

# **BROSE : Belgium - Romania Student Entrepreneurial placement project**

## *Practical Entrepreneurial Project (PEP) – A possible model*

### **1. Participants**

*University Transilvania of Brasov, Romania (contact person: Prof. dr. Doru Talaba)*

*ETG – European Telematic Group (contact person: Mr. Andre Miodezki)*

### **2. Background of the business area targeted by the project**

*Context of the leading company in Belgium (profile)*

*Context in Romania, business expansion opportunity on short and long term, etc –. ½ page*

ETG: Web Innovation in time background. Within the IT software business area, web technologies are growing in an explosive manner. Within the context of globalization in general and within the European Union in particular, multilingual web tools represents a vital technology for the e-business development. Some recent technologies, like... (XML, Cold Fusion etc)... created the perfect tools for a successful business in this area. It is estimated that in Europe, the market for this kind of software/services is about 700 millions Euro until 2010. Many IT SME's are currently active on this market segment, but still the very dynamically growing market is pulling for more service capacity in this field.

In Romania, web based business is not very developed yet, although rapid developments are taking place nowadays, reducing quickly the gap. An emergent and very dynamic market in this field seems being already established and therefore an extension of the business of an already successful company seems to be very promising investment.

- ▶ **ETG vision** is to contribute, facilitate and empower Web publishing of multilingual sources in today's challenging world of the Internet.
- ▶ **ETG mission** is to advice, design, deliver services to publish multilingual electronic content on various media support such as multimedia, Web sites, Portal applications, Web Content Management CMS, Search engines, CD Rom/DVD and Mobile devices.
- ▶ Based in Brussels, ETG has significant expertise to build **Web and Multimedia** applications and **turn key services** for Private and Public Organizations
- ▶ As a **service** oriented firm, ETG is using key technical components from XML, Web Services, .Net, ColdFusion, J2EE, PHP, PDF, Search, Linux, Solaris, Microsoft Windows and Microsoft Office to build and deliver turn key solutions to our Customers.

In the past, ETG started activities in Hungary, but which went not successful due to linguistic problems which were higher than expected especially because of initial bi-national (BE-HU) resource people who were obliged to come back in Brussels.

ETG wants to relaunch this development based on a country where linguistic aspects should not be a problem in case of key people change and find Romania as a very attractive platform for several reasons:

- ▶ High technological skills of people in ICT
- ▶ High linguistic facilities of Romanian people (easy to find ICT developers knowing several languages)

- ▶ Very attractive staff costs levels
- ▶ Dynamic country demonstrating high willingness for development and entrepreneurship mind orientation of staff people as well.
- ▶ Commercial objectives of ETG to develop a platform for both markets:
  - Off-shore developments from Brussels, but still in Europe and with European orientation for other ETG's existing market (B, NL, L, F)
  - Eastern Europe and Balkan proximity platform to develop markets and participate to local tenders and service projects.

### **3. Objective of the placement**

*The objective of this project is to ... (max 10 lines - the objectives should be formulated from two perspectives: curriculum perspective and business perspective)*

The objectives of the project for ETG are:

#### **3.1. Objective from curriculum perspective**

- ▶ To train a young graduate to the products and IT technologies used by ETG and that ETG wants to deliver via a Romanian structure
- ▶ To assess, train and validate the young graduate for his/her entrepreneurship capabilities and motivation as this person could as well be the first and key person of the local company if to be created.

#### **3.2. Objectives from business (entrepreneurial) perspective**

- ▶ To integrate the entrepreneur in a *short internship* within the University to get familiarized with the current training environment of the high qualified workforce in the relevant business area
- ▶ To adapt products and marketing/sales approaches to Romanian and Eastern/Central Europe + Balkan markets (first starting Romania).
- ▶ To evaluate and prepare the creation of a commercial structure for ETG to be based in Romania. (up to the creation, including go/no go aspects or pre-requisites).
- ▶ To establish a long term contact with the Brasov University to effectively support ETG in this project and beyond in terms of identification of further potential employees, as well as for technology support and for market/economy support (as new foreign company setting up in there, including the development of international collaboration).

