



Erasmus+

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Next Generation On-line entrepreneur case-studies

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DEFAULT

Nowadays the internet is a valuable resource to be able to access the world of entrepreneurship; in fact, especially through the conscious exploitation of social networks, it is possible to understand which directions the market is taking and carve out their own niche of potential buyers.

According to a report compiled by We Are Social with the collaboration of Hootsuite¹, in 2020, about 60% of the world's population was online and 51% was active on at least one social network. In addition, it is estimated that each of these users spends an average of six hours and forty-three minutes online, including about two hours and twenty-four minutes in activities related to the use of social networks. Having only these few data, however, it is clear what can be the strategic importance of the use of internet for building, improving and promoting their business activities.

The potential deriving from the ability to use digital tools in a coherent and efficient way has been repeatedly promoted and raised by the European Union and National States, for which the digital revolution can be a lever of development for the territories, as well as an opportunity for already active and young companies. Specifically, for example, in 2013 the European Union through the Directorate-General for Education and Culture drafted the European Digital Competence Framework for Citizens (DIGCOMP)², containing all the skills and competencies that every European citizen should be able to possess and exploit for work, leisure and communication. Alongside this, initiative and entrepreneurship are also part of the key competences framework, being defined as the ability to seize opportunities and be able to acquire the more specific but necessary knowledge to start and sustain a business.

Entrepreneurial activities have been interpenetrated by the digital revolution, and viceversa, and this crisis has even ushered in new professions all pertaining to the field of digital entrepreneurship. In this context, thanks to the analysis of the case studies that will be presented and the ways in which they can be considered interesting from the point of view of the study, but also from the point of view of inspiration, three paths for the use of digital for commercial purposes can be outlined:

1. Channel for the promotion of their goods and services offered;
2. Platform to share your passions, skills and professionalism and work in the field of advertising;
3. A means of promotion to create an audience of consumers ready for a brand launch.

Among the main advantages of commercial opening by the digital world, it is possible to include the opportunities related to disintermediation: specifically, *by reducing the power of supply chain intermediaries (disintermediation) and reducing the location dependency of user-facing interactions, digital affordances enable new ventures to more freely access opportunities outside regional clusters, and also, internationally.*³

To understand what are the characteristics of the context within which the DEFAULT, *Digital Entrepreneurship for Adult Youth*, (2020-1-LI01-KA204-000192), funded by the Erasmus+ Programme, consortium operates EIDES index⁴ has been taken into account.

¹<https://wearesocial.com/blog/2020/01/digital-2020/>

²<https://ec.europa.eu/jrc/en/digcomp>

³ European Commission (2018). The European Index of Digital Entrepreneurship System.

EU28 average for the EIDES index is 47.1⁵ and groups of states are categorized as *leaders*, *followers*, *catchers-up* and *laggards*, according to their context evaluation: In general, the situation that emerges when looking at the ranking drawn up on the basis of the values assumed by the index for each country describes an environment favorable to digital entrepreneurship and with values above the average in the central and northern portions of Europe, while one less favorable and with values well below the average in the southern and eastern areas. The consortium implementing DEFAULT is composed by Liechtenstein, Greece, Italy, Turkey, Cyprus, Norway, UK and Poland, ensuring a heterogeneity of contexts, conditions, and experiences in the field of digital entrepreneurship: according to the aforementioned ranking, none of the territorial realities adhering to the consortium fall within the group of leaders; only one state, i.e. the United Kingdom, falls within the group of followers; Cyprus is in a catchers-up condition; Greece, Italy and Poland have values well below the average estimated for EU28 and, therefore, fall into the category of laggards; Since the index is calculated on twenty-eight states, an index is not available for Liechtenstein, Turkey and Norway.

DEFAULT project will produce the following results:

- I-O1, an online entrepreneurship curriculum including a list of training resources for youth;
- I-O2, in-service training for youth workers to support their capacity building and up to date career development;
- I-O3, a library of case studies that presents short insights into successful young on-line entrepreneurs throughout Europe, to demonstrate new business opportunities and the potential of digital and social media environments;

The consortium partners consider it central to discuss, promote, and outline actions dedicated to digital entrepreneurship, considering these careers an opportunity for innovation and employment among young adults. Precisely, for these reasons, each case study is categorized according to its possible ability to convey innovative practices⁶ and/or have some kind of impact on the local realities of reference⁷.

The case studies can help to encourage members of the youth community to pursue a career as an on-line entrepreneur. These new on-line business models can help rural areas to hold on to its young population and encouraging them to develop their business in their local area can have positive implications for the local economy in the regions where they live. Consortium partners sought to develop a series of case studies regarding the next generation of online entrepreneurs which cover the widest possible range of individuals and business types.

³European Commission (2018). The European Index of Digital Entrepreneurship System.

⁴EIDES index describes the digital entrepreneurship system by analysing four general conditions: cultural and informal institutions; formal institutions, regulations, and taxation; market conditions; physical infrastructure.

⁵European Commission (2018). The European Index of Digital Entrepreneurship System, p. 38.

⁶This capacity was allocated according to the following criteria: the case study analyzed is as an active guidance resource to motivate and inspire the next generation of young on-line entrepreneurs is an innovative means of presenting positive role models for young nascent entrepreneurs.

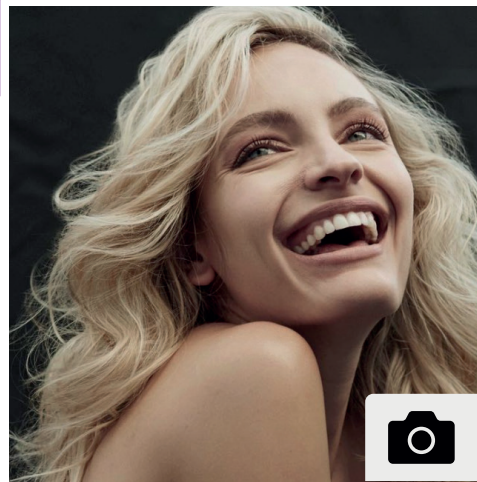
⁷This capacity was allocated according to the following criteria: The case studies can help to encourage members of the youth community to pursue a career as an on-line entrepreneur. These new on-line business models can help rural areas to hold on to its young population and encouraging them to develop their business in their local area can have positive implications for the local economy in the regions where they live.



