

YOUTH EXCHANGE

HOBBYZ - Hobby To Business

25.05 - 01.06
OHRID, NORTH MACEDONIA

ONLINE MAGAZINE



НАЦИОНАЛНА АГЕНЦИЈА
ЗА ЕВРОПСКИ ОБРАЗОВНИ
ПРОГРАМИ И МОБИЛНОСТ



Funded by the
Erasmus+ Programme
of the European Union

The youth exchange HOBBYZ is part of the Erasmus + program which is supported by the European Union. The goal of the project was the capacity building of young people in the field of entrepreneurship and business. The focus of this exchange was an intercultural exchange and learning of specific and measurable knowledge, and social and practical skills. HOBBYZ enabled 30 participants, aged 18 to 29, to acquire an entrepreneurial spirit and create a foundation for starting their own business. In addition, the participants gained theoretical knowledge, accompanied by practical exercises for selling, presenting a business plan, pitching ideas, etc.



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What happened?

DESIGN THINKING

The day started with trainings for design thinking. The participants expressed their hobbies through games. Then they were split in teams and worked together to get their business idea through all the stages of design thinking.

CREATIVE THINKING

After lunch, the Macedonian team presented the means of creative thinking and organized a few activities through which the participants worked in groups and got creative about the businesses, their problems and solutions.

PROBLEM SOLVING

The lecturer - Kamelija, made sure all the participants learned about problem solving, what it is and how it works. Once again there were four teams and all of them got to work on their problem solving skills while bonding through fun activities.

At the end of the day we relaxed with a karaoke night where everyone got to sing their favorite songs.

● What was your favorite part of the day?

Probably arriving and meeting all the new people. Just getting to know everyone

● What session was your favorite?

Design thinking with Sofija was my personal favorite. I liked learning about the whole process.

● What did you learn today?

I learned how design thinking works, about missions and visions for a company and many other things when it comes to business.

● How do you rate today from 1 to 5?



Luka

North
Macedonia



● **What was your favorite part of the day?**

My favorite part was the game with the string when we got to see what we have in common with the others.

● **What session was your favorite?**

When we learned about problem solving because it is important in a business.

● **What did you learn today?**

How design thinking works and how to start making a business plan.

● **How do you rate today from 1 to 5?**



Muhammed
Turkey



● **What was your favorite part of the day?**

When we got to do our workshop. We had to think of every possible problem that we might have in order to be ready to solve it.

● **What session was your favorite?**

The session for problem solving because it's one of the most important parts of any business. The activities that we did were very fun and we learned a great skill.

● **What did you learn today?**

I learned many things. How to make a business plan, how to start a business, how to present the business plan and also many things about meeting new people and building connections.

● **How do you rate today from 1 to 5?**



Teodora
North
Macedonia



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What happened?

IDEATION

The day started with the "Ideation" workshop. Participants learned about the process - from idea to realization. Participants gained skills in how to test their idea. Together with the lecturer, they came to the conclusion that business is not just money or passion, business is much more.

MY DREAM JOB

The participants from Turkey were in the lead of this workshop. Through brainstorming, they defined the term My dream job. Each of the participants had to explain their dream job by association. It was fun to hear that in a team of 30 young people everyone has a different association for their job.

WHY NOW, WHY YOU?

The team from Albania had prepared a workshop that was great for team building. One member was outside the group and had to guess who the group leader was. The goal was to answer the question why now-why you and to encourage a discussion about the current situation in which young people find themselves.

ME IN THE BIG WORLD

With many songs, fun, play, and laughter; the team from Romania led the Me in the Big world workshop. It was fun to learn what opportunities exist for young people and how strong the youth energy is.

● What was your favorite part of the day?

When we did our workshop. It was fun because we got to do everything and manage the whole session.

● What session was your favorite?

I have to give a similar answer because it really was my favorite part getting to manage our own workshop and manage the group.

● What did you learn today?

That opening a business is not that easy, it is not just about money and it is not just about passion.

● How do you rate today from 1 to 5?



