

Relationship number: 249716

Period of Exchange: 5 months

Brief introduction (max. 1000 characters):



As a New Entrepreneur (NE) in the Erasmus for Young Entrepreneurs programme, Riccardo Piva collaborated with Host Entrepreneur (HE) Angelo Stallone, a seasoned freelance professional with an extensive career in branding, marketing, and copywriting.

The exchange focused on developing Riccardo's business idea — an email marketing consultancy dedicated to helping SMEs optimize communication, automate sales processes, and enhance customer retention through data-driven strategies. Combining Riccardo's innovative approach to automation with Angelo's deep expertise in brand positioning and content strategy, the collaboration created a strong synergy between creativity and technical precision.

Together, they worked to transform an early-stage idea into a structured, market-ready business with a clear value proposition and scalable model.

Activities undertaken (max. 1000 characters):

Throughout the exchange, the NE and HE collaborated on defining the structure and services of the email marketing consultancy. Activities included market research, customer segmentation, and the design of automation workflows for lead nurturing and retention. Riccardo (NE) developed customized email sequences and campaign templates for real clients, while Angelo (HE) provided mentoring on copywriting, branding coherence, and storytelling techniques to strengthen campaign impact. They jointly created pricing strategies, service packages, and reporting tools to ensure measurable performance. The exchange also involved practical testing of campaigns, optimization based on analytics, and the implementation of automation systems to enhance operational efficiency and client satisfaction.

Benefits achieved (max. 1000 characters):

The exchange enabled the NE to consolidate his email marketing consultancy into a fully structured, validated business model, combining marketing automation expertise with strong branding and communication foundations. Riccardo gained advanced skills in strategic planning, campaign management, and client acquisition, while improving his ability to integrate creativity with analytics. For the HE, the collaboration brought renewed perspectives, innovative automation tools, and new digital methods to enhance his freelance practice. Both entrepreneurs benefited from a productive knowledge exchange: the NE gained mentorship and confidence to scale his consultancy, while the HE integrated updated approaches to email marketing into his professional toolkit. The partnership demonstrated the power of combining experience and innovation to achieve sustainable growth.

New Entrepreneur:

Name & surname: Riccardo Piva

Country: Italy

Age: 20

Status: Would-be entrepreneur

Sector: E-mail Marketing

Consultancy

Host Entrepreneur:

Name & surname: **Angelo**

Stallone

Country: Slovak

Age: 30

Experience (years): 6

Sector: Branding and Marketing

Consultancy

Name of business: Angelo

Stallone Freelance

Quotation regarding the experience:

Quote: "The exchange gave direction to my entrepreneurial vision. Through Angelo's mentorship, I learned to connect technical automation with the human side of marketing: clarity, storytelling, and brand purpose."

Riccardo Piva, New Entrepreneur

Quote: "Riccardo's innovative approach to email marketing and automation injected new life into my business strategy. His curiosity and determination reminded me of the power of continuous learning."

Angelo Stallone, Host Entrepreneur

fields will be highlighted in the success story overview. The ones that are blank will not be displayed):

Number of companies created: 0

Number of contacts created: 100

Increased turnover for NE: EUR 500

Increased turnover for HE: EUR 1500

New jobs created for NE: 1

New jobs created for HE: 2

Number of new cooperation contracts signed: 0

Expanding markets - number of new countries covered (NE): 3

Expanding markets - number of new countries covered (HE): 3

Erasmus for Young Entrepreneurs

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