoped that the programme would allow me to learn new skills in the running of a business, learning areas which I had no prior experience in (HR, Finance etc)

What activities did you undertake during your stay in (name of the country)?

I was mainly involved with supporting general marketing activities as well as helping in the sales process

What skills/knowledge have you gained thanks to this programme?

I did discover how to run a small business – however when I started the entrepreneur I was meant to work with had sold the company meaning the amount of insight I gained was limited. Using the CRM system and seeing the sales process was very beneficial however.

How have you contributed/benefited the host entrepreneur?

I assisted with general marketing activities and would hope that my assistance, especially in terms of copywriting and thus updating content on the website was helpful.

What are the main benefits of taking part on this programme as a new entrepreneur?

I think the programme can benefit young entrepreneurs if they have a helpful host entrepreneur who they can learn from – most young people have one specialism and to be an entrepreneur you need to have good insight into different business functions, this can really benefit young entrepreneurs who get involved with the programme.

How did this exchange help you improve your business plan? What is your plan for the future?

This exchange helped me improve my business plan because it made me realise that I needed to look into the sales/promotion side of the business more, which although being involved in marketing, was something I hadn't really understood how large this needed to be. A marketing agency needs to work with companies in various sectors, so going into a sector I knew nothing about helped me understand differences between sectors too.

After doing the programme I encountered some health problems, having open heart surgery just over a year ago. This hampered my attempts to set up a business. I have gone back into full-time employment, however would like to set something up in future similar to the business I had originally laid out in my business plan.

Would you recommend the Erasmus for Young Entrepreneurs programme to others? Why?

I would recommend it however I would suggest that young people do lots of research into the company and situation they are going into. I was told the news on the day I left my employment that the entrepreneur I was meant to work with had sold the business and wouldn't be working with me, leaving me in an awkward position and I feel I could have gained more from the scheme if I had been working with the person I had originally intended to.

Add video/picture together if possible – no picture taken as the whole time was during Covid lockdowns in Lithuania.

Erasmus for Young Entrepreneurs provides European entrepreneurs the chance to share and gain relevant business skills. As a new entrepreneur, you will learn from an experienced entrepreneur and benefit from on-the-job training in a small or medium-sized company in another participating country. As a host entrepreneur, you can benefit from fresh and innovative ideas from a motivated new entrepreneur.

Would you like to participate? You can get in touch with your [local contact point](#).