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YOUTH₂YOUTH BOOKLET OF ENTREPRENEURIAL IDEAS

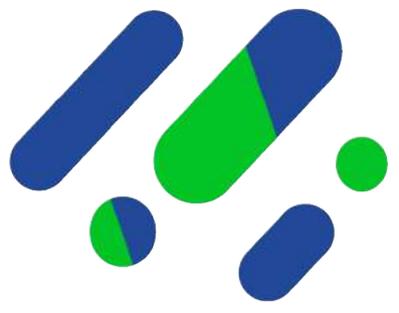
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Associazione per la Mobilitazione Sociale Onlus



FEDERACIÓN
ANDALUZA
DE MUNICIPIOS
Y PROVINCIAS



INTRODUCTION

Youth 2 youth project is based on the challenge of the creativity of young people! We asked to 18 Italian Spanish and Bulgarian young people to create their own idea of enterprise and to promote and develop it during a 24 months innovative project. Young people with the support of youth workers, could make an experimentation of the development of their entrepreneurial idea, work on a possible realization also thanks to a blended training, to the adoption of working groups at a transnational level.

The opportunity to promote and make diffusion of their product is possible thanks to an agile platform that represents a European network sustained by three European Unions of Municipalities.

Young people from Y2Y project are smart, easy, and high skilled with soft competences

The following pages describe the entrepreneurial ideas of the young participants in the project.

The sector chosen by participants can be divided into three areas:

- **Digital Innovation and app**
- **Environmental sustainability**
- **Fashion**

Participants presented their ideas during the training in Palermo on September and uploaded it in the Youth2Youth Platform.

There are ten participants and they come from Bulgaria, Spain and Italy.

You can access all the fantastic ideas and interact with our young entrepreneurs in the platform www.youth2youth.eu



MY BUSINESS IDEAS

SKIP THE LINE

"Every obstacle is a new opportunity to win a new challenge"



Identikit

Name:	Emanuela
Surname:	Lombardo
Age:	25
Nationality:	Italian
Field:	Marketing

The Idea

In a world where we are always in a hurry the idea of Emanuela Lombardo, a Sicilian young woman, gives hope to people who have to spend most of their time doing lines.

The idea was born from the need, more and more prevalent, to optimize the time and avoid to spend long time without being able to work or enjoy relax moments.



Potential customers

- Post offices
- Banks
- Centers for the body care (e.g.Hairdressers, beauticians)
- Universities
- Restaurants
- Canteens

Potential users

- Busy men and women, equipped with smartphones, that are trying to optimize their time.

Success factors

- App is Easy and intuitive to install
- Advertising
- Innovation
- Low subscription cost

Advantages for the customers

- Possibility to increase the number of customers
 - More visibility
 - Low costs
- Possibility to differentiate and offer a quality service

Advantages for the users

- Time optimization
- Avoiding dead times
- Possibility to organize the days avoiding as much as possible the unexpected Serene day management



MY BUSINESS IDEAS

Sassy Design

"Never give up and follow your dream until you get it"



Identikit

Name:	Noelia
Surname:	Esquina Cuevas
Age:	24
Nationality:	Spanish
Field:	Fashion

The Idea

Coming from Loira del Rio, Noelia is the Y2Y fashion design star!

The style she represents is embodied in her creations, simple and accessible but particular and elegantly sophisticated! She has created her own brand and we are sure, she has the talent for success! She surprised us by making perfect paper model in very little time!

Give her paper and scotch tape, she will realize your dream!

Noelia wants to create an online store of dresses made by herself.



Potential customers

- People who want an exclusive design
- People who want something of her brand
- People who can't find the right size

Potential users

- Everyone who loves and follows fashion!

Success factors

- Handmade dresses
- Custom made clothes

Advantages for the customers

- Possibility to be original
- Low cost and sustainability of materials
- Handmade Dress have a better quality

Advantages for the users

- Exclusive Design
- Low Cost clothes
- Custom made clothes like an ancient tailoring



MY BUSINESS IDEAS

Lorena Rom 3D Accesorios

"Be responsible and aware of your impact with the planet"



Identikit

Name: **Loredana**
Surname: **Romero Roldán**
Age: **29**
Nationality: **Spanish**
Field: **Fashion/innovation**

The Idea

Brand of sustainable jewelry and accessories design manufactured by 3d print. Accessories of different and unique designs made of sustainable such as for example potato peels (earrings, ring, necklaces, etc.). She cares every step of her production and also design and realization. She's also a counselor for her products, able to give you personal advice for your personal fashion style. The intuition of her idea is to exploit natural resources and create objects by using innovation and technologies.





