



Kevin

Project 'Toulouse'



Steunpunt
Inclusief
Hoger
Onderwijs

The portrait of Kevin was created by Kevin,
Delphine Callewaert and Delfien Versaevel,
under the authority and guidance of SIHO.

Pitch book

Project "Toulouse"

Pitch book - definition

A pitch book is a marketing device used by the investment banks all over the world. It consists of a careful analysis of the investment considerations of a potential or current client. Its purpose is to secure a deal with the potential client.

Kevin suggested to make his portrait in the shape of a 'pitch book' since he is very business minded himself and since he has to make a lot of them at his internship.

Content

Project "Toulouse"

Kevin – Project 'Toulouse'

Characteristics

Positive versus Risk factors

Kevin's vision

International experiences

Time management

Facing barriers

On a cross road

Erasmus timeline

References from friends

Inside/outside

Characteristics

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- **21 years old**
- **Amsterdam, Netherlands**
- **3rd bachelor**
International Marketing
Management
- **Languages**
Dutch, English and French



Positive versus risk factors

Project "Toulouse"

Positive factors

- Up for a challenge
- Intelligent
- Ambitious and determined
- Organised and disciplined
- Balanced
- Optimistic
- Calm
- Enjoys life

Risk factors

- Special diet necessary
- Infections
- Repulsions
- Medication (daily)
- Alternative lifestyle
- Reserved

Kevin's vision

Project "Toulouse"

“You have to focus on the things that you CAN do and not on the things that you can't do.”

“You can't let your health problems lead your life. It's rather something that you have to live with.”

International experiences

Project "Toulouse"

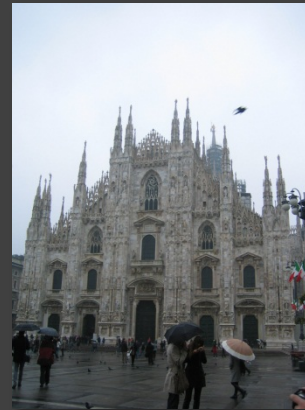
Erasmus in Toulouse

Kevin was active in the Erasmus Student Network



Kevin is international minded

Milan



Barcelona



Albi



"I like to travel and get to know different places. Also, I still have family living in France."

Facing barriers

Project "Toulouse"

- No insurances in France
- Planning hospital meetings
- Bringing a stock of medications, catheters...
- Hygienic conditions

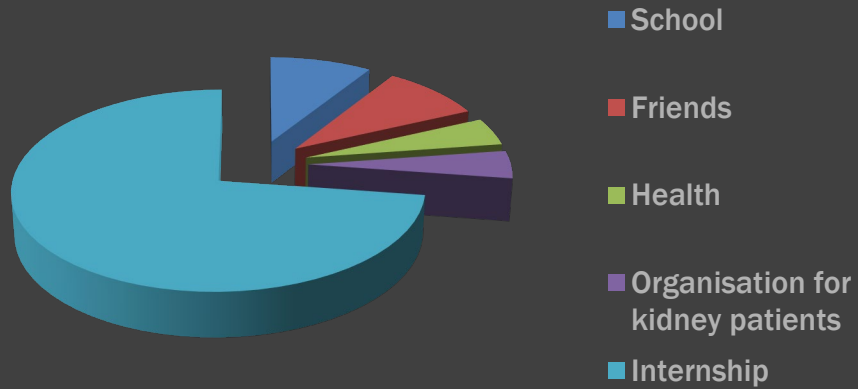
“My kidney problem is not a limitation.
It is just something that I have to live with.”



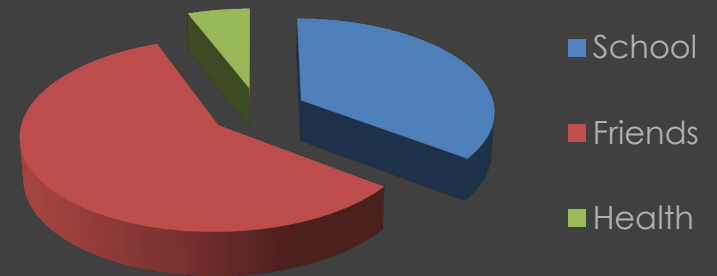
Time management

Project "Toulouse"

Amsterdam



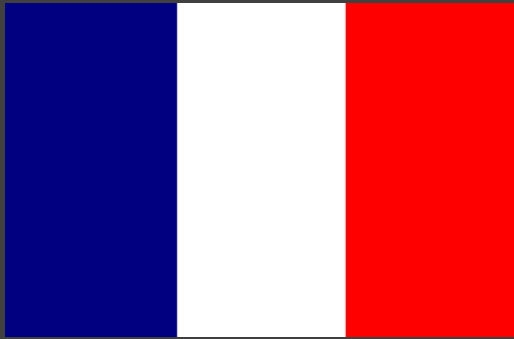
Toulouse



On a cross road

Project "Toulouse"

"When I'm in France I feel Dutch, when I'm in the Netherlands I feel French."



Mum

Dad

Kevin

Erasmus time line

Project "Toulouse"

- Deciding to go
- Preparations
- Facing barriers
- ESC Toulouse Business school
- Differences between two countries
- ESN
- Travelling
- Friends
- Family
- On a cross road
- More open minded and sociable
- Study in Paris?

BEFORE

DURING

AFTER



References from friends

Project "Toulouse"

Caroline

"Kevin does a lot for our class. He always has good grades and always does his best. He is the most serious one of our class."

Edward

"I know something about Kevin. (Smiling) His kidney has a side effect: whenever people ask Kevin from which country he is, he answers 'Amsterdam'."

Inside/Outside

Project "Toulouse"

OUTSIDE



When you meet Kevin for the first time he seems to be very oriented on his career and in control of things. He always focusses on the things he can do.

INSIDE



When you get to know Kevin better, you see he also has an other side. He likes to go out, have fun with friends. And he also faces little struggles.

Inside/Outside

Project "Toulouse"

OUTSIDE

In control

International minded

Yes, I can!

In balance

Sociable

Going out

Ready for a career

Little struggles

Up for a challenge

In for a laugh

INSIDE