

Youth Exchange

Entrepreneurial Skill



Our project took place in the picturesque Făgăraș depression, at the northern foothills of the Făgăraș Mountains in Sâmbăță de Sus, Romania, from October 13th to 23rd, 2024. The aim of the project was to enhance entrepreneurial knowledge, skills, and attitudes among 41 young participants aged 18 to 26 from Romania, Hungary, and Slovakia. By the end of the project, the participants were empowered to create job opportunities that are less reliant on seasonal tourism.

ERASMUS+

Erasmus+ is the EU's programme to support education, training, youth and sport in Europe.

Since the start of the programme in 1987, over 15 million people have taken part in Erasmus+, thanks to enthusiastic take-up of opportunities by staff, students, young people and learners of all ages.

The programme places a strong focus on social inclusion, the green and digital transitions, and promoting young people's participation in democratic life.

OPPORTUNITIES

Erasmus+ offers mobility and cooperation opportunities in:

- higher education
- vocational education and training school education (including early childhood education and care)
- adult education
- youth
- sport



WHERE TO FIND PROJECTS?

- Social media (instagram, telegram, facebook)
- Friends/strangers recommendation
- Sites specializing with Erasmus+ from European Union
- Erasmus apps
- School
- National office
- Local association

HOW TO APPLY

- Find the project
- Fill the form of the project you found
- Wait to be accepted in the project
- Receiving confirmation
- Find transportation options
- Travel



ACTIVITIES

Humanbingo - knowing different things about participants

Name games - learning names

Trustfall - being more confident in your colleagues

Spiderweb - thinking about strategy and executing in non-verbal way

Mission impossible - working under pressure in a team

Advertisement - trying to create an ad with your team

Pitching - trying to sell the product to the investors

Basic business - learning how to set objectives for the future

Pen exchange - refining your negotiation skills

Business Canvas - basic things you need to think about while starting a business.

DIGITAL PRESENCE

Digital presence is how you or your brand appear online, including websites, social media, blogs, and other digital platforms. It represents your overall online footprint.

WHY IS IT IMPORTANT?

- Makes it easier for people to find you or your business
- Builds trust and professionalism
- Facilitates customer interaction and relationship-building
- Helps you stay relevant in your industry
- Provides insights into customer behavior for better decision-making

HOW TO BUILD IT?

- Create a website
- Use social media actively
- Share valuable content
- Optimize for search engines (SEO)
- Run online ads
- Use email marketing
- Monitor reviews and manage your reputation
- Track and analyze performance with digital tools



BRANDING

Branding is the process of creating the brand identity of a company.

HOW TO CREATE A BRAND?

- Define your brand, what makes you different
- Create a logo
- Know your audience (what they like, what they need)
- Decide on the style of communication (speaking with customers, social media, marketing materials etc)
- Create an online website and active social media profile
- Build a strong connection with your customers

1. Was this your first Erasmus+ project, and do you wanna do in more after this one?
2. Did you feel like you learned something after the project? Did you learn stuff about entrepreneurship?
3. If you could change something, what would you change?
4. What was the best moment during the project?
5. What is the first thing that you remember when you think about this Erasmus+ project?

Oliver, 18, Slovakia

1. This isn't my first project but it is my first youth exchange and I will sign up for another project for sure
2. Yes I learned how to do starting needs when you have some startups and I have a lot of new informations about entrepreneurship and I gained a lot of socializing skills
3. I don't have anything on my mind what would i like to change
4. Group work, energizers and I liked the activities in general
5. First thing I remember when I think About this project will be our hike in mountains group activities and funny energizers

Adam Benča, 21, Slovakia

1. This was my second Erasmus+ project and I would definitely go to another one.
2. Yes, I have. Something I learned generally was working in groups, I wasn't really a team player before, or maybe I was but I couldn't cope with others to find team ideas that I liked. Now I feel like I worked more in groups and I can do better in this kind of setting after this experience. I learned about the SMART structure, the canvas, even when making the canvas poster I wasn't used to having this projects and didn't like them, but now I feel like I can do better in the future.
3. Since I'm not a party guy, I don't really enjoy party/night activities, for me would be better to have chats, games and go to sleep earlier so that I could give my best the next day.
4. The icebreaking activities and team-buiding activities and also the hike.
5. The people, this is a pretty crazy group and special. I like these people with which I can laugh and feel good rather than more serious people.

