

## HOST ENTREPRENEUR SUCCESS STORY: Increasing Impact through Mutual Teaching

### New Entrepreneur:

Nikoleta Hristova Teodosieva (Bulgaria)

Company Name: Forthright Sofia [www.forthrightsofia.com](http://www.forthrightsofia.com)

Sector of activity: Advertising, promotion, printing, media and related products and services

Local contact point (IO): Bcause

### Host Entrepreneur:

Boris Bulatovic (Germany)

Company Name: Global Impact Grid GbR, [www.globalimpactgrid.com](http://www.globalimpactgrid.com) (24 years of experience)

Sector of activity: Social economy/responsible entrepreneurship/CSR

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

**Period of the exchange:** 11/11/2019 - 09/05/2020

**Duration of the exchange:** 6 months

The young Nikoleta Hristova Teodosieva founded her own business Forthright Sofia already in 2018. After her graduation in Graphic Design and Cultural Studies and after having gained some experience as a Design Consultant, Nikoleta started putting her expertise into practice with her own business. Forthright Sofia offers strategic branding and the creation and design of a visual identity.

Besides improving her entrepreneurship skills, Nikoleta also wanted to get involved in a cross cultural and professional exchange. That is why she decided to participate in the Erasmus for Young Entrepreneurs Project.

Boris Bulatovic on the other hand, is the founder of impact driven start-ups like Education Mobility Grid (EMG) and Global Impact Grind (GIG). Besides entrepreneurship, he worked as a project leader for the "Implementation of CSR Measures in SMEs through Project Competence Concept" financed by the Federal Ministry of Labour and Social Affairs. He decided to participate in the EYE Project because he intends to support young generations of entrepreneurs and innovators. Thereby, he aims at contributing to the sustainable development and future, which represents the core principles of his company. Moreover, he hoped to be inspired and get new ideas for his business by a New Entrepreneur.

What was especially interesting for the Host Entrepreneur were Nikoletas skills in corporate communication and branding. Therefore, they decided in the activity plan, that the main joint

project will be the establishment of a creative department for the Host's company. Nikoleta started her training and together they developed a business development toolkit in order to realize the re-structuring, the organization and service design of the creative department, and the consequent creation of a new website interface. During the well-functioning collaboration, the entrepreneurs decided to extend the training to six month in order to finish GIG's new website and business service order.

*"The NE's professional experience and skills have been needed for the completion of the digital toolkit and the consequent changes to GIG's structure and services",* commented Host Boris at the end of their collaboration.

The experience was indeed fruitful also for the New Entrepreneur as she managed to diversify her portfolio and built sustainable connections with the HE, his team and other creative professionals and entrepreneurs. She furthermore gained invaluable first-hand insight on social impact and became acquainted with funding opportunities, project application and management.

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.](#)

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