

## NEW ENTREPRENEUR SUCCESS STORY: An Editor Collaboration on a Canary Island

### New Entrepreneur:

Antonella Berta (Germany)

Company Name: planning to found her own business called ...writing...

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

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

### Host Entrepreneur:

Simona Camporesi (Spain)

Company Name: simona camporesi, [www.simonacamporesi.it](http://www.simonacamporesi.it) (4 years of experience)

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

Local contact point (IO): Instituto Tecnológico de Canarias

**Period of the exchange:** 06/01/2020 - 22/03/2020

**Duration of the exchange:** 2 months and 17 days

The carrier path of the New Entrepreneur Antonella Berta may differ from the other young entrepreneurs: Antonella is working since 1997 as a successful freelance TV journalist, author and director of TV documentaries and reportages with focus on social issues and politics, ethics and religion. Channels such as the German First National Broadcasting Network ARD, German regionals as well as children's Broadcasting Networks like KiKa broadcast her documentaries and television reports.

Now, Antonella aims at offering book-editing and ghostwriting services in German and in Italian with her business idea "...writing...". Besides classical book-editing, she wants to pave a new path for personalized ghostwriting according to clients ideas, such as her invented format "Rent a Fairytale". For the realization of the project, Antonella wants to strengthen her book-editing skills by being trained by a professional editor. After having occasionally met her future Host Simona, she decided to join the Erasmus for Young Entrepreneur Project.

Simona Camporesi on the other hand, has plenty of experience as an editor and copy-editor. In 2014, she founded her own business and ever since offers editing, ghostwriting and mentoring services for writers – the perfect match for Antonella. Simona decided to participate in the Erasmus for Young Entrepreneur Project because of her desire of sharing her professional knowledge and finding good and reliable coworkers to network and work with.

After having defined the activity plan, Antonella started her experience in the Host's business, located on the Canarian island El Hierro. At first, Simona introduced the New Entrepreneur to strategies of basic editing and to the different editorial standards of distinct publishing houses. Later on, the two worked together on several texts as: "The hero's journey" by Silvia Covertini; the short novels "Barcellona" and "Sambuca" by Alessandro Rossetto; interviews to five digital nomads; the book "Zen e l'arte di smettere di fumare" ("Zen and the art of giving up smoking") by Luna Vaniglia. The NE contributed to the collaboration especially through her dramaturgy skills and Simona benefited from her longstanding filmmaking experience.

Due to the advent of the corona pandemic and the state of alert, Host and New Entrepreneur met mutually the decision to end their cooperation earlier. Eventhough, the exchange was inspiring and fruitful for both sides. Antonella stated, that *"the close exchange between HE and NE allowed the NE a positive development for what is concerning to dare the step to entrepreneurship."* The two entrepreneurs have uttered the intention to stay in touch for developing further their business projects.

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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