Mate, 21, representing Hungary, from Russia

1. Second project and he definetly wants to do another ones
2. He learned a lot of interesting things not only about entrepreneurship but about other stuff too
3. He would exchange some entrepreneurship activities to some more public speaking and business communications
4. The staff he done with the other people here (socializing)
5. Hike which we done in mountains

Miriam Stupar, 22, Romania

1. This was my 3rd Erasmus+ project, and of course I want to go in more projects after this one. I love Erasmus+ projects and I really can't wait to go in a new one!
2. I feel like I learned a lot of things in regards of interacting with other people, but also a lot of useful stuff about Entrepreneurship.
3. I would add more countries and less people in each country so that we could learn more about more cultures.
4. I think the best memory is when we had to do those short commercials, each and every one of them were so funny and editing them was also really funny.
5. I think about friendship, community, fun.

🎯 FINDING YOUR NICHE – WHAT'S YOUR THING?

A niche is a focused area where your product or service solves a specific need for a specific group of people. Instead of trying to reach everyone, you find your people—those who really need or love what you do.

HOW TO FIND YOUR NICHE:

Start with your passions: What gets you excited? If you love photography, cooking, gaming, fashion, fitness—those are clues.

LOOK FOR PROBLEMS:

Every business solves a problem. What challenges do people face that you could help with? Maybe your friends struggle with organizing events, or your community needs affordable tutoring.

RESEARCH THE COMPETITION:

Are others doing something similar? That's okay! Think about how you could do it better, cheaper, faster, or with a unique twist.

IDENTIFY YOUR STRENGTHS:

Are you great at connecting with people? Creative with visuals? Organized with planning? Your skills can guide you toward a niche that fits.

💡 EXAMPLE:

You love pets and you're creative. Your niche might be custom pet portraits or handmade dog accessories. Simple, fun, and personal.



BUILDING A BUSINESS PLAN – YOUR ROADMAP TO SUCCESS

A business plan helps you turn your idea into reality. It doesn't need to be complicated—think of it as a map that guides you step-by-step.

SIMPLE STRUCTURE FOR BEGINNERS:

- **Business idea:** What is your product or service? What makes it unique?
- **Target audience:** Who are your ideal customers? What age, interests, problems do they have?
- **The problem you're solving:** Why do people need what you offer? How does it help them?
- **Solution and value:** What benefits do people get from your product/service? What makes it better than alternatives?
- **How you'll make money:** Will people buy one-time or subscribe? Will you sell online, in person, or both?
- **Marketing strategy:** How will you reach your audience? Social media? Flyers? Word-of-mouth?
- **Your goals:** Be specific. For example, “I want to sell 20 bracelets this month” or “grow my Instagram to 500 followers in 3 months.”

 **Tip:** Write it down. Even a short one-page plan will give you more clarity than keeping everything in your head.

THE RIGHT MINDSET – WHAT MAKES A STRONG ENTREPRENEUR?

Being an entrepreneur isn't always easy. You'll face ups and downs, but the right mindset will help you grow stronger with each challenge.

CORE ATTITUDES TO DEVELOP:

- **Curiosity:** Always be willing to learn something new—about your industry, your customers, or even yourself.
- **Resilience:** You will make mistakes. Learn from them. Failure is part of the journey, not the end of it.
- **Open-mindedness:** Be open to feedback and new ideas. Sometimes the best solutions come from listening to others.
- **Self-confidence:** Believe in your value and your work. Confidence doesn't mean you know everything—it means you're willing to try and improve.

 **Tip:** Confidence grows when you act, not when you wait. Don't wait to feel ready—start anyway.

💰 FINANCIAL BASICS – DON'T BE SCARED OF NUMBERS

Managing money is part of being a real entrepreneur. Even a small business or hobby project benefits from some basic financial know-how.

START WITH THESE ESSENTIALS:

- **Track your expenses:** Write down everything you spend—materials, tools, transport, ads, etc.
- **Track your income:** Note every sale, service, or donation. Know where the money is coming from.
- **Set a budget:** Decide how much you're willing to spend at the start, and don't go overboard.
- **Understand profit:** Profit = what you earn minus what you spend. If you spend €50 and earn €100, your profit is €50.
- **Save some money:** Keep a little aside in case something unexpected happens.

USEFUL TOOLS:

Google Sheets or Excel – Simple, free, and effective.

Mobile apps – Try Wave, QuickBooks, or Notion templates for budgeting.

💬 **Tip:** Open a separate bank account or e-wallet for your project if possible—it keeps things clean and organized.



🚀 FINAL WORDS OF ENCOURAGEMENT

Here's the truth: No one starts off knowing everything. Everyone learns along the way. What makes someone a successful entrepreneur isn't being perfect—it's starting despite the fear and figuring things out step by step.

Remember:

- **Start small** – You don't need a huge investment or a perfect plan.
- **Take action** – Even tiny steps lead to big progress.
- **Keep growing** – Read, ask questions, try new things.
- **Be kind to yourself** – Progress is progress, no matter how slow.

This project gave you a glimpse of what's possible. Now it's your turn to explore more, create something meaningful, and maybe even inspire others just like you.