Potential customers

- Girls and Women 20-35 aged (but not only!) who like to take care of themselves looking for accessories that make them feel different and unique, always in a windy way and respecting the environment. Lorena's creations tell stories about creativity, lightness and love for environment

Potential users

-Everyone who want to be fashion and sustainable at the same time!

Success factors

- Original and exclusive fashion design that makes you feel special

Advantages for the customers

- Opportunity to be different and
- Offer some exclusive jewels

Advantages for the users

- To feel different, innovative and special
- To feel better respecting the environment



MY BUSINESS IDEAS

Application and Loyalty for Traditional Trade

"Pensar en grande, actuar en pequeño"



Identikit

Name:	Joaquín
Surname:	Arregui Cuevas
Age:	29
Nationality:	Spanish
Field:	Marketing

The Idea

The idea of Joaquin is placed between communication and ICT area. He develops a mobile application to connect small businessmen and tradesmen with their customers. Joaquin lives in a small market town with a lot of small companies that can't afford to have their own apps to get new customers, so the idea came to solve a real problem of the Spanish local contest.





Potential customers

- Local Businessmen
- Tradesmen customers

Potential users

- Companies

Success factors

- App is Easy and intuitive to install
- Advertising
- Easy Connection with customers
- Use of smartphones
- Innovation

Advantages for the customers

- Possibility to increase the number of customers
 - More visibility
 - Low costs
- Possibility to differentiate and offer a quality service

Advantages for the users

- Opportunity to show their works and to be discovered.
- Possibility to increase business volume



MY BUSINESS IDEAS

Riviverdes

"Recycled decoration with stories"



Identikit

Name: **Javier**
Surname: **Fuentes Ramirez**
Age: **28**
Nationality: **Spanish**
Field: **Innovation**

The Idea

Javier's project is based on the creation of furniture objects starting from recycled and recycled materials. Creativity and passion are the key words of this project idea. Every re-use material can become an useful design object for furniture or interior design. From the smallest home accessories to the precious furniture made by natural materials (flower pot for examples or chairs) not only woods, but also paper, plastic, and tissues. He already has a little market in Spain, growing more and more actually.





Potential customers

- People that like ecofriendly furniture,
- Young People who want to put up home
- Hotels
- Offices

Potential users

- Furniture shops
- Online Furniture shops

Success factors

- Sustainable decoration, furniture
- Handmade presents
- Low cost

Advantages for the customers

- Opportunity to have new clients

Advantages for the users

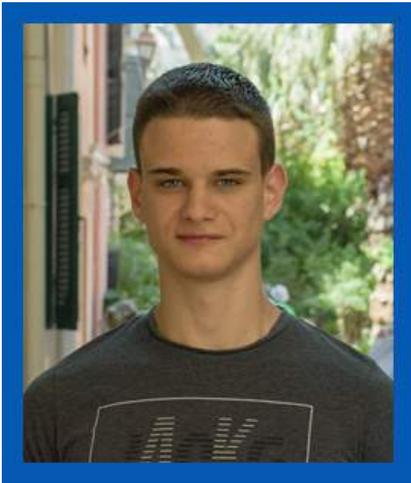
- To be original
- Low cost furniture and home decoration
- Possibility to buy on line
- To take care of the earth



MY BUSINESS IDEAS

Recycling Plastic

"Recycling makes the world better!"



Identikit

Name: Antoni
Surname: Hadjivelichkov
Age: 18
Nationality: Bulgarian
Field: Innovation

The Idea

Antoni's idea makes people recycle the plastic products they use daily by having fun. He has placed garbage containers which resemble basketball rings.

In this manner people will find entertainment when disposing of their plastic bottles.





Potential customers

- Recycling company
- Municipalities

Potential users

- People who recycle their bottles and plastic products
 - Young People
 - Children

Success factors

- Advertising
- Innovation
- Original idea

Advantages for the customers

- Companies can increase the production of their products
 - Low cost

Advantages for the users

- Possibility to contribute to save the planet
- Possibility to have fun
- Keep fit yourself



MY BUSINESS IDEAS

School Platform "Time Matters"



Identikit

Name:	Kamelya
Surname:	Ivanova
Age:	18
Nationality:	Bulgarian
Field:	Innovation

The Idea

Kamelya proposes to develop an app with organization plan of the whole school, providing all informations needed for smoothing the process.





