

Business Proposal:

Kevin

‘Project Toulouse’



Consultants D&D



Steunpunt
Inclusief
Hoger
Onderwijs

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

Foreword

Within this business proposal we would like to present the firm 'Kevin' and its project 'Toulouse'. Kevin can be seen as the manager of his firm, named after him.

Kevin chose the name project 'Toulouse', because he saw his Erasmus experience as a project. It wasn't as easy for him to make the decision to go as it is for other people. But Kevin didn't hesitate to take the challenge.

We, D&D (Delfien & Delphine) are the 'consultants'. You could say we are consultants because we helped Kevin to represent himself in a way that he sees himself and is seen by others.

In addition to this business proposal, you can find a pitch book about the firm 'Kevin' and the project 'Toulouse'. A pitch book is a very specific and known concept in the business world. We, the consultants and Kevin, decided to use this because Kevin is very business minded and used them a lot during his internship.

"A pitch book is a marketing device used by the investment banks all over the world. It consist 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."

Below we will present you the company 'Kevin' and its project 'Toulouse'.

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Project "Toulouse"

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I. Characteristics

Project "Toulouse"

Here the characteristics of the company 'Kevin' are being described.

Kevin is 21 years old and comes from the Netherlands. He lives in Leiden together with his parents, but studies in Amsterdam.

He studies International Marketing Management and is in his 3rd bachelor this year. He is hoping to start up his master degree in Corporate Finance after this. As consultants we can tell that Kevin really loves what he's studying. He is ambitious and wants to get good grades.

Kevin knows three languages: Dutch, English and French. He is fluent in French because his mother is from France, the Elzas. He still has family living in France. Kevin sees it as a benefit to speak several languages, especially for the studies he chose.

The picture that we used is a picture that one of us, the consultants, took on the first day of our stay in Toulouse. We used this picture because we think it gives a good idea of the first impression we had when we met Kevin. In this picture he seems business minded and in control of things.



II. Positive versus risk factors

Project "Toulouse"

In this part of the business proposal we list the positive and the risk factors of the 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

In a Pitch Book the positive sides of the deal are put against the negative sides. Here we added the positive and the risk factors of Kevin in relation to his project "Toulouse". Together with Kevin we came to a mutual agreement on what to put on each side.

On the side of the positive factors you can find words as: intelligent, ambitious and determined, organized and disciplined, balanced, optimistic, calm and enjoys life.

As we told before, Kevin is very ambitious and determined. He is always ready for a challenge and is very organized.

"During my Erasmus I notice that it's a benefit that I'm good in handling things as opening a new bank account, taking care of the bills... At home I didn't have to do

those things because I live with my parents. But over here it's important to take care of all this myself."

Kevin is very optimistic. He always believes in his own abilities and has an optimistic view on life.

By being balanced we mean that Kevin seems to be in control of things. He is able to take care of himself and is able to keep a good balance between work or school and pleasure. During our conversations he always seemed to be very focused on school, but when one of us went to visit Kevin it was clear that he also had a very funny side and he also really likes to go out and hang out with friends. That's why we also added the words 'enjoys life' to the list of positive factors.

On the side of the risk factors we especially put things related to his kidney problem, but we also mentioned that Kevin is quite reserved. Kevin himself wanted to add this, because sometimes he would like to be able to open up more to people from in the beginning.

The fact that Kevin has a kidney problem and had a transplantation three years ago has an impact on Kevin's life.

"Three years ago I had a kidney transplantation. Because I have to take medicines against the rejection of the kidney I have to watch out with the things that I'm eating. For instance, I can't eat raw or greasy food. I have to know where the food comes from. Before my kidney transplantation I could eat all those things, but I couldn't drink alcohol. Since I have the transplantation, three years ago, I am on a special diet but I am allowed to drink alcohol. Although I don't drink a lot of alcohol. I don't need it in order to have fun on a party. Also, if I would get drunk there's a chance that I wouldn't hear my alarm at eight o'clock in the morning to take my medicines. I have to take medicines, Brednison, every twelve hours. So I take it at eight o'clock in the morning and at eight o'clock in the evening. I really have to take them on that exact time. So, no matter how long I went out, I always put my alarm in the morning.

Another thing that I have to do because of my kidney transplantation is catheterization. I have to do it three times a day. In Amsterdam I wasn't always able to do it, because I lived far from university and the conditions weren't always hygienic enough. In Toulouse it's better, because I live very close to the University.

