

Brief introduction (max. 1000 characters):

Maria Grazia De Falco, a young Italian entrepreneur, had discovered the Erasmus for Young Entrepreneurs program while searching for opportunities to improve her skills in digital marketing and the use of artificial intelligence in business. Eager to optimize the decision-making processes in her business and develop a more customer-oriented entrepreneurial mindset, Maria Grazia had decided to participate in the program to learn from experienced professionals. Her HE was Adriano Gilardone, a freelance statistics lecturer and an expert in tools like Excel and SPSS. Adriano had joined the program with the aim of collaborating with motivated young entrepreneurs, exploring new applications of artificial intelligence in his field, and expanding the horizons of his business through the exchange of ideas and skills. Both had expected to benefit from this collaboration, creating a solid foundation for future partnerships and innovative projects.



Activities undertaken (max. 1000 characters):

During the exchange, Maria Grazia De Falco and Adriano Gilardone developed a strong collaborative relationship focused on enhancing digital marketing strategies and integrating artificial intelligence into business processes. The partnership began with an in-depth analysis of Adriano's existing digital channels, where Maria Grazia applied her knowledge to identify strengths and weaknesses. Together, they researched and selected AI tools that could streamline content creation and improve overall efficiency. Adriano shared his expertise in statistical analysis and tools like Excel, helping Maria Grazia refine her data-driven decision-making skills. Over the course of the exchange, they also worked on developing a comprehensive content creation strategy, leveraging AI insights to produce engaging and relevant content. This collaboration strengthened their respective businesses.

Benefits achieved (max. 1000 characters):

The collaboration between Maria Grazia De Falco and Adriano Gilardone resulted in significant mutual benefits. Maria Grazia developed advanced skills in the application of artificial intelligence for digital marketing, enhancing her ability to create data-driven content and optimize business processes. Adriano, on the other hand, expanded his knowledge of AI tools and integrated these into his teaching and consultancy practices, increasing his competitive edge. The exchange also opened doors to new professional networks, with both entrepreneurs establishing valuable contacts in the fields of digital marketing and AI.

New Entrepreneur:

Name & surname: Maria Grazia De Falco

Country: Italy

Age: 32

Status: Would-be entrepreneur

Sector: Marketing

Name of business: Freelance

Website: mariagraziadefalco.it

Host Entrepreneur:

Name & surname: Adriano Gilardone

Country: Spain

Age: 47

Experience (years): +15

Sector: Training

Name of business: Freelance

Website: adrianogilardone.com

Quotation regarding the experience:

NE (max. 300 characters): “This experience has been a turning point in my entrepreneurial journey. The skills I’ve gained in integrating artificial intelligence into business processes are already making a tangible difference in how I approach my work.” **Maria Grazia, New Entrepreneur**

HE (max. 300 characters): “This exchange allowed me to explore new applications of artificial intelligence in my field and enrich my approach to digital marketing. It was an interesting and valuable experience.” **Adriano, Host Entrepreneur**

For further information about the exchange:

- NIO/HIO, ____, ____: ____
- HIO/NIO, Instituto Tecnológico de Canarias, eye@itccanarias.org

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

www.erasmus-entrepreneurs.eu