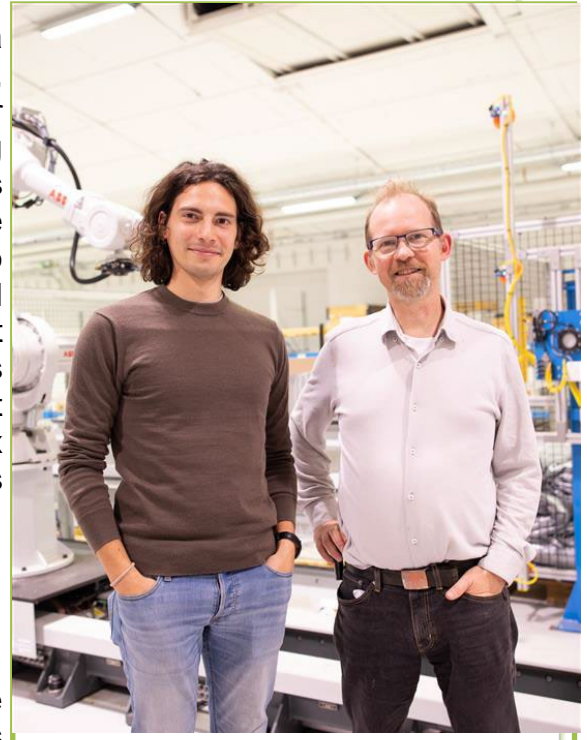


Relationship number: RLT 229128

Period of Exchange: From 2023-06-07 to 2023-09-15 (3,34 months)

Brief introduction (max. 1000 characters):

Antonio Fuso, a young entrepreneur with an idea focused on renewable energy, and Joakim Byström, CEO of Absolicon, a leading manufacturer of solar thermal collectors, collaborated on this project. Having discovered the initiative through professional networks and European institutions, they both saw a unique opportunity. This experience offers the chance to explore new markets, develop connections and understand different working and legislative realities. It is an invaluable opportunity to compare business dynamics between different countries, understand client preferences and navigate different legal and tax systems. Immersion in a foreign context enhances opportunities and direct learning.



Activities undertaken (max. 1000 characters):

During the collaboration, HE introduced the NE to the company dynamics and assigned him a role in sales and marketing. Together, they explored marketing tools, business processes and the solar industry. The NE conducted research on solar energy, focusing on energy communities and analysing trends and competition. With the guidance of the HE, he drew up a three-year financial plan, managed the company's social profiles and developed marketing strategies. The HE also imparted expertise on human resources and brand management. At the end, the NE presented a detailed report on the objectives achieved and the impact on social media.

New Entrepreneur:

Name & surname: Antonio Fuso
Country: Italy
Age: 28
Status: *Would-be entrepreneur*
Sector: Renewable Energies
Name of business: --
Website:--

Host Entrepreneur:

Name & surname: Joakim Byström
Country: Sweden
Age: 54
Experience (years): 10 years
Sector: Renewable Energies
Name of business: *Absolicon Solar Collector*
Website: <https://www.absolicon.com>

Benefits achieved (max. 1000 characters):

During the project, the participants established a solid basis of collaboration, with the aim of maintaining professional relationships in the future and sharing feedback for the improvement and realisation of their businesses. The NE had the opportunity to deepen their managerial skills by closely observing the operational dynamics of a company characterised by dynamism and innovation.

Quotation regarding the experience:

NE (max. 300 characters): *“Being part of the network of European entrepreneurs with Absolicon and Joakim allowed me to explore business dynamics up close, discovering challenges, opportunities and receiving valuable stimuli for doing business.”*
Antonio Fuso, New Entrepreneur

HE (max. 300 characters): *“Antonio has a good business idea and it was interesting to learn about this new field. A advice from myself was to try to start small and learn on the way. At Absolicon he could learn more about marketing and also contribute to our outreach.”*
Joakim Bvström, Host Entrepreneur

For further information about the exchange:

- NIO/HIO, ____, ____: ____
- HIO/NIO,

For information on the programme and details on how to enroll visit:

www.erasmus-entrepreneurs.eu