Capital Youth Association
Liechtenstein

impact

innovation



Lovis Lena Linzing

[@lovislena](#)

Started her online profile in 2019



18M



#lovislena

On September 15th of 2019, Lovis Lena posted her first picture on Instagram. She works as a model, both in commercial and editorial fields, and she received support from her booker during her digital adventure. When looking at Lovis' feed, it is easy to recall the motto that beauty wins everything.

In 2019, a new distinctive brand was born from the idea of Lovis Lena. As a model and having a strong relationship with the beauty perspective, she tried to make cosmetics from woman to woman, in order to influence them to get strong and together.

Lovis Lena doesn't work in partnership with other brands and the tools she uses the most in her digital activities are posts, give-away, stories and live streaming.



Fifty-Fifty, Institoyto Koinonikis
Kainotomias Kai Synoxis – Greece

impact

innovation



Akis Petretzikis

[@akis_petretzikis](#)

Started his online profile in 2015



1,7M



#chef



972 K

On November 11th of 2015, Akis Petretzikis posted his first picture on Instagram. He is a chef and during his digital adventure he didn't receive support from anyone.

Petretzikis is the CEO of Akis Petretzikis Ltd – a company that publishes cooking magazines and books, produces cooking shows, runs restaurants and an e-shop with various gifts and kitchen products, designed by himself.

On his YouTube channel he uploads videos every week: the format's name is Kitchen Lab. For non-Greek speakers, Petretzikis also has an English YouTube channel, Akis Kitchen, where he uploads videos in English.

In 2015 he started a partnership with Fresh One Productions, uploading videos with Greek recipes on Jamie Oliver's channel. Since then, Petretzikis is one of the 15 official affiliates of the network. The tools he uses the most in his digital activities are posts, stories, live streaming cooking show, give-aways, videos and podcasts.



Fifty-Fifty, Institoyto Koinonikis
Kainotomias Kai Synoxis – Greece

impact

innovation



Athina Oikonomakou

@athinaoikonomakou

Started her online profile in 2019



1,1M



#projectsoma

On March 13th of 2019, Athina Oikonomakou posted her first picture on Instagram. She is a designer and during her digital adventure she received support from Mairi Synatsaki, her partner from Project SOMA.

In today's world female solidarity and girl power are often used terms, but in practice we do not see it happening with the same frequency. These two women instead of facing each other, chose cooperation, union strength and confidence, and are trying to empower women through the clothes they design. Their woman role model is someone who know that if they help each other only wonderful things can happen.

Their journey has timidly started at the beginning of 2019 and while the two of them only knew each other from afar, due to work and social media. However, they always felt that they had a lot in common in terms of contact and aesthetics. Creating a clothing line was on the minds of both of them for years but it had not emerged as a business step for either of them. They expanded their creativity through other paths: Athena with the design of her own jewelry line Allover by Athina and Mary with the creation of her own online store Buy A Boo. They had the accessories they dreamed of, but not the clothes! At least until today, when their common aesthetic vision has taken shape in their own brand: Project SOMA.

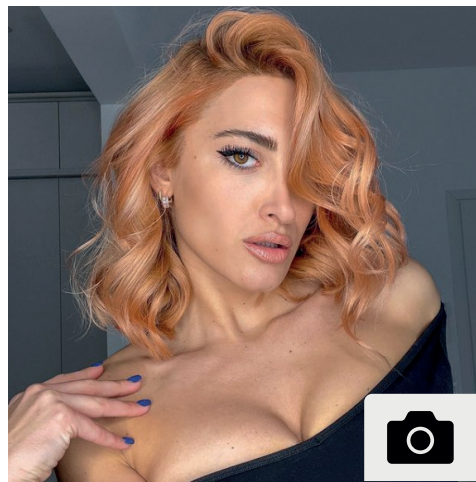
The tools she uses the most in her digital activities are posts, stories, live streaming and give-aways.



Fifty-Fifty, Institoyto Koinonikis
Kainotomias Kai Synoxis – Greece

impact

innovation



Ioanna Touni

@j.touni

Started her online profile in 2017



821 K



#bubblegunsgirls

On January 12th of 2017, Ioanna Touni posted her first picture on Instagram. She is a fashion designer and during her digital adventure she received support from Stella Pasari, friend and co-owner of the Bubblegun brand.

Ioanna is the owner of Bubblegun, a company that produces clothes and accessories. Touni and Pasari have always been close friends: in 2017 they decided to join their forces to create something new, dynamic and innovative in the field of fashion, something of their own. This is how Bubblegun, a rising brand with Greek products, was born.

She started a partnership with Rangers, a brand producing sunglasses. The tools she uses the most in her digital activities are posts, stories, live streaming and give-aways



Fifty-Fifty, Institoyto Koinonikis
Kainotomias Kai Synoxis – Greece

impact

innovation



Mary Synatsaki

@mairiboo

Started her online profile in 2015



791 K



#mairibooforenvie

On December 25th of 2015, Mari Synatsaki posted her first picture on Instagram. She is an entrepreneur, since she is Mairi Synatsaki's co-founder from Project SOMA and founder of the brand Buyaboo.

Synatsaki has always loved drawing and, uniting this passion to the one for crazy gadgets, she started designing some of her own mobile cases and diaries. The result is an innovative on-line shop where products designed and conceived by Mary – such as shoes, mobile phone cases and diaries – are sold.

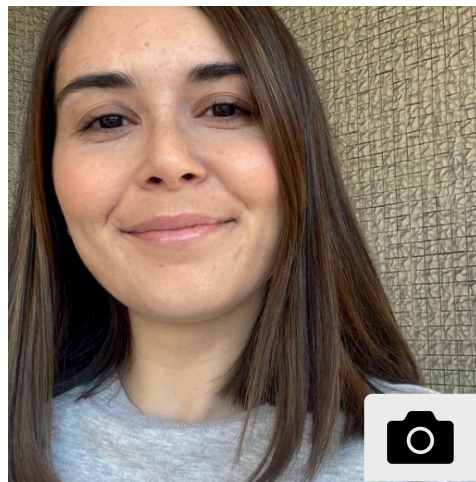
She also started partnerships with Ofra Cosmetics, Lactacyd, LASplash and Natura Siberica. The tools she uses the most in her digital activities are posts, stories, live streaming and give-aways.



