



Success Story Template: **Boy Boysen and Damyan Stefanov**

Period of Exchange: 07-07-2020 - 04-11-2020

Duration of exchange: 4 months

PICTURE OF NE



NEW ENTREPRENEUR – Damyan Stefanov

Age: 23

Company NAME + Name of Business/webpage: HillView Veliko Tarnovo, www.hillviewvt.com

Sector: Tourism

Status: Start-up

Years of experience: 2

ONE SENTENCE THAT SUMMARISES YOUR EXPERIENCE as NE:



“Wonderful!”

PICTURE OF HE



HOST ENTREPRENEUR – Boy Boysen

Age: 45

Company NAME and webpage: Primo tours, <https://www.primotours.dk/>

Sector: Tourism

Years of experience: 21

ONE SENTENCE THAT SUMMARISES YOUR EXPERIENCE as HE: “My Erasmus for Young Entrepreneurs period has been...” IF YOU ARE THE NIO, JUST ASK TO THE HOSTING HE

PICTURE TOGETHER
(none available)



1. Specific Activity/Sector of the exchange

Hotel, restaurant, tourism, travel services and wellness

2. Brief introduction (max. 1000 characters)

Boy Boysen heard about the program EYE from one of his younger colleagues. He and his team in Primo Tours, a Danish travel agency, found the mix of cultural exchange and business knowledge exchange very appealing and decided to join as a host company. Soon, they were matched with Damyan Stefano, a young entrepreneur from Bulgaria, who had recently founded a startup offering tourist activities prior to his participation in the EYE program.

Both operating in the tourism industry, but offering different types of services, they agreed to base their cooperation on expanding their services by sharing knowledge and practical experience from their areas of expertise. In the process, they both developed their management and sales skills within traditional tourist services.

3. Activities undertaken (max. 1000 characters)

From Boy's point of view, Damyan came to Denmark fully equipped with the knowledge and know-how to grow his company into a tour agency. Taking on the role of his mentor, Boy supported Damyan in developing his business venture further by sharing all his knowledge about traditional tourist packages. Together they uncovered new possibilities for Damyan's startup. For example, they mapped out a network of potential Danish partners and developed Damyan's first future tourist services for the Bulgarian market.

In the process, Damyan has developed his business plan, has acquired sales and negotiation skills on a practical level, has gained in-depth knowledge about the Danish market and built a network of business contacts, which will further his business relations with Scandinavian partners. In sum, Damyan's stay with Primo Tours has provided him with vital experience and knowledge about the specifics of having a tour agency, which will help him develop his company further.

4. Benefits achieved (max. 1000 characters)

Boy and Primo Tours benefited from cooperating with Damyan through new insight into the Bulgarian market and by drawing on Damyan's expertise within additional tourist services. Together they carried out an analysis, which led to a list of suggested new services for Primo Tours. The list includes off-road tours by Jeep, QUAD-bike or buggy; cultural tours with a guide



and tours to specific tourist attractions such as monasteries, waterfalls and other monuments of interests to mainly foreign tourists.

After what they both describe as a very successful cooperation, the two entrepreneurs have already discussed the potential of their future business collaboration.

Results achieved thanks to the exchange *

Fill in all applicable fields.

These fields will be highlighted in the success story overview. The ones that are blank will not be displayed.

Number of companies created

Number of contacts created

Increased turnover for NE €

Increased turnover for HE €

New jobs created for NE:

New jobs created for HE:

Number of new cooperation contracts signed:

Expanding markets - number of new countries covered (NE) (please list):

Expanding markets - number of new countries covered (HE) (please list):

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

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