As you can see, I have to lead an alternative lifestyle on certain levels, but it doesn't have any effect on my social life. I can go out, have fun... And everyone reacts in a very positive way when I tell them about my kidney problems. The only thing I can't do, is participate in combat sports.

I do think that all those things made me become more organized and more disciplined. It's because I have to be like that. If I don't take my medicines, for instance, it could have severe consequences."

While visiting Kevin, at first, we didn't think his kidney problems had a big impact on his life. But when one of us spent more time with him, we got to know the little, daily struggles Kevin had to face. For example, when we went to the Rugby match, Kevin was really hungry and he wanted to get a quick bite. But everything you could buy was very greasy food: hotdogs, fries, hamburgers... Those were all things that Kevin couldn't eat. So we had to search for something else. Kevin seems to handle everything very well, he is very in control of things.

III. 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.”

The vision of the firm is another important feature. Below, we will specify the vision of Kevin.

If you would ask Kevin what impact his kidney problems had and have on his life, he would answer you: “Not a lot”.

When one of us met Kevin to have a coffee on the last day of our visit in Toulouse, he told:

“As you can see, I am a very normal person with a very normal life. There's not much interesting about me.”

When he told that, we answered: “Well, that's your strength. The way you handle everything.”

Kevin doesn't see his kidney problem as a limitation, he just sees it as something he has to live with. He always focusses on the things he can do and not on the things he can't do. For example: Kevin can't go hitch hiking because this means he would have to go live in conditions that aren't very hygienic, he wouldn't have space for his medication, there wouldn't be space and time to catheterize... But Kevin told that he's not sad that he can't do that, because he can do other stuff. He says he doesn't miss it, because he never did it.

IV. International experiences

Project "Toulouse"

Erasmus in Toulouse



"Somewhere in February I decided to send my application for the Erasmus exchange programme to France. I could choose between Paris and Toulouse, but I chose Toulouse because I think Paris is too international and I wanted to experience the 'French way of living'. That said, I sent my application for Toulouse.

Half May I heard that I had been accepted to study at the ESC Toulouse Business School. From that moment everything started."

Last year Kevin decided to go on Erasmus, and so he did. His first choice was Toulouse and his second was somewhere in England. Kevin was very pleased he got his first choice. Kevin's mother is from France, the Elzas, so he still has family living over there. That was another reason for Kevin to go on Erasmus to France.

At the University of Amsterdam it was an option as well to go to Brazil. Kevin quickly decided not to go there, because he would have to arrange too much stuff for such a short time (insurances, medications, unhygienic conditions...).

Kevin quickly found a lot of friends during his Erasmus. He met a lot of Erasmus students by participating in the activities organized by ESN (Erasmus Student Network). Furthermore, he tried to hang out with French people he met at his class. By the time we went to visit Kevin, he already knew quite a lot of people. Kevin told us that he opened up more since he went on Erasmus. By meeting so many different people with different backgrounds he became more sociable and open minded.



Kevin is international minded

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

It is important for a firm to have an international orientation. In general, Kevin seems to be international minded. He loves to travel and to get to know other places. During his Erasmus he was very busy travelling to different places. Kevin went to Paris to visit his uncle, to Milan, Barcelona, Albi...

Maybe Kevin wants to study in Paris next year to get his master's degree. Although Kevin wouldn't be able to live over there his whole life, because the city is way too big.



Milan



Barcelona



Albi

V. Facing barriers

Project "Toulouse"

Every firm has to overcome some difficulties or face barriers at a certain point, so did Kevin.

Before going on Erasmus everyone always gets a little stressed out because of all the things that need to be done, all the papers that need to be filled in. Kevin needed to overcome a few more barriers.