Bogdan
Romania



● **What was your favorite part of the day?**

When we got to see how to begin to start a business.

● **What session was your favorite?**

The one with Sofija . It was very fun, insightful and educational.

● **What did you learn today?**

I think I learned and entire 3 month course in a day. We learned a lot about business, connections and communication. I also learned a lot about other cultures.

● **How do you rate today from 1 to 5?**



Klajd

Albania



● **What was your favorite part of the day?**

I love that i got to make new friends and I was so excited to learn about how to turn my hobby into a business.

● **What session was your favorite?**

I liked the presentation that the romanian team did. I thought it was very fun.

● **What did you learn today?**

I learned so much about how to start a business and how to think creatively.

● **How do you rate today from 1 to 5?**



Asli

Turkey



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BUSINESS IDEA-VISION AND MISSION

How important it is to have a vision and mission for your business was the highlight of this day. Through examples of successful companies, participants are unfamiliar with the process of creating a vision and mission that will present their businesses.

GOALS AND HOW TO ACHIVE THEM

What are goals? How important are they to us? Why is it important to have SMART goals? Through this workshop we tried to answer all these questions and encourage the participants to create goals for their businesses.

BUSINESS PLAN

Participants gained skills on how to write a business plan that fits their business. Through the business canvas model, they analyzed all segments of their business - from goals and vision to financial state. In the end, they presented it to the rest of the participants.

At the end of the day we got to celebrate the 13th birthday of the organization Youth can. We danced, we sang and we laughed and ate delicious cake.

● What was your favorite part of the day?

The business plan presentation with Dijana.

● What session was your favorite?

The business idea one because it was very insightful and I learned a lot of new things

● What did you learn today?

I learned a lot about the process of starting a business because prior to this I had no knowledge on the topic.

● How do you rate today from 1 to 5?



Alex

Romania



● **What was your favorite part of the day?**

The part where we got to present our business plan in front of everybody and getting their feedback.

● **What session was your favorite?**

The one with the business plan. It was nice to get to share my idea and also hear all the other ideas.

● **What did you learn today?**

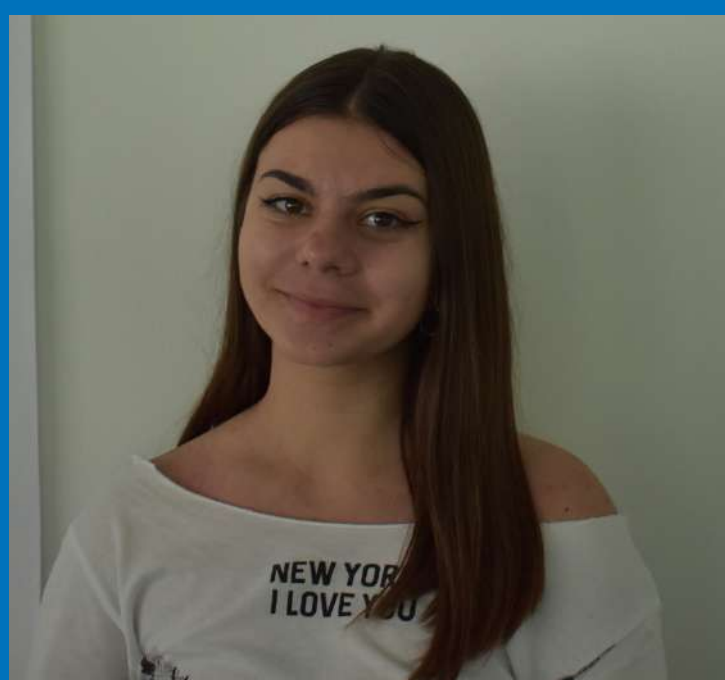
How to make a detailed business plan and that was pretty cool because I did not know how to do that before.

● **How do you rate today from 1 to 5?**



Samanta

Albania



● **What was your favorite part of the day?**

When we got to learn about vision and mission in the first session of the day

● **What session was your favorite?**

I liked the session where we got to know how to set smart goals and achieve them .