CEIPES – Italy

impact

innovation



Maria Pia Priore

[@dott.ssa_mariapiapriore](#)

Started her online profile in 2014



247 K



#skinfirstproject #skincare #skinfirst

In 2014, Maria Pia Priore posted her first picture on Instagram. She has a Pharmacy degree and attended a master course in Cosmetic Sciences and Technologies. She's a cosmetologist whose objective is promoting a science-based culture about cosmetics and skincare. During her digital adventure she didn't receive support from anyone.

Dott.ssa Maria Pia Priore is the founder and formulator of her own brand, Skin First, a company that produces skincare.

Doctor Maria Pia Priore's Instagram profile is dated back to 2014, but she launched her own brand only in 2019. In 2018 she began divulging evidence about cosmetic ingredients, skin types and the ways to take care of them, etc, while she was attending her master course. The purpose was making consumers aware of what science declares about the safe use of ingredients into a cosmetic formula, which marketing strategies labels pursue in order to raise their incomes, and so on. The doctor also took advantage of using a simple language so that Instagram users could be able to understand her approach and become more conscious in buying.

In 2018 Doctor Maria Pia Priore celebrated 10.000 followers, while on the 19 of June 2019 she launched her own skincare brand, named Skin First. At first the brand counted on only four products, but now it has 21 references all available in a dedicated e-shop.

Her e-shop is also implemented with AI, since it is possible to use a face decoder through which consumer can receive advice about the cosmetics that fit better their needs.

She has never started a partnership with other brands. The tools she uses the most in her digital activities are posts, stories and live streaming.



CEIPES – Italy

impact

innovation



Giovanni Cipolla a.k.a. A Pechino col Pandino

[@a_pechino_col_pandino](#)

Started his online profile in 2018



83.2 K



#apechinocolpandino #travelblogger #ontheroad

In 2018, Giovanni Cipolla posted his first picture on Instagram. Giovanni has a degree in chemical engineering and during the university years he worked as an educational trainer in a school. During his digital adventure, at the very beginning of his project he received support from the owner of a local bar who decided to fund the expenses deriving from renewing the old Panda car and to sponsor Giovanni's adventure.

Giovanni's first try sharing his journey on Instagram is in 2017, documenting his experience around Iceland. In 2018 he opened his new profile [@a_pechino_col_pandino](#) and he started spreading his idea of travelling to Beijing by car: at first he had just around 400 followers, but when people started being curious about his bizarre idea the number of followers on Instagram soared reaching 40.000.

During his academic years he has also been selected for Erasmus program, so he spent a year studying in Romania: this was his first opportunity to have an international travel. When he had to come back to Italy he decided to plan his journey only by trains and car, passing through Serbia, Bosnia, Slovenia and Croatia. This event made him more conscious about the pros of travelling overland, so he spent the subsequent year planning another overland travel to Iceland: he travelled by plain and once in Iceland he rented a car to explore the whole island. This was his first time posting his adventures on Instagram, even though his only followers were his real-life friends. Giovanni's new objective was travelling from Palermo to Beijing by an old Fiat Panda car. He had this quite bizarre idea during a night out with his friends, then he decided to start an Instagram profile to spread his idea and the progresses of his adventure. He chose to travel by an old car to spread the idea that travelling overland is possible for everyone, no matter the budget. Thanks to [@a_pechino_col_pandino](#), Giovanni had the opportunity to meet other Italian travel bloggers. Once he had finished his journey to Beijing, one of these asked him to be part of his new project, starting an innovative and independent tour operator. Now Giovanni is one of the coordinators of the tour operators and he accompanies groups of travellers during their journeys in Iceland.

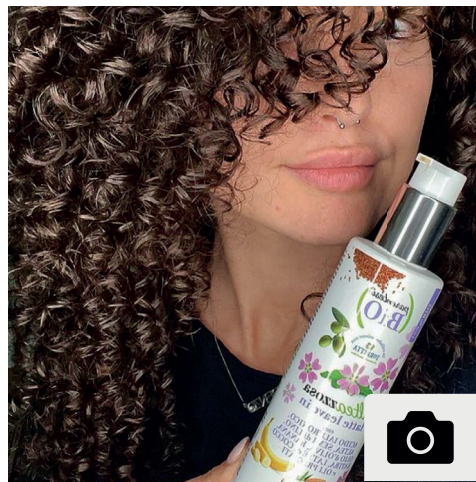
He has started a partnership with other brands, such as Montenegro, Centro Convenienza, Magic Motor Sport and also local firms. The tools he uses the most in his digital activities are posts and stories.



CEIPES – Italy

impact

innovation



Sabina Giannatiempo

@parentesibio

Started her online profile in 2016



38.7 K



none

In 2016, Sabina Giannatiempo posted her first picture on Instagram. In 2014 Parentesi Bio landed online as a personal blog. The motto, translated to English, is “You too can open an organic bracket in your life!”. In 2016 Sabina opened her Parentesi Bio Instagram profile, sharing her journey to the creation of her brand. Now her profile has more than 38K followers and her brand is sold not only on Parentesi Bio website, but also on numerous shops over Italy. She decided to name her blog – and brand – Parentesi Bio because she wanted to melt two relevant elements composing her life: at that time Sabina was studying to become an industrial engineer and she was – but she is still – passionate about organic topics. Parentesi Bio means in fact “Organic bracket”, and brackets are mathematical symbols.

During her digital adventure she received support from Sabina’s family, who is owner of a firm producing organic olive oil, and from her boyfriend, who is founder of a communication and digital firm.

Sabina’s family produces olive oil and it has been managing their firm for more than 50 years, so Sabina had the occasion to discover the opportunities related to the natural world and its products. Sabina is part of the fourth generation involved in the production of olive oil from the family firm.

Her passion for nature led her to open her blog, in which she wrote (and continues writing) about nature, organic food and, mostly, about organic cosmetics. This passion united to the one for curly hair, whose Sabina is expert since she is curly too, gave life to her own brand.