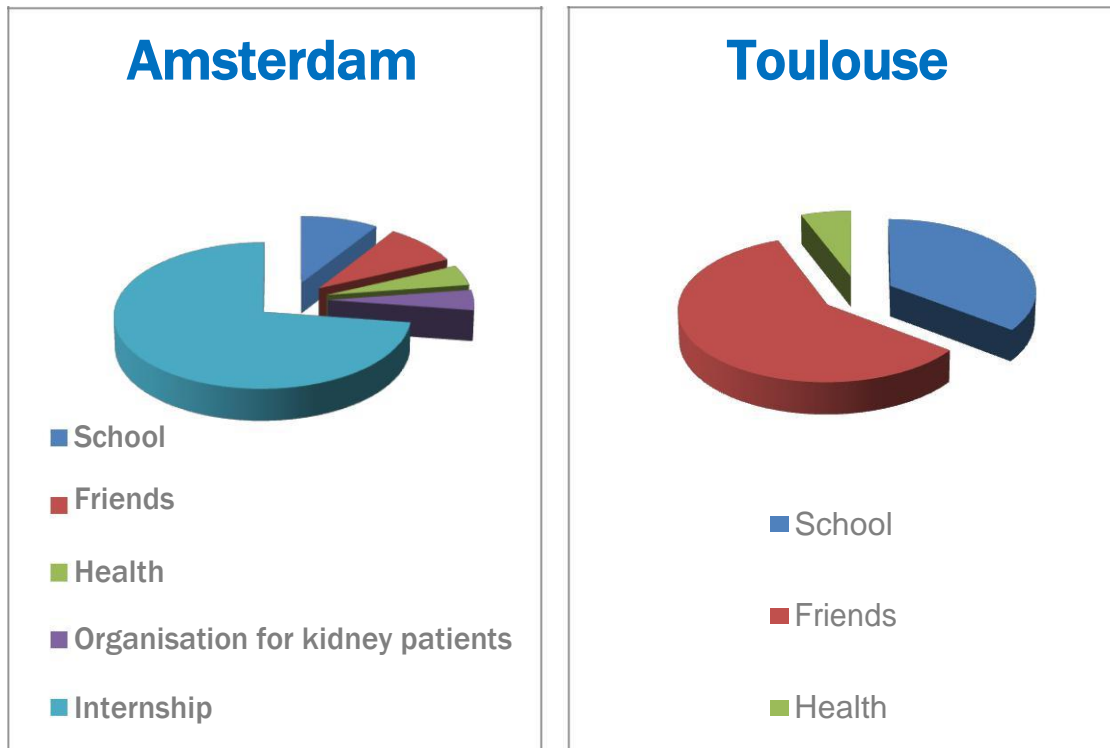
"A lot of things needed to be arranged: accommodation, study programme, scholarships... Because I had a kidney transplantation three years ago, I also had to see what needed to be arranged for insurances, in case something happened in Toulouse. The chance that something happens is likely, because I had a lot of infections on my urinary passage. Here I found my first obstacle: the insurance company doesn't pay for medicines bought abroad. This was a problem, because it meant that I would have to bring medicines for four months when leaving on Erasmus. This reminded me of the first time I went to buy medicines after the transplantation... bags full of medicine boxes. Also, I wouldn't be able to see a doctor when I would be in France. This was a problem as well, because if something would happen, what would I do?

Eventually they told me it was only possible to go to the hospital in France in case of an emergency (in order to get it covered by the insurances in the Netherlands). And then another questions raises: what is an emergency? I still didn't figure it out. But when I get an infection on my urinary passage, it's an emergency for me and I am going to the hospital."

When we talked to Kevin later on, he told us that, fortunately, he didn't had to go to the hospital for medical complications due to his kidney transplantation.

VI. Time management

Project "Toulouse"



Time management is an important factor within a firm. We noticed that Kevin spent his time different during the project 'Toulouse' than when he is in Amsterdam.

In Toulouse Kevin spends most of his time on being with friends: hanging out, dinners, parties... In Amsterdam he has a lot less time to be with his friends. There he spends most of his time on his internship and school. Although Kevin has more classes in Toulouse, he has way more work for school in the Netherlands.

