



# TAKE IT

## Start-ups

The experiences  
in start-ups or the  
entrepreneurial  
field

**Competition vs Cooperation**  
in the workplace



# Competition vs Cooperation in the workplace

Renata Pascoal, Cristina Parenti

In the workplace we can find a wide diversity of workers with different educational backgrounds, positions, salaries, etc. Beyond the professional topics, personal topics may cause rivalry between a working team too.

In the cases where companies are small (e.g. start ups) with few workers, everyone usually understands clearly what are the main goals of the company and competitiveness may happen more in terms of the salaries. There is a more evident spirit of cooperation, because workers feel more that the success of the company depends directly of their dedication.

When companies are big and have a lot of workers, the tendency is to think the work as a part and not in the final goal. Cooperation exists and is felt mainly by the workers that have tasks that are directly related. Work in large companies allows also some workers to feel that if in some days they decide to not work enough, someone will be there to fulfill the gap.

Obviously that this situation proves that cooperation may not be a good thing everytime, depending on the personality of the workers. Some workers may take their work easier. However, the personality of some workers is the opposite – they want to make better and more to prove to their boss that between the workers that do the same task, they are the most efficient, because they want to have a promotion and/or earn a bigger salary and/or simply protect their jobs to not get fired. In big companies, competition happens mainly between workers with similar/same positions because of the salaries, educational background and even the amount of work that is produced by each worker.

In conclusion, competition may be a positive thing for a company if it stimulates the productivity and the improvement of the workers. However it could be a negative thing if it promotes the bad environment inside the company. Competition should be always faced as a motivation to improve and never as a provocative attitude.

Cooperation is positive for a company because it could mean that a company has a great working environment and that the workers are conscious about their role in the company and feel rewarded with the success of the company. Cooperation contributes also for the productivity because promotes the happiness of the workers. Even having a lot of positive things, cooperation could be harmful for a company, when it is understood by some workers as a way of facilitating their work. Cooperation is “harmful” when is understood like “socialism” – everybody will have the same result independently from the effort they use to concretize it. ■





# Make your own history

Eduard Kovak

As many of you already know, there have been Erasmus programs in Europe present for decades but some of you might actually not have been able to discover them enough so far. As I have participated in three already, I would like you to offer my perspective from actual real experience.

My first experience with Erasmus+ programs was during my university studies. I had lived for period of 5 months in Spanish Coruna. Erasmus student programs are spread throughout whole EU and offered me a possibility to live and experience student life in chosen country. It was a great way to explore different approaches in education system and gave me the opportunity to travel and meet amazing people from various parts of Europe. It has helped me to improve myself in language, social interaction, communication in the intercultural environment as well as actually living on my own for the first time in my life. Self-reflecting myself I realized I need to pursue these things even more. And after I have finished my studies I decided to go for more.

At the moment I am at the beginning of my first EVS. EVS program represents for me the possibility to go to live in a foreign country with secured expenses for living and provided allowance on the top without necessity to jump directly to a job market there. It generally offers various topics you can choose based on your interests skills or field of education. The idea is to make contribution to local community while trying to understand local way of life developing and self-educating yourself. You can base your choice on area of interest, country you would like to live in and a period of stay you prefer.

Other valuable option offered by Erasmus + programs are Youth exchange programs which are based on current society topics. They give you a perspective, educate you and give you the opportunity to meet smart and beautiful people. You interact with them, while being provided education by non-formal way of education. I have always had a problem to find these kind of young smart and beautiful people. Therefore my current experience is a huge thing for me as I am able to spend great time with youth elite being concentrated in one placement for short term period. In the future I will consider participating in Erasmus for young entrepreneurs program which is suitable for people who would like to set their own business. If you do not know where to start and want to try without actually investing any money, you can apply for placement and learn from people who are already in business of your interest. It is a great way to explore a business without risking your own funds. You can learn from their experience and avoid many costly mistakes.

Erasmus programs are funded by EU and any EU citizen can apply for them. There is a saying that people usually regret things they have never done rather than those they have tried. I would recommend to anyone to take their chances take the opportunity and explore as much as you can. ERASMUS participation is one of the best choices I have ever done. ■