Potential customers

- Schools

Potential users

- Students
- Teachers
- Parents
- School Staff

Success factors

- App is Easy and intuitive to install
- Advertising
- Innovation
- Low subscription cost

Advantages for the customers

- Possibility to increase the number of students
 - More visibility
 - Low cost
- Possibility to differentiate
 - Offer a quality service

Advantages for the users

- Time optimization
- Organizing activities
- Obtaining informatons about the school



MY BUSINESS IDEAS

Application to spray only the exact amount of pesticides needed

"Less spraying expenses for you less soil pollution for the earth"



Identikit

Name:	Yasen
Surname:	Maleevski
Age:	18
Nationality:	Bulgarian
Field:	Innovation

The Idea

The idea of Yasen is to create a software for the agricultural business, which will provide the farmers the opportunity to observe the situation on their fields via set of sensors and cameras and even predict when there is a need for spraying with pesticides. It reduces spraying costs by the exact amount of sprays.





Potential customers

- Farmers

Potential users

- Agronomists

Success factors

- Innovation
- Smart
- Price reducing
- Easy to install

Advantages for the customers

- Cost optimization
- Less soil pollution

Advantages for the users

- To be in step with the latest innovation and have the opportunity to recommend new devices to their clients



MY BUSINESS IDEAS

AirBox

"Do my best for better tomorrow"



Identikit

Name:	Petar
Surname:	Petrov
Age:	19
Nationality:	Bulgarian
Field:	Innovation

The Idea

Peter wants to create a device can filter out the fine dust particles in our home. The device is called "AirBox" and it's equipped with HEPA FILTER and a layer of activated charcoal filter, capable of filtering about 95% of all fine particles in the air. The device will be connected to a web platform that shows dates of purifyng.





Potential customers

- Anyone who wants to purify the air in the homes, gyms, supermarkets.
- Schools, Stations

Potential users

- People who want to be eco friendly and want to take care of their health.

Success factors

- Innovation
- Health Care
- Environment Care

Advantages for the customers

- Possibility to increase the number of customers
- Possibility to differentiate and offer a quality service

Advantages for the users

- Healthier life style



MY BUSINESS IDEAS

Producing cutlery out of the remains of the cherries

"Let's Reduce the plastic usage"



Identikit

Name:	Stefan
Surname:	Filkov
Age:	19
Nationality:	Bulgarian
Field:	Innovation

The Idea

Stevan's idea lies in the field of reduction of plastic usage. It consists of brewing cherry jam and producing cutlery out of the remains of the cherries (its stones). By doing this He aims to reduce the plastic usage.



Potential customers

- Supermarkets
- Markets
- Cherry producers
- Delivery companies
- Restaurants
- Bakeries



Potential users

- People who have an interest at earth
 - Canteens
 - Schools

Success factors

- High quality of cherry jam
- Biodegradable cutlery
- Reduced Production of plastic

Advantages for the customers

- Possibility to increase the number of customers
- Possibility to Take care of the planet

Advantages for the users

- To eat a good Cherry jam with eco cutlery without polluting



MY BUSINESS IDEAS

Produce 3D printers materials from waste of plastic

"Do your best to save the Planet !"



Identikit

Name:	Demeter
Surname:	Balev
Age:	20
Nationality:	Bulgarian
Field:	Innovation



The Idea

His idea is to take the plastic bottles which we use in our daily life and use them as a material for a production of a 3D printing filament.

In this way plastic bottles can be re-used in a sustainable way and their consum be reduced as well. The target group for the project is on the one side the people that use plastic bottles (as they will be the material source) and on the other side the users of the 3d printing technologies and devices

Dimitar has already taken steps to develop this idea. An extruder machine has been bought and it produces from the collection of bottles, through shredding plastic materials.



Potential customers

- Supermarkets
- Markets
- Delivery companies
- Restaurants
- Bakeries



Potential users

- Everyone who recycles plastic bottles
- 3D Printers users

Success factors

- Low environment impact
- Reduced Production of plastic

Advantages for the customers

- Possibility to reuse plastic bottles as 3D printers materials for the use
- Possibility to Take care of the planet

Advantages for the users

- Possibility to sell the bottle
- Reduce waste of plastic





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Associazione per la Mobilitazione Sociale Onlus



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