● **What did you learn today?**

I met a lot of nice people and learned a lot about them and also I learned a lot about business and what it takes to start one.

● **How do you rate today from 1 to 5?**



Gligor

North
Macedonia



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BUDGET PLAN

With this workshop participants learned how to locate the resources they need and how much it will cost them. As a conclusion from this workshop is that everything they plan in the budget it will ensure them an income later in the process.

PRESENTING

Each participant had the opportunity to present his budget plan. The other participants together with the lecturer carefully listened to the presentations and gave feedback.

TREASURE HUNT

The volcano will soon erupt. All the inhabitants of the city are trying to save themselves, but will they all manage to survive? This was the story behind the treasure hunt. All participants agreed that this is one of the most fun activities during the exchange and is great for teamwork.

● What was your favorite part of the day?

The making of the budget plan with Sofija. I think that what we learned is very useful. Also the treasure hunt was very fun.

● What session was your favorite?

The treasure hunt! It was a great team work activity and you could tell that the organizers put a lot of work into it to make it fun for us.

● What did you learn today?

Even though I study business at college, I learned a lot of new stuff about business itself and how to start one. I learned new things because of the way the information was delivered.

● How do you rate today from 1 to 5?



Alex

Romania



● **What was your favorite part of the day?**

My favorite part was presenting the budget plan. It was a very good training for getting finances for our future businesses.

● **What session was your favorite?**

The one where we got to pitch the idea properly because it was a very good simulation of what is happening in real life.

● **What did you learn today?**

I learned that Balkan countries are very much alike and are the most amazing people on this earth and also a lot about the smart characteristics and how to use them in a business.

● **How do you rate today from 1 to 5?**



Michael
Romania



● **What was your favorite part of the day?**

The treasure hunt for sure because we got to work in a team, we had fun and we also won, so it was great.

● **What session was your favorite?**

The treasure hunt because it brought us closer together.

● **What did you learn today?**

A lot about business, how to create it and expand it.

● **How do you rate today from 1 to 5?**



Holdjon
Albania



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What happened?

BEACH TIME

The warm weather, the lake, and the positive energy were a great team for a great beach day. It can not be described in words, it should be experienced.

COMMUNICATION STRATEGY

In order for the business to be successful, the young people have learned how to get to know their customers and recognize their needs. For a business to make a profit, they need to know how to sell their product to their customers. These are the key skills that the participants gained from this workshop.

PITCHING

The biggest challenge for the participants was the presentation of their hobbies before the jury. They had to figure out how to make their hobby a business. The jury selected 3 businesses with the greatest potential.

The last two days we learned but we also had a lot of fun. We had some free time on the beach and in the Ohrid center. The participants got to share the best things about their country during international night.

● What was your favorite part of the day?

It was international night. We got to see what other cultures are like and we had a lot of fun.

● What session was your favorite?

My favorite from all the days was the budget plan one. We learned a lot of new skills.

● What did you learn today?

I learned how to be less shy and communicate with others. I am more confident now.

● How do you rate today from 1 to 5?



Esma

Turkey



● **What was your favorite part of the day?**

Seeing the Ohrid tower and sharing with everyone what we thought of the exchange.

● **What session was your favorite?**

The one where we got to evaluate the exchange and talk about our favorite parts.

● **What did you learn today?**

We learned a lot about other cultures and about business.

● **How do you rate today from 1 to 5?**



Brajan

Albania



● **What was your favorite part of the day?**

I really enjoyed the international night especially the romanian presentation.

● **What session was your favorite?**

When we got to go to the city. It was really fun and we saw a lot of the old architecture.