Parentesi Bio cosmetic line was born in 2016. Parentesi Bio products contain organic olive oil from Sabina’s family’s firm and are all made in Italy.

Cosmetics from the brand are available online and in specialized shops all over Italy. After having delivered a child, Sabina released a new line dedicated to babies.

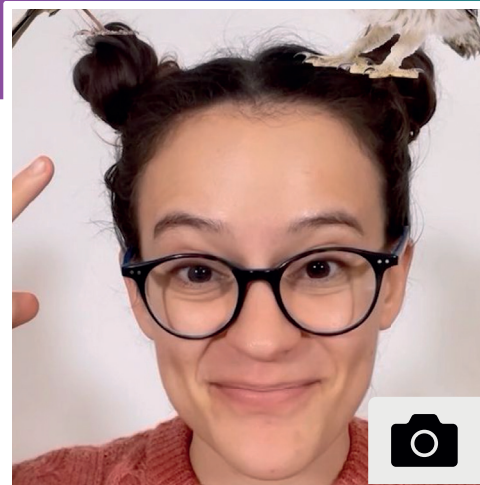
She has never started a partnership with other brands. The tools she uses the most in her digital activities are posts, stories and reels.



CEIPES – Italy

impact

innovation



Norma Cerletti

[@normasteaching](#)

Started her online profile in 2020



745 K



#learnenglish #englishteacher #imparoconinstagram



386



#learnenglish #englishteacher #imparoconinstagram

In 2020 Norma Cerletti posted her first picture on Instagram. She is an English teacher and entrepreneur. During her digital adventure she received support and motivation from her family, friends, and enthusiastic followers.

In early 2020 Norma Cerletti started her adventure on social media by her Instagram and Tik Tok profiles. In October of the same year she registered her firm, Norma's Teaching s.r.l. and then she started selling her first pronunciation online course. In mid 2021 she had the opportunity to publish her own English manual and now, in October 2021, she launched her e-learning platform.

Her first product was the Pronunciation online course, to help people improve their pronunciation no matter what level of fluency and knowledge they had. Nevertheless, she continued to teach English for free on her social network profiles.

In mid 2021 she had the opportunity to publish her first book, NormaL English, in which she melted grammar rules with quizzes, song, learning activities, audio lessons and so on, as in her personal style of teaching. In summer 2021 she took a speech at TEDx, explaining how mistakes can become opportunities. Her new business is NOD – Say Yes to English (Norma on Demand), an online portal to learn English with her own method: with NOD people can buy monthly or annual subscription to enjoy lessons on slang, grammar, pronunciation, differences between American and British English, etc.

Norma Cerletti discovered English while she was taking her abroad high school year in the USA. During this experience she became confident with the language, so she decided to turn this passion into a job becoming and English teacher. In 2019 Norma Cerletti decided to resign from her job to become a self-employed but COVID-19 spread over Italy, so she didn't have the chance to start her new business: she decided to try teaching English to people by recording little clips to post on Tik Tok; she has also been one of the first creators in Italy using the hashtag #ImparaConTikTok, which invites people to use Tik Tok as an instrument for non-formal learning

She had a partnership with SpeakUp, a monthly magazine which helps people learning and practising English at each level. The tools she uses the most in her digital activities are posts, stories and reels.



SBTC Danismanlik – Turkey

impact

innovation



Altay Tinar

@doktortakvimi

Started his online activity in 2016



+261 K



#health #doctors #physicians

In 2012 Altay Tinar started his first online business, Eniyihekimcom, becoming one of the most effective and reliable ways to reach physicians and hospitals over the internet in a short time. The site collected 142,000 physicians from all fields of expertise and, in 2016, Tinar decided to continue his journey by changing his activity name into DoktorTakvimi. Tinar, CEO of the brand operating within the worldwide known DocPlannercom group, stated that the reason for the name change in Turkey was to better explain the scope of services offered to both physicians and patients: Doctortakvimi offers physicians the advantage of managing all their appointments online, while providing patients the opportunity to get a reliable appointment by reaching the most suitable physician from the city they need, within the scope of their needs, in the fastest way 24/7.

Thanks to facebook and to the website, Altay had the opportunity to meet other Turkish doctors and hospitality bloggers. With his activity, which implements a similar MHRs system offered by the Ministry of Health for public hospitals in the field of private health, many physicians and private health institutions are now planning patients' appointments using an online calendar software. The platform has been visited by 22 million users only during 2015, which means half of the 44 million internet users in Turkey, according to TUIK's data.

In 2014 the brand merged with DocPlanner, one of the European largest platform providing this type of service, entering a period of significant change and drawing attention with the launch of new products serving physicians and institutions. The tools he uses the most in his digital activities are posts with photos, videos and interviews.



SBTC Danismanlik – Turkey

innovation



Erhan Ünal

@fit.kultur

Started his online profile in 2017



51.1 K



#fitness #wellness #healthy #cardio #lifestyle



10.8 K

In 2017, Erhan Ünal posted his first picture on Instagram. He is a professional fitness coach, experienced from more than twenty-two years, and during his digital adventure he didn't receive support from anyone.

His profile is overflowing with resources for fitness and health; also, it includes helpful information on nutrition and weight loss. The blog also offers inspiration to foster people staying on track with their fitness and health goals.

He is committed on guiding people towards a healthier lifestyle. Especially during the recent quarantine, he reached thousands of people online and thanks to his method many people started appreciating training in any condition, even at home. Now, he has made all this knowledge and experience available to more people with the online fitness camp. Erhan also publishes videos on YouTube, posting new fitness videos every day.

After starting his online activity, in a few months Erhan reached around 20 K of followers on Instagram. He has never started a partnership with other brands. The tools he uses the most in his digital activities are Instagram stories and YouTube videos.



SBTC Danismanlik – Turkey

impact

innovation



Aylin Çiftçi

@aylincifci

Started her online profile in 2019



6 K



#love #wedding #photo #frame

In 2019, Aylin Çiftçi posted her first picture on Instagram. She is a professional photographer and a graphic designer.

She has been accompanying people during their beautiful days for ten years, while creating memories through what she sees. She holds on to what and who they really are. In this business, in order to capture all the details and moments, she spends all day with people and takes photos for wedding ceremonies; then she shares all details on her instagram profile.

