



CAMERA DI COMMERCIO  
ITALIANA PER LA GERMANIA  
ITALIENISCHE HANDELSKAMMER  
FÜR DEUTSCHLAND

Erasmus for Young  
**Entrepreneurs**

## NEW ENTREPRENEUR SUCCESS STORY: The artistic civil engineer

### New Entrepreneur:

Enrico Carnuccio (Germany)

Sector of activity: Photography and multimedia content

Local contact point (IO): ITKAM – Italienische Handelskammer für Deutschland e.V.

### Host Entrepreneur:

Stefano Croci (Italy)

Company Name: Caucaso Factory / [www.caucaso.info](http://www.caucaso.info)

Sector of activity: Photography and multimedia content

Local contact point (IO): Fondazione Politecnico di Milano

**Period of the exchange:** 01.04.2019-30.09.2019

**Duration of the exchange:** 6 months



*"I understood the different stages of the production of a documentary film. I have been in touch actively with the members of the team collaborating in the different tasks of the HE's project."*

This was Enrico Carnuccio's statement after finishing his 6-month experience as New Entrepreneur.

Enrico Carnuccio is a graduated civil engineer with two aces in the hole: a talent for photography and a strong motivation to become an independent entrepreneur. His business plan, in fact, consists of creating his own agency for multimedia content (such as commercials and short documentaries) for private clients as well as for magazines and journals. Moreover, he plans to produce photographic content for art fairs and expositions.

Although his motivation is strong, Enrico lacked the necessary experience to run a business in this field. For this reason, he decided to spend 6 months in Italy and to cooperate with a Host Entrepreneur in the production of a short documentary. *"I expect a lot of hard work and hard time but it will be stimulating because I will do it for myself and not for someone else"*, stated Enrico before starting his experience with the Erasmus for Young Entrepreneurs.

On the other hand, the Host Entrepreneur Stefano Croci was willing to share his knowledge and experience in the fields of filmmaking and of photography. Not only was he interested in creating an international network of contacts but also he was willing to help a New Entrepreneur to develop the entrepreneurial skills that are necessary to become self-employed.

Having agreed on the activity plan, the two entrepreneurs started cooperating in the creation of a documentary film. The New Entrepreneur was involved in the process since the very first steps. After improving his theoretical knowledge about recording and postproduction, he actively participated in the activity and budget planning. After that, he structured a storyboard together with the Host Entrepreneur and they defined the equipment to employ in the project. Moreover, the New Entrepreneur had a chance to experiment a new technique of recording videos: with a photographic camera.

Was the Erasmus for Young Entrepreneurs a fruitful experience for the two entrepreneurs? The Host Entrepreneur has benefited from the innovative ideas and strong motivation of the New Entrepreneur, who, in turn, has acquired more practical skills and has found a mentor in the person of the Host Entrepreneur. Moreover, the New Entrepreneur Enrico plans to engage in business cooperation with the Host Entrepreneur in the future: *"I will collaborate in quality of assistant director, producer, backstage photographer, and graphic content producer."*

Erasmus for Young Entrepreneurs provides European entrepreneurs the chance to share and gain relevant business skills. As a new entrepreneur, you will learn from an experienced entrepreneur and benefit from on-the-job training in a small or medium-sized company in another participating country. As a host entrepreneur, you can benefit from fresh and innovative ideas from a motivated new entrepreneur.

Would you like to participate? You can get in touch with [Italienische Handelskammer für Deutschland e.V.](https://www.itkammer.de/)

Project Coordinator

Ilviyya Gafarova

Tel. +49 69 97 14 52 24

[igafarova@itkam.org](mailto:igafarova@itkam.org)