



Success Story Template:

Period of Exchange: 14/09/2020 – 19/03/2021

Duration of exchange: 25 weeks



NEW ENTREPRENEUR

Age: 26

Company NAME + Name of Business/webpage: Sofía Santos Nunes | PlanBe Academy

Sector: Silver economy / Health and Care

Status: Ideation

Years of experience: 3

ONE SENTENCE THAT SUMMARISES YOUR EXPERIENCE as ne: “My Erasmus for Young Entrepreneurs period has been a fruitful experience of the beauty that European Cooperation can bring into citizens lives and how, together, we can change the world! It was an intense journey of professional and personal development, feeling today more European than ever and part of the European project.”



HOST ENTREPRENEUR

Age: 45

Company NAME and webpage: ADIPER & SALUUS | www.adiper.es | www.saluus.com

Sector: Silver economy / Health and Care

Years of experience: 20

ONE SENTENCE THAT SUMMARISES YOUR EXPERIENCE as HE: "My Erasmus for Young Entrepreneurs period has been a fresh opportunity of exploring new paths at international level to grow my business, especially in these hard times with Covid 19. The experience with Sofia has been very satisfactory and I now understand the potential of this and other European programmes for consolidated businesses.



1. Specific Activity/Sector of the exchange

Silver economy / Health and Care

2. Brief introduction (max. 1000 characters)

Ángel and Sofía have chosen to build a RLT to exchange on good practices of business administration in the field of health and well-being promotion among the elderly. They have focused on looking for opportunities to build an international network centred on the training, prevention and research in the field of care for the elderly with a special focus on the Iberian Peninsula and Latin America. This RLT has been very successful and after exchange they are already working together on the creation and implementation of new projects.

3. Activities undertaken (max. 1000 characters)

They have focused on two main activities:

- From the NE perspective: improvement and validation of her business plan, market study, value proposal, looking for innovation, legal procedures for the NE's business,



She has been introduced to all the national and international networks the HE's is already in touch with.

- Internationalization of HE's company, participation in a new H2020 project, ease up the opening to Portugal for the HE's company and help him design his international expansion strategy, especial Portugal and Latin America. A new brand has been created as well as the technological centre for Ageing towards the future, which pretends to be a lab for innovative solutions of social life for ageing.

4. Benefits achieved (max. 1000 characters)

Since the very beginning, Sofía and Ángel have noticed they could benefit a lot from their exchange, and even before. Sofía had an international background and profile that Angel's company was missing. After the end of the exchange, Sofía has become part of the collaborators of ADIPER and SALUUS, and is now coordinating for them a H2020 project on rural development for the company. During the six months of the stay in Almendralejo, a small city of Extremadura in Spain, the HE and NE have developed a new common brand and also a new lab for innovation linked to ageing and open new business opportunities in Europe and Latin America. The synergies between both entrepreneurs have been visible during their whole collaboration. They are both more aware of the need for international collaboration and connection to grow their businesses and also for being more disruptive.

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 0

Number of contacts created 16 (at least one per new country; NE's and HE's new contacts together)



Increased turnover for NE €

Increased turnover for HE €

New jobs created for NE 0

New jobs created for HE 1

Number of new cooperation contracts signed 1

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

Spain, Chile, Brazil, Argentina

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

Portugal, Canadá, USA, UK, France, Italy, Sweden, Cyprus, Belgium, Croatia, Netherlands,
Colombia