Thanks to @loveinframes, Aylin had the opportunity to meet other photo bloggers. Now she is trying to reach people from different cultures and having different stories.

She has never started a partnership with any brand. The tools she uses the most in her digital activities are posts and stories.



SBTC Danismanlik – Turkey

impact

innovation



Aslihan Karabulut

@zaynapfood

Started her online profile in 2021



16.1 K



#food #mediterranean #recipe

In February of 2021, Aslihan Karabulut posted her first picture on Instagram. She has a degree in Business Administration and during the university years she worked as a secretary in Mugla University; however, she has always been passionate on cooking. During her digital adventure she didn't receive support from anyone.

Aslihan has introduced all her family and friends to her cooking perspective, by tasting a new recipe every day. Six months ago, she decided to open an instagram profile to share her amateurish skills: the main inspiration is that food can connect people. She's an example of the fact that turning a passion in something big is possible, since in a few weeks after opening her profile she reached around 5 K of followers.

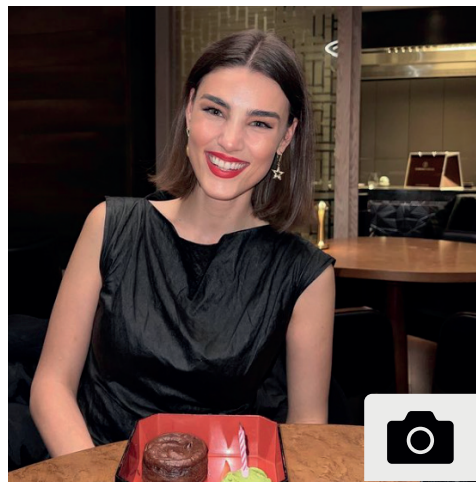
Now she is trying to reach as many people as possible, possibly dealing with different types of jobs in their daily lives, to define and promote cooking as a meditation tool.

Ashilan Karabulut is now trying to start a partnership with one of Mugla's largest food companies. The tools he uses the most in her digital activities are posts and stories.



SEAL CYPRUS

impact



Maria Gojkovic

@gojkovicc

Started her online profile in 2019



91.5 K



#cyprus #model #makeup #transformation

In 2019, Maria Gojkovic started her TikTok account from scratch. Today, she is one of the most popular influencers in Cyprus.

Maria is 24 years old, and she studied Business Administration at the Frederick University in Limassol. Her early professional experience includes working for her university and modelling.

Before joining the TikTok platform as @gojkovicc, she was a bit sceptical as she thought she lacked the necessary skills for editing, filming, and using filters. After her friends convinced her to create an account, Maria's first post, a video of her arriving at the gym, became an immediate success, reaching 10k views.

Today, @gojkovicc counts 91.5k followers, a significant number considering that Cyprus's population is around 1.2 million. Maria believes that her success is due to the fact that many users relate to the content of her videos. TikTok is a platform where users look for entertainment, pleasing aesthetics, and creative ideas, and Maria offers this kind of content; in fact, she does not have a specific niche. Her content includes funny videos, makeup tutorials, dances, recipes, videos of herself, and promotional videos.

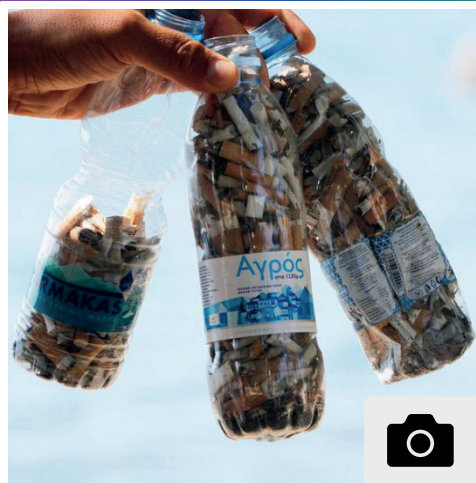
Gojkovic works in partnerships with clothing, shoes, makeup, skincare and body care brands. This means that she receives economic compensation for advertising products on her platform through videos.



SEAL CYPRUS

impact

innovation



Eleni Kazelas

@letsmakecyprusgreen

Started her online profile in 2017



6 K



#letsmakecyprusgreen #sustainability #nonprofit #activism

Eleni Kazelas started an Instagram page for her NGO Let's Make Cyprus Green in 2017. Today, the account counts more than 6k followers.

Eleni is a young, US-born Cypriot woman with a background in Compliance and Sustainability. Although she has built a successful career in financial services, her true passion lies in the natural world as an environmental conservationist.

Her strong belief in the importance of protecting the environment led her to create an NGO and a related company, EkoNest. The organization's mission is to raise awareness about the negative impact that human activity has on the environment of our planet. EkoNest is specialized in developing ethically-produced, eco-friendly products: the profit from the sales is used to support the NGO's activities.

Let's Make Cyprus Green was started by organizing public beaches clean-ups, the first one taking place on Ladies Mile Beach in Limassol. Polluting materials and trash on the beach threaten the environment and wildlife, as well as human lives, directly or indirectly. For the first clean-up, 70 volunteers, from 2-year-old kids to 70-year-old grandfathers, showed up and collected more than 100 bags of rubbish. After seeing the positive impact of this action and the enthusiasm from the volunteers, Eleni decided to continue with community clean-up actions.

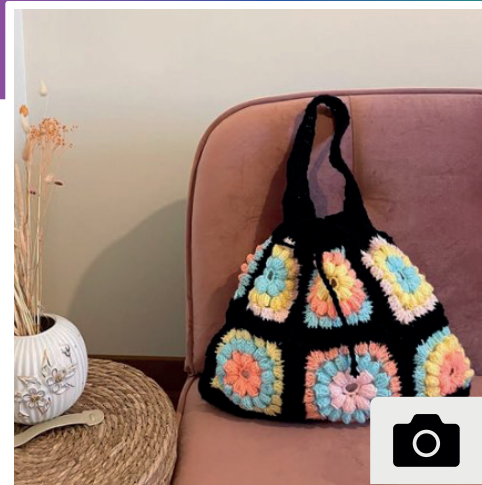
Social media plays an essential role in the journey of the organization, as it has the power to reach many people who might want to get involved in environmental protection activities. Furthermore, the Instagram page is also used to disseminate scientific information related to the environment and tips for a more sustainable lifestyle.