● **What did you learn today?**

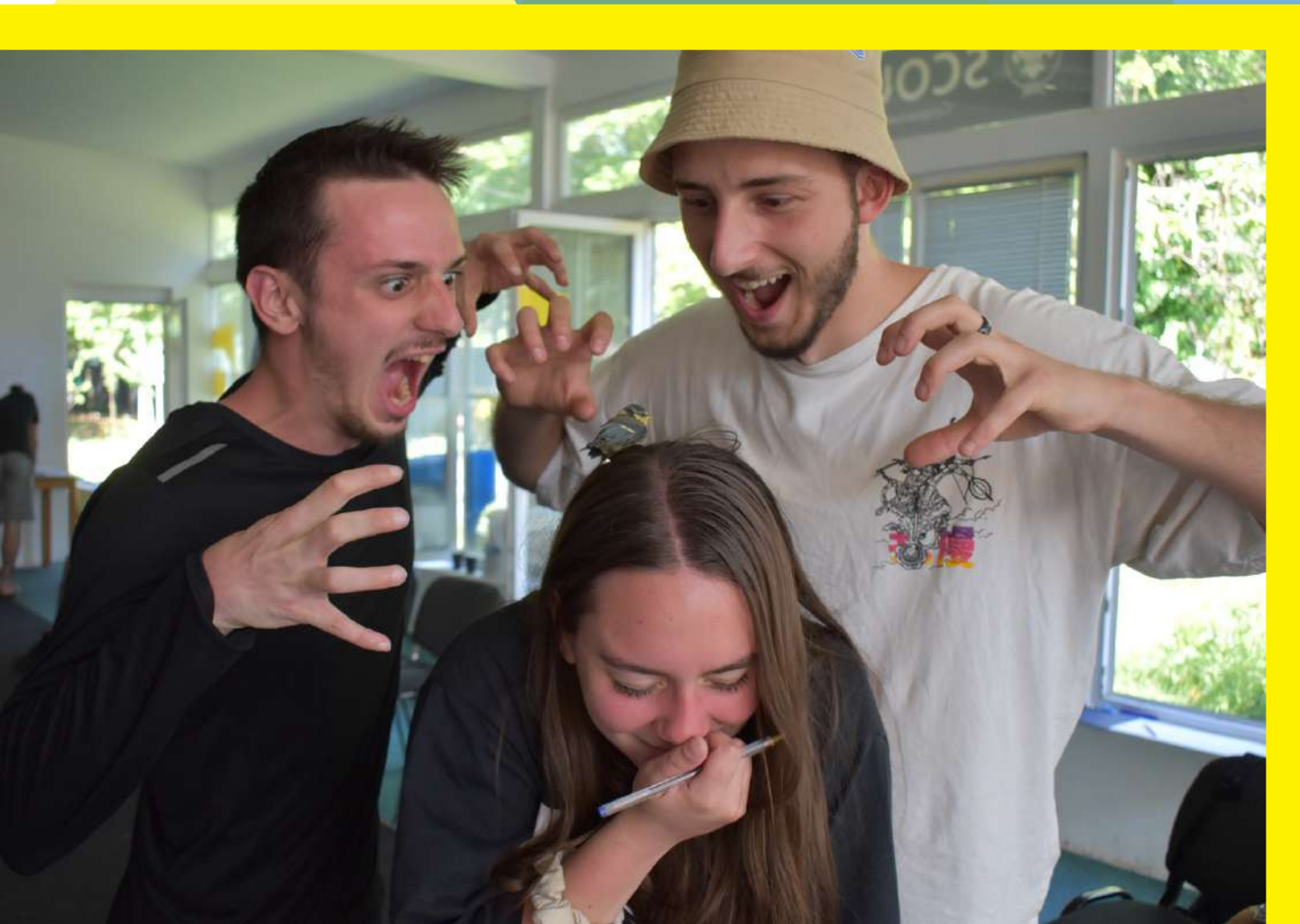
Starting from the first day we learned a lot about starting a business and everyday we added more knowledge to the topic.

● **How do you rate today from 1 to 5?**



Besmir

Albania



It was really fun to spend these 6 days with young and ambitious people from 4 different countries from Europe. Although we have been working with young people for 13 years, thanks to these 30 young people we managed to learn new things, learn new ideas and once again confirm how important young people are for progress in society.

Thanks guys for everything

**With love,
Youth Can team**



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