

New entrepreneur: Simas Jarasunas – Brite Drinks - UK

Host entrepreneur: Kevin Gracholski – Kmoto UAB - Lithuania

6 months in Lithuania



Simas is a very dynamic and well travelled graduate who took part in various entrepreneurship competitions and started different activities including the Brite range of energy drinks with one of his schoolmates.

Kevin has a company in Lithuania selling motorbikes and various items related to them.

Somehow different profiles but exchanges are not so much about what sector you operate in sometimes but what you can learn and do with each other.

Simas wanted to develop contacts in Lithuania, especially with the retail sector and petrol retailing outlets which with Kevin help he has been able to deal by stocking his drinks in many petrol stations using a chain in Lithuania. He also subsequently developed through Ocado and various outlets and chains in the UK. On his side Kevin benefited from the assistance of Simas regarding the development of his online retailing business through sharing of marketing and design expertise as well as helping keeping the team there focused with Brite drinks...