SEAL CYPRUS

impact

innovation



Simoni Papaefstathiou

[@simoni_textile_designs](#)

Started her online profile in 2015



2 K



#simonitextiledesigns #wovenaccessories #handcrochet

Simoni Papaefstathiou started the Instagram account for her business in 2015, at a time when the platform did not have as many users as today.

Simoni studied Textile Designs at Middlesex University in London. During her time in England, she explored hand and machine knitting techniques, weaving, and embellishment of textiles, choosing to specialize in weaving. After her graduation in 2009, she returned to Cyprus, and in 2010, she launched her own brand, "Simoni Textile Designs".

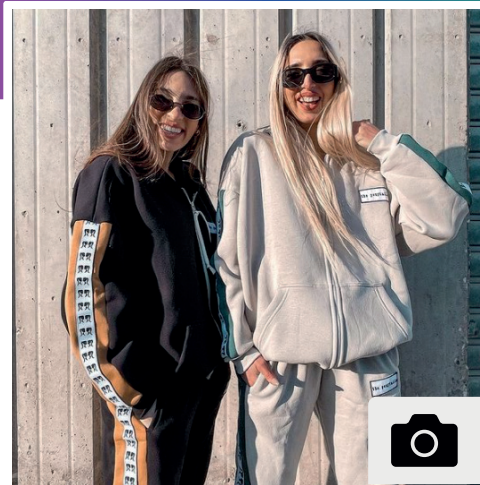
Simoni produces hand-woven accessories such as bags, purses, scarves, capes, earrings and brooches, using the finest yarns. She works with high-quality, colourful, textural fabrics, transforming them into unique accessories.

Social media plays a vital role in building a brand, and the "Simoni Textile Designs" Instagram account is an example of good practice. Simoni's posts capture her products on neutral backgrounds, also adding small, elegant details and warm filters that make her pictures aesthetically pleasing. As for the Instagram stories, they are categorized and highlighted based on the type of product, making it easy for anyone to navigate through the creations. Occasionally, she uploads videos of the work process, which give an idea of the work behind slow and sustainable fashion. Regular posting on social media allows Simoni to reach more people who appreciate her art and would like to purchase her handmade, unique creations. Furthermore, her online presence also helps her become more known in her industry.



SEAL CYPRUS

impact



Telxia and Andreana Frangoudes

@theponytailsseries

Started their online profile in 2016



28 K



#theponytailsseries #aw2022

Thelxia and Andreana's first post on @theponytailsseries dates back to 2016. Today, thanks to their activity on the page and, in parallel, on their personal profiles (respectively 68.9 and 57.5k followers), the account now counts near 28k followers.

A few years ago, young Thelxia and Andreana Frangoudes sought to promote their clothing brand, The Ponytails. For this reason, they began to appear on blogs and social media, showing off their latest creations. Personal marketing worked well for the brand, and soon other brands started to request their services in similar campaigns. Besides working on their own brand, the two influencers have represented companies like Marks & Spencer and Stradivarius.

Thelxia and Andreana dedicate most of their time to their online presence. They create media content, mainly Instagram posts and stories, engaging their followers in their everyday activities, thoughts, and experiences while wearing "The Ponytails' Series" branded clothes. They also share the content they get tagged in by their followers and clients (reposting), in which they wear the brand.

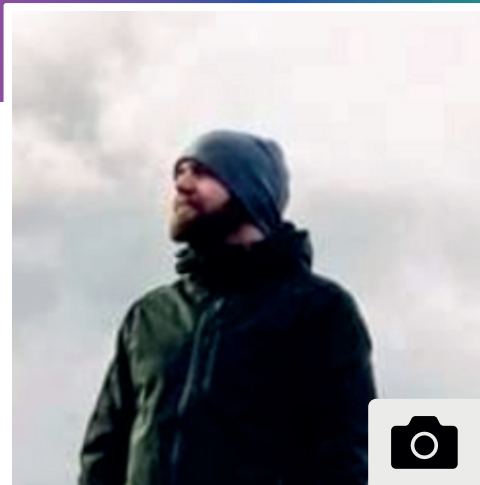
Their online presence and personalities were essential in making their business as popular as it is today. As the clothing brand gained popularity, supporters of the two influencers purchased more and more of their products and featured them in Instagram posts, helping them increase their popularity, therefore the sales.

Thelxia and Andreana started partnerships with other brands on their personal profiles, as mentioned above; nevertheless, @theponytailsseries has never started a partnership. The tools they use the most in their digital activities are posts and stories.



Q PRIOS Kompetanse – Norway

impact



Robin Njaastad

@The_RealRn

Started his online profile in 2021



128



none

Robin Njaastad started his Twitch profile on April 2021. He is a streamer and during his digital adventure he received support from a friend, who helps him out with graphics and technical issues; also, subscribers donate to support him in his digital journey and to thank him for his streaming activities.

Robin is passionate on videogames and started his profile because he wanted to turn his hobby into something lucrative; in fact, he had this idea after getting in touch with a community of streamers and after joining other videogamers' communities. The other streamers encouraged him to start his own streaming channel and they all help each other out by recommending each other and appearing on each other's streams.

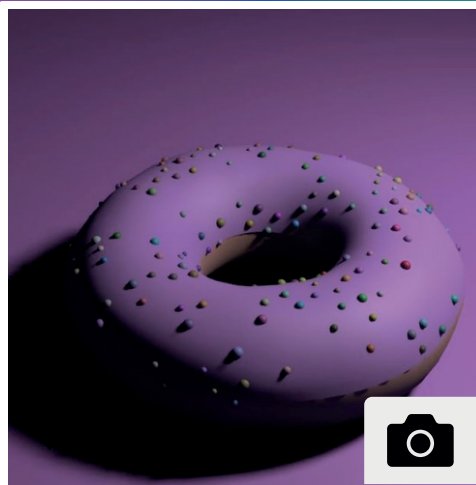
By streaming videogames for live viewers he created a community of users who can have the opportunity to interact via chat in a friendly way. Viewers can also donate money and pay him to achieve certain tasks during the game on in real life. To foster interaction, Robin has implemented his channel with the bit option: members of the community can have him telling a joke or making him play for 5 minutes with his controller upside down; also, sometimes he uses Discors, an external software in order to be able to communicate with other players while playing together.

