

Relationship number: RLT\_\_

Period of Exchange: From 08/03/2024 to 06/09/2024 (6 months)

**Brief introduction** (max. 1000 characters):

*Who are the participants, how did they discover EYE, why did they decide to participate, what were the expected benefits...*

We decided to participate in this programme because we found an alignment of values. We had high expectations and in the end we can say that they were met. We expected to benefit from the collaboration: business growth, learning daily lessons about the organisation, software to use, marketing. The time of six months certainly wasn't enough to deepen the collaboration and explore certain aspects of the assigned projects, but it was an experience that will probably lead to an exchange of knowledge and future collaboration.



**Activities undertaken** (max. 1000 characters):

*Examples, description of the relationship between the two entrepreneurs...*

HE passed on its knowledge and experience on garden management and implementation to the NE, while the NE contributed new design tools to the work. Together they investigated various communication strategies according to their businesses and reflected on everyday issues that landscape architects and designers face.

**New Entrepreneur:**

Name & surname: Vittoria Urso

Country: Italy

Age: 28

Status: *Would-be entrepreneur/Start-up*

Sector: Landscape architecture

Name of business: --

Website:--

**Host Entrepreneur: Cesc Maldonado Studio**

Name & surname: Cesc Maldonado

Country: -Spain

Age: --

Experience (years): --

Sector: Garden Design

Name of business: *Cesc Maldonado Studio*

Website: <https://cescmaldonadostudio.com/>

**Benefits achieved** (max. 1000 characters):

*Future prospects of cooperation, skills developed, contacts made...*

We were able to get to know nurseries, gardeners, customers and architects, which broadens our circle of

professional contacts that we can draw on for the realisation of projects. Now that EYE is finished according to the needs of our business, we foresee a possible collaboration. We found a strong professional affinity based on common values and professional goals that are not easily found in the business world. In a professional world characterised by exploitation, we have built a partnership on respect and appreciation of each other's work.

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Quotation regarding the experience:

**NE** (max. 300 characters): "EYE is the best choice I could have made at this time in my life because it has given me the opportunity to broaden my professional horizons and grow so much" **Vittoria Urso, New Entrepreneur**

**HE** (max. 300 characters):  
"\_\_Cesc:Maldonado.Studio\_" **Name, Host Entrepreneur**  
Working with the NE last months has allowed our studio to clearly strengthen our ability to visually communicate our ideas in the project documentation we use to prepare. We consider this to have been a fundamental transformation.

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](http://www.erasmus-entrepreneurs.eu)