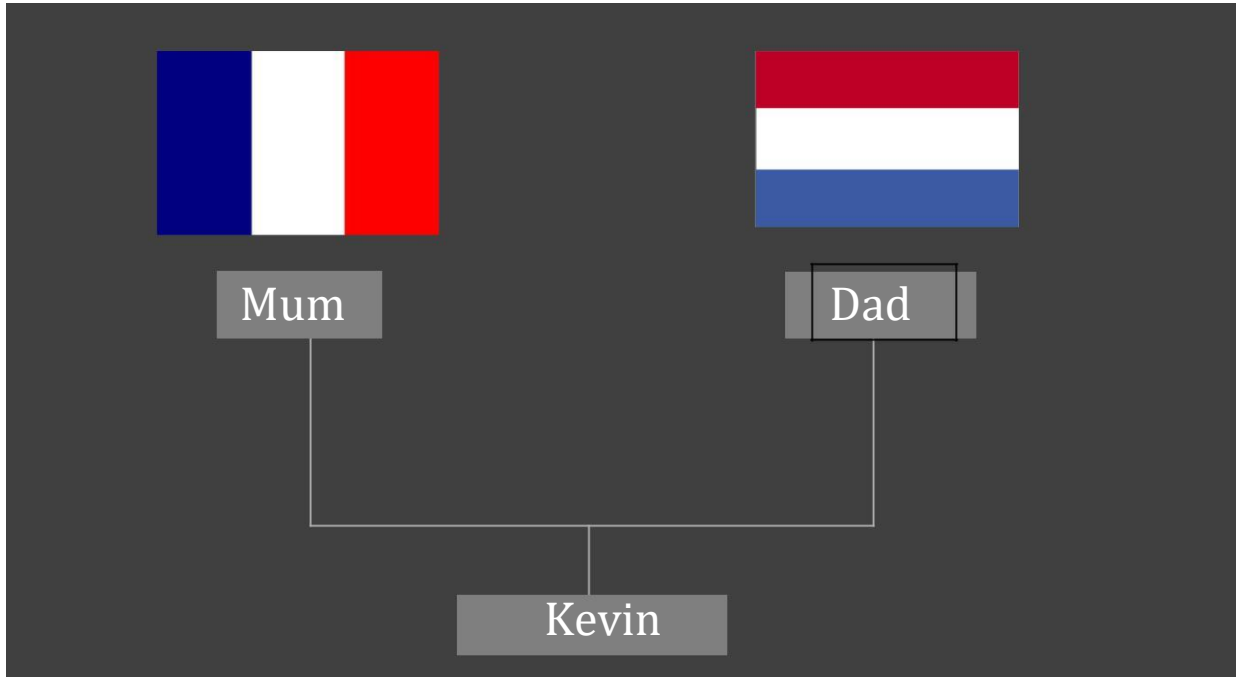
What Kevin likes a lot is that he is able to be more active in the student life in France. Often, he goes to activities of ESN and he has made some really good friends on Erasmus.

"On Erasmus things are different. The other Erasmus students and the French people I got to know over here, are like my family. We take care of each other, because they are the only people I know over here."

Kevin spends the same amount of time on taking care of his health in both countries. In Amsterdam Kevin is part of the board commission of a kidney organization. He helps to organize events within this organization. Once a year they also organize a theme weekend for kidney patients. This year the weekend was in September, so Kevin couldn't go. It was about "School, work and leisure time". During this weekend the people get explanations regarding to those themes and activities are being organized. The purpose of the organization is to get to know other kidney patients and to get specific information for persons with kidney problems.

VII. On a cross road

Project "Toulouse"



During the project 'Toulouse' Kevin found himself on a cross road between the Netherlands and France.

"I am still searching for my identity. In the Netherlands I feel more French, but in France I feel Dutch."

Kevin's mother is from France, the Elzas. Now, Kevin still has family living in France, like his uncle whom he went to visit in Paris. Kevin's dad is from the Netherlands and that's where Kevin grew up.

Wherever Kevin goes, to France or to the Netherlands, he always feels a little different. It seems as if a sort of hybridization of cultures took place. Kevin internalized parts of the two cultures with the result he doesn't seem to identify himself completely with one of the cultures.

VIII. Erasmus timeline

Project "Toulouse"



BEFORE

DURING

AFTER

By this timeline the project 'Toulouse' is briefly displayed.

This timeline starts before Kevin went to Toulouse. Further, it points out the important features of Kevin's Erasmus. It ends with what happened after Erasmus. Here we focus on the influence Erasmus might have had on Kevin and on the decisions he made.

Before

The project 'Toulouse' started with the decision to go on Erasmus. Kevin quickly knew he wanted to go to France, because his mother is French and he still has some French relatives. Also, Kevin wanted to improve his French. He could choose between Toulouse and Paris, but chose Toulouse, because it has more the 'French way of living'.

That said, Kevin started all the preparations. As everyone else who goes on Erasmus, he had to fill in a couple of papers: the application form, learning agreement, subscription form of the guest university... Also things like accommodation and scholarships had to be taken care of.