He has never started a partnership with a brand, but he often cooperates with other streamers as already mentioned. After only seven months he became an affiliate on Twitch.



PRIOS Kompetanse – Norway

innovation



Martin Moen
[@captainmoerentv](#)

Started his online profile in 2020 (IG) and 2017 (TWITCH)



129



#3D #instaart #twitch #affinitydesigner #twitchart



318



#3D #instaart #twitch #affinitydesigner #twitchart

Martin Moen started his Twitch profile in 2017. He is a streamer and artist and during his digital adventure he didn't receive support from anyone.

He started his channel on Twitch because he is passionate on videogames and has also performing skills; in fact, his inspiration for opening a profile came from his experience at theatre. When he was younger, he used to perform with an amateur youth group and in the meanwhile he cultivated his passion for gaming.

On Instagram he shares a different kind of content, posting his digital art in 3D and 2D. He started this profile because he wanted to split his personal contents from his art as a digital creator; also, he took this decision because he wanted to prepare a better platform, in case this passion could lead him to a professional opportunity.

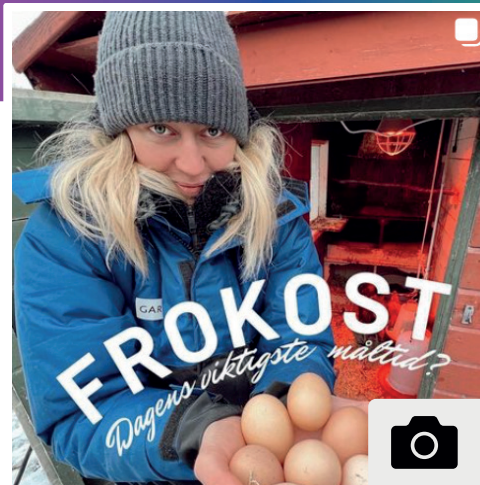
On Twitch he provides live gameplays – mostly RPG or strategic games – while interacting with his community. At the beginning, he rapidly got followers so he started being able to advertise and funnel people from his other channel. Now the number of followers is still increasing but in a slower way.

He has never started a partnership with a brand. The tools he uses the most in his digital activities on Instagram are posts, stories and reels.



Q PRIOS Kompetanse – Norway

impact
innovation



Lise Sofie Næss

@lisesofies

Started her online profile in 2019



10,3 K



#kosthold #helse #ernæring



15,6 K



#kosthold #helse #ernæring

Lise Sofie Næss posted her first picture on Instagram in 2019. She has a bachelor's degree in Nutrition Science and she has also further education in motivational interviewing; furthermore, she has been working in a weight loss clinic for one year. During her digital adventure she didn't receive support from anyone.

Lise Sofie has started her Instagram profile to share things that she thought would have been interesting for other people who are non-expert in the nutrition field. In fact, she uses competences and knowledge she has matured during her studies and professional experiences to provide accurate evidence based nutrition information, in a manner that is easy to understand and adopt in daily life.

Her social network activity has provided her the opportunity to reach new clients for her nutrition clinic; also, her profiles are a good way for private people and firms to hire her for small projects or on their needs. Browsing her Instagram profile it is possible for users and followers finding her website's link, so that interested ones can easily get in touch with her.

During her digital activity she only started one partnership with Grønnefolk, but she has never had other partnerships since this first and only one caused her a loss of followers. However, she collaborates with other digital creators and influencer so she has started a lot of projects with other people on the nutrition field. The tools she uses the most in her digital activities are posts, stories and reels: posts are used to strengthen her personal brand, while carousels are useful to present information on nutrition issues; stories are used to connect to the audience on a daily basis and, also, to show moments from her private life; reels are used to share also on Instagram her TikTok contents.



PRIOS Kompetanse – Norway

impact

innovation



Kristin Nordvoll Mork

@foreldrefella

Started her online profile in 2019



16,4 K



#måbarnsliv #mammalivet #pappalivet #foreldrefella #familie

In 2019, Kristin Nordvoll Mork posted her first picture on Instagram. She has a varied education and has been working as a radio journalist for ten years. During her digital adventure she didn't receive support from anyone, however she thinks that following other accounts can keep a creator up to date with new trends, settings and other features related to social networks and Instagram.

She is 37 years old and she is mother of three children, in fact on Instagram she posts comic situations deriving from being parents and toddlers of young children. Kristin Nordvoll Mork started her digital journey to find somewhere to spill out all the excess humor inside herself. The most part of the contents she posts is written – as an example, she shares quotes, small poems and relatable frustrations – because, before revealing her identity, she decided to wait some time: in fact, she has a connection with the national broadcaster NRK.

When she started her Instagram profile, momlife was more or less a glossy image on Instagram, blogs and Facebook; then, she decided to add a lot of humor and reality finding herself hitting the target groups of parents and, most of all, mothers aged 25-45.

Now, Kristin produces and sells online products related to the content she posts and these are often popular around specific days, such as Christmas, Mother's Day and Father's Day. Recently, she has also started a podcast based on the profile, whose name is Egentid which in Norwegian means time alone.

Since now, she has started only a partnership with a small Norwegian entrepreneur. The tools she uses the most in her digital activities are posts; anyway, sometimes she also uses Instagram stories and reels.



Academy for International Science
and Research – UK

impact



Contact Media Derry

@josephmcveigh

Started his online activity in 2012



1,2K



#derry #tvtaxiadvertising #contactmediaderry
#londonderry #derrycity



24,7 K



#derry #tvtaxiadvertising #contactmediaderry
#londonderry #derrycity

Joseph McVeigh dropped out of school at age 16 and started several businesses at a young age, including running night clubs, advertising trailers and bus tours. He's a self-taught entrepreneurs, in fact everything he knows comes from his experience and mistakes running his own businesses. During his digital adventure he received the Princess Trust loan to be able to start his business; also, he received a service in return for free advertisement in order to be able to install the mini TVs into the headrest of taxi seats.

Joseph started his business in 2012. Social media plays a vital role in his businesses, without it he would have not been able to get as far as he is now.