### **4. Project outline**

- ▶ Start mid/End October at the latest. This leaves also the opportunity for the young graduate to get a preliminary linguistic and cultural preparation before coming to Belgium.
- ▶ Stop in the middle for Xmas period + Study back in home country of the Student (for Enterprise formalities and market validation or data collect); from 15 Dec to 15 January
- ▶ End of the Entrepreneurial placement End of February (so the total placement is 3 months + 15 days in home country).
- ▶ Possibility to look for Entrepreneur placement at the same time (Mr Miodezky, CEO of ETG or his representative) of 3 to 5 days in Romania for more in depth planning with the University + market and formalities validation. This can be either 2<sup>nd</sup> week of January if the Young Entrepreneurial graduate has formalized information for Romanian enterprise creation and/or for local market opportunities; or during February depending on readiness and validation needs. At the same time, Mr Miodezky or his representative will be involved in a specific curriculum within the University to assess

technologies and opportunities, and as well to participate to some training or experience delivery to the Students and Teachers of the University.

#### 4.1. Estimated budget involved

▶ 3 months young graduate placement (2 trips RO-BE: 350€+ Bras-Buc: 100 €) x 2 plus subsistence 1000€/mth x 3)		3 900 €
▶ 2 weeks young graduate local expenses :	local and national trips (2)	100 €
	per diem (10€x 10d)	100 €
	documentation	300 €
▶ 1 week for the final stay in the enterprise for the report and business plan (450 €trip + 7x150 perdiem)		1500 €
▶ Linguistic preparation / tools		200 €
	<b>Total Young Graduate:</b>	<b>6 100 €</b>
▶ <i>Option Entrepreneur's 3-5 days placement:</i>		
▶ 1 trip RO-BE: 350€+ Brasov-Buc: 120 €(direct flight)		670 €
▶ 1 week Entrepreneur local expenses :	per diem (+/- 185€x 5d)	925 €
	<b>Total Entrepreneur:</b>	<b>1 595 €</b>

**Total Young Graduate + Entrepreneur: 7 695 €**

*(no travel costs for monitoring is charged extra for the EUI-Net project as at both ends key partners of the core group are there to facilitate the project). Monitoring and wrap-up meetings will be carried out during other EUE-Net meetings for cost-efficiency.*

#### 5. Project impact (1/2 page),

5.1. Project expected impact on the company

5.2. Project expected impact on the student

Timetable of the entrepreneur visit within the University Transilvania  
(curriculum of the 3 days internship)

Day 0 Arrival

Day 1

9:00 Meeting with the contact person at the University. Discussion of the project and establishment of the final version of the timetable

10:00 Presentation of the University, the relevant departments: Informatics, Robotics, research labs

13:00 Lunch

15:00 Course attendance (list o courses to be submitted in advance by Doru Talaba upon specification, in order to select the best courses)

19:00 Cultural immersion (non-formal language training: theatre, restaurant etc)

Day 2

9:00 Course attendance

11:30 Preparation of the lecture no.1

13:00 Lunch

15:00 Lecture no.1: How to become a successful entrepreneur. Case study (the own experience ?)

18:00 Cultural immersion

Day 3

9:00 Peperation of the seminar

11:30 Seminar: “I want to become an entrepreneur in the field of IT. What do I need to know and have”

13:30 Lunch

15:00 Cultural immersion: Excursion outside the city (language non-formal training)

Day 4 Departure

### Timetable of the student 3 month internship within ETG

Week 1: Presentation of the company, products, technologies, internal rules etc. Presentation of the project to be undertaken.

Week 2: Planning of the project, stages and activities, gant diagram. In parallel, language study

Week 3... week 10: project development

Week 7: review with the entrepreneur

Week 11...week 12 Report elaboration

Week 12: Presentation of the report

Notes:

- Weekly meetings with the entrepreneur
- Weekly joint activities with the entrepreneur