

NE	HE
Seician Aurel-loan	Antonello Livrano
Romania	Italy
23	35
Student	10+
Would be a entrepreneur _ ☒ _	_ ☒ _
Start-up _ ☒ _	
Sector Branding, Communication, Creative Strategy	Sector Branding, Communication, Creative Strategy
Avevisto.ro	Livrano.com

- Get an individual picture from both HE and NE



DETAILS OF THE EXCHANGE

Date of exchange	
04/2025	09/2025
5 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...

Seician Aurel-loan, a young entrepreneur from Romania, joined the EYE programme to gain practical experience in building a creative digital business. He was hosted by Antonello Livrano, a senior branding and strategy expert based in Italy. The two connected through the EYE network with the shared vision of combining branding and marketing automation into a scalable business model. Aurel joined the programme to gain mentoring, structure, and real-world exposure while contributing fresh ideas and digital execution. The goal was to accelerate his learning while developing a joint digital agency.

Activities undertaken (max. 1000 characters)
Examples, description of the relationship between the two entrepreneurs...
Over the course of five months, the two entrepreneurs collaborated to build a new agency Digital Architecture Office. Aurel was responsible for digital strategy, advertising, lead generation, and social media, while Antonello provided guidance on branding, client experience, and positioning. They worked on automating outreach (via Instantly and Apollo), building internal workflows, publishing content across LinkedIn, Instagram, TikTok, and Medium, and ultimately converting their first client by the end of the programme. Weekly strategy sessions and continuous feedback shaped the project into a real and scalable business.
Benefits achieved (max. 1000 characters)
Future prospects of cooperation, skills developed, contacts made...
The exchange led to the creation of a fully operational agency with strong branding and technical foundations. Aurel developed essential skills in client acquisition, branding strategy, and performance marketing, while Antonello benefited from new digital systems, automation processes, and extended market reach. Together, they secured their first client and built a structure that will allow for future growth. They plan to continue the collaboration post-programme, expanding their joint portfolio and working together across European markets.
Quotation regarding the experience (NE - max. 300 characters)
“This experience gave me clarity, structure, and the confidence to grow. I learned hands-on what it means to build a real brand and find clients, and I’m proud we launched something concrete together.” — Seician Aurel
Quotation regarding the experience (HE - max. 300 characters)
“Working with Aurel brought a fresh, strategic mindset into my business. Our collaboration was fluid, aligned, and productive — and it doesn’t end here. This was the start of a long-term partnership.” — Antonello Livrano
• Get a picture HE and NE together



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	1
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)	1
Expanding markets-number of new countries covered (HE)	1