

Relationship number: RLT246378

Period of Exchange: 07/02/2025 – 30/04/2025 (2,8 months)

Brief introduction (max. 1000 characters):

As participants in the Erasmus for Young Entrepreneurs programme, we came together with shared goals but from different stages in our entrepreneurial journeys. The NE aimed to develop a business focused on hair gel, combining product development with a strong e-commerce and branding strategy. The HE, already active in the wellness sector, saw this as an opportunity to refresh his brand and connect with a younger, more international audience. This collaboration allowed us to merge creativity and experience: the NE brought new branding perspectives and technical skills; the HE offered mentorship, strategic guidance, and industry insight. Together, we created more than just a product—we built a partnership that sparked personal and professional growth.



Activities undertaken (max. 1000 characters):

We started by testing and refining hair gel prototypes based on customer feedback. The NE focused on developing the brand identity—designing the logo, packaging, and storytelling strategy—while also building a working prototype of an e-commerce platform tailored to the product. The HE provided continuous guidance to ensure market alignment and coached the NE on pricing, product placement, and customer targeting. The prototype platform now reflects a fully designed brand experience, ready for market validation. This structured yet creative process helped transform an early-stage idea into a concrete, professional business model.

Benefits achieved (max. 1000 characters):

The NE gained practical skills in digital branding, customer engagement, and e-commerce development, culminating in a prototype ready for testing and launch. For the HE, the experience was equally enriching: acting as a mentor enhanced his leadership and introduced him to new branding and storytelling techniques. Most importantly, the collaboration helped the HE attract a younger, international audience—an achievement that would have been difficult without the NE's input. Personally, we both experienced a renewed

New Entrepreneur:

Name & surname: Lidio Mykaj

Country: Albania

Age: 29

Status: Would-be
entrepreneur/Start-up

Sector: Beauty and Wellness

Name of business: Sleek Hold Hair

Host Entrepreneur:

Name & surname: Carlo Pizzarelli

Country: Italy

Age: 38

Experience (years): 10

Sector: Beauty and Wellness

Name of business: Dimensione
Uomo

sense of motivation and direction. The EYE programme enabled us to go beyond our comfort zones and build something impactful—together.

Quotation regarding the experience:



“My experience with Carlo was transformative. His strategic thinking and knowledge of the beauty sector allowed me to evolve as a professional and turn my vision into a tangible brand.”

Lidio Mykaj, New Entrepreneur



“Lidio demonstrated creativity, precision, and a true understanding of modern branding. His energy and commitment significantly enriched our business approach and created opportunities for future collaborations.”

Carlo Pizzarelli, 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