Kevin faced a couple of extra barriers, as we mentioned above. Because he had a kidney transplantation a couple of years ago, Kevin needed to arrange the insurances, in case something happened. Kevin quickly noticed that insurances wouldn't cover medicines or doctor visits abroad. Only in case of emergency a hospital visit would be paid for. This is why Kevin had to bring bags full of medicines when leaving the Netherlands.

During

Kevin attended the ESC Toulouse Business school, during his Erasmus. He pointed out that he experienced some differences between the business school in Toulouse and the University in the Netherlands. In France, Kevin had around 30 to 40 hours of classes, in Amsterdam he only had about 15 hours. The business school was more oriented on practical skills. They had to give a lot of presentations, write rapports... Furthermore, Kevin only lived five minutes walking from his school in France, while in the Netherlands, he lived more than one hour away from school.

Besides these differences related to school, Kevin told us some other differences between his life in Toulouse and the Netherlands.

First, he mentioned that he was a lot more active in the student life, because now he lived in the center of the city. He participated in activities organized by the Erasmus Student Network (ESN) and hung out a lot with friends.

Secondly, Kevin had to live alone and in a different environment in France. In the Netherlands, Kevin still lives with his parents, but during his Erasmus he had to take care of himself. Kevin thought it was an advantage that he speaks French and that he's good in taking care of things like opening a bank account, signing contracts...

Thirdly and last, Kevin told that France was more bureaucratic than the Netherlands. It took a while before things got arranged.

As mentioned above, ESN took in an important part during his Erasmus. Kevin participated in a lot of activities organized by this Erasmus Student Network and by this he got to know a lot of people. The friends that Kevin made, are very important to him. They formed a sort of family, because he didn't know anyone else over there. Kevin said that more people knew that he has a kidney problem on Erasmus, than back home. The reason for this was that he had more contact with them and because, when they went travelling, he had to tell them. He feels like they were a family. For instance, when it was eight o'clock in the evening, his friends would remind him that he had to take his medication. That's different than in Amsterdam.

During his Erasmus, Kevin also realized that he's on a cross road between the Netherlands and France. We explained this above.

After

Since Kevin left on Erasmus he has started to think about studying abroad next year. Maybe he wants to get his master's degree in Paris.

Also, Kevin feels as if he became more open minded and more sociable by going on Erasmus, because he got the chance to meet many different people with different backgrounds.

IX. References from friends

Project "Toulouse"

In the project 'Toulouse', we collected two references on the firm, Kevin. We chose the two quotes below, because we, as consultants, believe they represent Kevin in a good way.

"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." (Caroline)

The quote above represents the more serious side of Kevin. When one of us was on a dinner party with Kevin and his French classmates, the main topic of conversation was school and their future career. Then, a friend of Kevin told that Kevin really puts a lot of effort in school and takes the things they have to do very serious.

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

When I was walking around with Kevin and some of his Erasmus friends the first evening of the visit, one of his friends, Edward, expressed the quote above.

We wanted to put this in Kevin's portrait because it reflects the other side of Kevin, the very funny side. When one of us went out with Kevin and his friends, you could notice that Kevin makes a lot of jokes and has a lot of fun.

X. Inside/Outside

Project "Toulouse"

Finally, we wanted to display the two different and rather contradictory sides of Kevin.



When you meet Kevin for the first time he seems a little reserved, ready for a career and ambitious. He focusses on the things he is able to do and not on the things he can't do. This is why we put words as 'Yes, I can', 'Ready for a career', 'up for a challenge'... in the darker side of the last slide. It's this side that appears first when you see the slide.

When you get to know Kevin better, you see that Kevin also has another side. He is very funny, sociable and likes to go out. When you spend some time with Kevin, you notice that Kevin also faces little struggles. For example, it's not so easy for Kevin to travel to another city. Kevin needs to bring a lot of medicines and so he always needs to ask a friend of him to bring an extra bag with his medications.



When I told Kevin that we noticed he has two different sides and when we asked him if he thinks it's correct or not, he said:

"Well, actually, you paid good attention when you were over here, because a lot of my friends told that to me before. They always say that I come across very serious when you get to know me in the beginning. But actually I'm really not so serious as you think. I like to have a good laugh as well."