



New entrepreneur:
Max Mitchelll ()

Company name: Verdi (Start-up)
Sector of activity: Advertising, Promotion, Media

Host entrepreneur:

Alex Mizzi (Malta)

Company name: Growth Gurus (5 years of experience)

Sector of activity: Advertising, Promotion, Media

Period of exchange: 09/2021 until 12/2021

Duration of exchange: 3 months

Business sector of the exchange

Advertising, promotion, printing, media and related products and services

Alex is a highly-qualified, successful entrepreneur from Malta, who has been running his digital business growth company for many years. He is an experienced host and has mentored and supported various new entrepreneurs under this initiative and through the programme with excellent results. Max having completed his degree in entrepreneurship and high-performance organisations expressed interest in the programme, in order to have the opportunity to learn from experienced entrepreneurs who are running similar types of business in other countries. Max wanted to hone in his skills and get more valuable feedback from the experienced entrepreneur.

During the exchange, Max was interested in learning about website design customer journey and marketing through working on the e-learning platform being launched by the host company. Alex and other members of the team guided and advised Max on how to adapt his business plan, develop a financial plan and a marketing strategy as well as to understand the most cost effective way to design a website. Max was eager to undertake entrepreneur work by working on Alex's products while working on his own leveraging the experience he gained from both sides. Max was also involved in project management and business planning.

Both Alex and Max benefited greatly from this programme. The programme gave Max the chance to gain valuable experience for his own start-up. It enabled him to get first-hand practical coaching from Alex, who always encouraged Max to identify areas from this work experience that would help him in his development so that he would be better equipped in reaching his goals. Alex helped Max to take his company a step further and make it less of a dream and more of a reality, giving him a clear purpose and growth plans. Max contributed with his fresh ideas to Alex's business, which helped to refine and upgrade Alex's company. Both Alex and Max wish they could have extended the time together and intend to stay in touch. Thanks to the programme, they will continue to work together and develop each other's businesses.

For more information, please contact the local contact points involved in the exchange:

New entrepreneur's contact point:

[EISC Ltd](#) (Southampton)

Host entrepreneur's contact point:

[Malta Enterprise](#) (San Gwann)