During his digital activity he has never started a partnership with anyone. The tools he uses the most in his digital activities are posts, stories, reels and ads.



Academy for International Science
and Research – UK

impact



Anita Delivery

Joseph McVeigh

Started his online activity in 2019



8,3 K



#anitadelivery #appstore #deliveries #londonderry #derrycity



1,1 K



#anitadelivery #appstore #deliveries #londonderry #derrycity

After his first successful business, Contact Media Derry, Joseph McVeigh started another business in 2019, Anita Delivery. In this case, he didn't need to receive financial support; however social media networks are relevant for his activities.

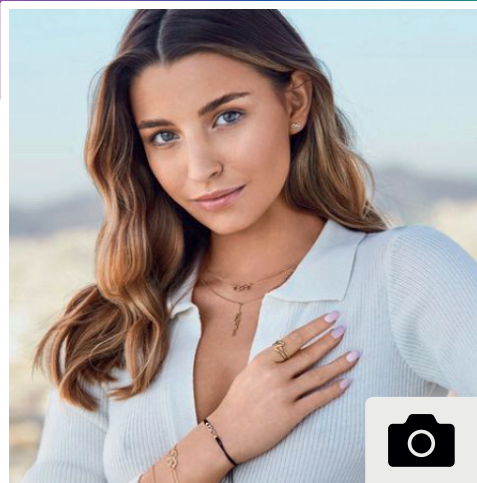
Through Anita Delivery, Joseph provides express deliveries from local businesses, such as favourite products, and every-day essentials (e.g., food, drinks, handbags, cleaning materials, etc.).



EFID – Poland

impact

innovation



Julia Wieniawa-Narkiewicz

[@juliawieniawa](#)

Started her online activity in 2016



2 M



#lemissgirls

In 2016, Julia Wieniawa-Narkiewicz posted her first picture on Instagram. She established her brand, LEMISS, in 2014 and during her digital adventure she received support from Roma Janota.

The main inspiration was the search for closeness to nature, the texture and colors of the sun-warmed traces on the skin, the wind carrying the scent of sea salt, countless shades of the sky, the deep green of the forest awakening from winter sleep. LEMISS grows out of a holistic approach to the body, mindfulness, the search for balance and the experience of joy and peace, that movement can bring. She creates clothes that are perfect both in nature and in the city, practicing yoga, going jogging in the woods, etc.

Julia Wieniawa-Narkiewicz has never started a partnership with anyone. The tools she uses the most in her digital activities are posts, stories, live streaming and give-aways.



EFID – Poland

impact

innovation



Weronica Sowa

@wersow

Started her online activity in 2014



2,7 M



#wersow

On the 5th of November 2014, Weronica Sowa posted her first picture on Instagram. During her digital adventure, she received support from a friend.

Weronica started her profile because of her attitude to style; in fact, she is the co-founder of Wersow Store, a brand and online store focused on fashion. According to Weronica, style never sleeps: every week, in fact, her store collect around five hundred new products; moreover, prices are affordable so people can get the latest looks for less. In this way, fashion can be accessible and fun, so that everyone can achieve the wardrobe of their dreams.

On Wersow Store it is possible to find every kind of clothes and accessories, such as date-night dresses, bags, shoes, scarves, hats, gloves, etc. This variety can help people show them off while feeling confident and looking incredible at the same time.

During her online activity, Weronica Sowa has never started a partnership with any brand. The tools she uses the most in her digital activities are posts, stories, live streaming and give-aways.



EFID – Poland

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innovation



Kinga Paruzel

[@kingaparuzel](#)

Started her online activity in 2012



95,9 K



#kingaparuzel



108 K



#kingaparuzel

In August 2012 Kinga Paruzel posted her first picture on Instagram. She is a chef and food blogger and during her digital adventure she did not receive support from anyone.

Her online activities all focus on recipes and food, in fact her profile are rich of reels, stories, posts all sharing advice about her passion and work. She is also recognized as a supporter and promoter of healthy food.

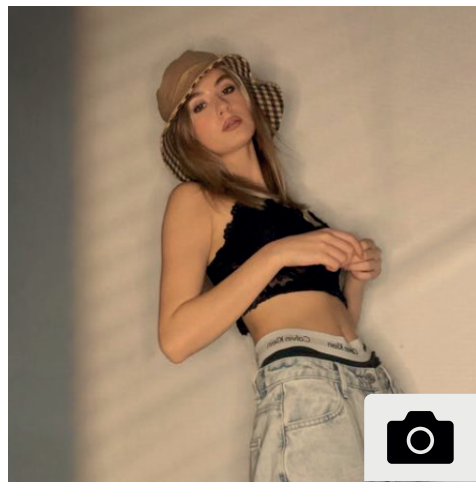
Kinga Paruzel is also author of cooking books, such as Flexitarianizm and Fit Sweets and No... Normal Kitchen. During her online activity, Weronica Sowa has never started a partnership with any brand. The tools she uses the most in her digital activities are posts, stories and reels.



EFID – Poland

impact

innovation



Julia Kostera

@juliakostera

Started her online activity in 2016



1,8M



#reklama



923 K



#reklama

On March 13th of 2019, Athina Oikonomakou posted her first picture on Instagram. She is a designer and during her digital adventure she received support from Mairi Synatsaki, her partner from Project SOMA.

In today's world female solidarity and girl power are often used terms, but in practice we do not see it happening with the same frequency. These two women instead of facing each other, chose cooperation, union strength and confidence, and are trying to empower women through the clothes they design. Their woman role model is someone who know that if they help each other only wonderful things can happen.

Their journey has timidly started at the beginning of 2019 and while the two of them only knew each other from afar, due to work and social media. However, they always felt that they had a lot in common in terms of contact and aesthetics. Creating a clothing line was on the minds of both of them for years but it had not emerged as a business step for either of them. They expanded their creativity through other paths: Athena with the design of her own jewelry line Allover by Athina and Mary with the creation of her own online store Buy A Boo. They had the accessories they dreamed of, but not the clothes! At least until today, when their common aesthetic vision has taken shape in their own brand: Project SOMA.

The tools she uses the most in her digital activities are posts, stories, live streaming and give-aways.



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