# Dangers and Tips of starting your own business

Ana Maria Raluca

| Dont's   | Do's  |
|--|---|
| <ul style="list-style-type: none"><li>▪ Make big investments of money or assets</li><li>▪ Pay consultants</li><li>▪ Break the law</li><li>▪ Associate with people that have only financial interests</li><li>▪ Aggressive promotional campaigns</li><li>▪ Go to major business conferences that have high ticket fees</li><li>▪ Focus only on Social Media and online marketing</li><li>▪ Create general sales strategies and address a huge pool of customers</li><li>▪ Create messages, communications that address the general audience, non-personalized, repetitive, cliches, common expressions etc.</li><li>▪ Copy a logo and add modifications</li><li>▪ Hire too many people</li><li>▪ Make too many expenses and create extra-costs</li><li>▪ Engage in large scale production</li><li>▪ Take loans from the banks</li><li>▪ Rent expensive places for the headquarters or deposit buildings</li><li>▪ Focus on quantity</li></ul> | <ul style="list-style-type: none"><li>▪ Invest a lot of time, effort, research and dedication</li><li>▪ Choose self-study, individual documentation</li><li>▪ Seek legal service and respect the agreements</li><li>▪ Find co-founders, partners, work with people that have the same vision and work ethics as you</li><li>▪ Invest in marketing and advertising</li><li>▪ Make connections, small groups of people invite them to a coffee, to breakfast or lunch, network within meet-ups in local hubs dedicated to entrepreneurial activities</li><li>▪ Create a marketing mix that include both online and offline advertising</li><li>▪ Create a suitable sales strategy, find your niche customers, ex. teenagers that play video games, students that are using mobile apps to simplify their life, single adults, adults with kids, etc.</li><li>▪ Think of creative, unique messages, communications that will make your start-up stand above the competition, attract, engage, keep or win customers</li><li>▪ Create an original logo</li><li>▪ Hire 5-6 people or less, especially at the beginning</li><li>▪ Plan carefully all the resources</li><li>▪ Address small/ medium niches of the market</li><li>▪ Use crowdfunding platforms, savings, money from trusted family members or friends</li><li>▪ Start in your own student dormitory room, garage or even bedroom...- firstly you may only need a laptop and some books</li><li>▪ Focus on quality</li></ul> |





# The experiences in start-ups or the entrepreneurial field

Renata Pascoal, Cristina Parenti

Recently the term “start up” became truly popular in all Europe. The popularity of this concept had increased at the same time of the crisis. This coincidence (or not) makes us think that crisis had instilled to some people the will of creating their own business as a solution of their main problem – unemployment. It is a way of solving their own problem, but also a way of employing other people that are in the same situation of unemployment. By the way, creating a start-up could be also a risky procedure, once it requires some initial resources that can be truly expensive and the profit of the investment is always unexpected. Even having the crisis as the possible and common reason for the creation of their own business, the way that all the European countries do it, might be different, by cultural reasons and different resources.

We asked Nick from Estonian group about his experience in the Entrepreneurial field and he asked that even not having worked in projects that are already built, he made part of several teams that worked the concept (idea) and setting up everything to help things going. He made part of this start up course where in a week of intense work, it is supposed to present a new prototype created from the scratch. He highlights the fact of this course helping people to test their skills and the possibility to find someone who is willing and skilled to work together in the future or getting some ideas for a business or find some ways of implementing some ideas.

The startup network in Estonia is pretty big. There is a lot of foreigner investments in Estonia because of its skilled workers, because of the way they think, because of the way they work, because they are very organized. They are not very emotional but professional. Estonia also implements different programs to work or study there. The diversity for those who actually meet and work together is huge. There are a lot of technicals that come from anywhere in the world. There are a lot of Asian People, people that come from Eastern, Western and Central Europe and even from the US. Nick believes that Estonia is a great place to build something, mostly because these days people concentrate in Software development, IT, because is trendy and profitable. By the way, Estonians investors are very careful where they put their money – if they feel that some business will not be profitable, they prefer not to invest. They also require a big return of their investments, like 50% of the company. Nick thinks that this situation is unfair. Relatively to salaries, Nick believes that they are quite high for workers in IT sectors, however he emphasizes that it may depend on the status of the startup. For him start-ups are basically a young company that are expanding, and according to certain rules the profit of these companies should be invested in the growing of the same ones.



Another experience is told by Maria that tell us her sister experience in start up.

Maria: Its a start up for disable people. First at all these people register to appli-  
cation due to their disability. After that according n the application there are  
doctors to hel those people according their needs.

Finally there is a sektor for volunteers that are ready to help for their etertain-  
ment.

That start up was founded by my sister, graduated in in Business and Aminis-  
tration, and her friends, graduated in Psychogy.They have this idea and applied  
for a competition, and they won. ■



**E U R E S**

Are you looking for a job?  
Do you struggle to find work in your  
country?  
Are you willing to take the opportunity?

If you were positive with at least one of them please go to  
[www.eures.com](http://www.eures.com) or ask at your local employment service provider!

Available in 32 countries (EU + EFTA)  
International job opportunities  
Help and legal support to employees



## Try to answer these true/false questions:

- 1. EU has 26 current memberes. T/F
- 2. Capital of Cyprus is Lefkosia. T/F
- 3. EVS is possible to attend from the ages 17-30. T/F
- 4. Capital of Croatia is Macedoina. T/F
- 5. ERASMUS+ placement opportunity offerrs the same insurance policy standrads as EVS. T/F
- 6. PJ is fun with cocktails. T/F
- 7. Young people in Europe have several opportunities to gain skills with funded projects by european commison. T/F
- 8. Ireland is part of UK. T/F
- 9. Slovakian team has 3 nationalities within at this YOUTH EXCHANGE. T/F
- 10. Jánošík is national hero of Slovakia. T/F
- 11. Capital of Czech Republic is Beer. T/F
- 12. Potatos originated from Ireland. T/F
- 13. We all have had a great time here in Paralimni. T/F
- 14. National drink of Croatia is Rakija. T/F
- 15. This magazine is the best of all of them!!!!!! T/F