



## **STUDENT DETAILS**

University department / faculty:	<b>Juristische und Wirtschaftswissenschaftliche Fakultät</b>
Field of study:	<b>Business Economics</b>
Home university:	<b>Martin-Luther-Universität Halle-Wittenberg</b>
Nationality:	<b>Taiwan</b>
Duration of traineeship ( <i>from ...to...</i> ):	<b>October to January</b>

## **TRAINEESHIP INSTITUTION**

Country:	<b>Lithuania</b>
Name of traineeship institution:	<b>Qpick</b>
Web page:	<b><a href="https://qpick.io/login">https://qpick.io/login</a></b>
Address:	<b>Lakūnų g. 24, Vilnius 09108, Lithuania</b>
Contact person:	<b>Zoran Nasteski</b>
Telephone / E-Mail:	<b>zoran@nasteski.com</b>

## **EXPERIENCE REPORT** (*approx. 3 pages + more photos if applicable*)

### **1) Traineeship institution**

*Please give a brief description of your host traineeship institution.*

Qpick is a Macedonian startup that provides mobile application as a retail solution to better shopping experience and marketing result. The product used machine learning skills to understand what type of promotion shopper is interested in. Also Qpick allows vendors to publish their ads easily and can easily track the performance of each ads.

## 2) Searching for a traineeship

*How did you find your traineeship? Are there any recommendable links or other helpful tips you would like to share?*

I found the internship through Erasums internship portal. For this particular internship there was an interview and after interview I was asked to write a follow up email regarding to what I understand about Qpick and what I would like to do during/ after my internship. Some people might got lazy and give up but I really put in effort to do my follow up mail so in the end I got an intesnship offer.

## 3) Preparation

*How did you prepare for your traineeship in terms of language, intercultural, professional and organisational aspects? Are there any recommendable links or other helpful tips you would like to share?*

I didn't do much preparation as I am already an international student studying in Germany. Also because the conuntry I was moving to is Lithuania and I didn't know anyone around me who can provide any helpful insight. I was searching online activities that I could do before I arrived. I used facebook, couchsurfing and meetup. There were some interesting events going on and I got to meet some people later on who came visit me in Taiwan.

## 4) Accommodation

*How did you find your accommodation? Are there any recommendable links or other helpful tips you would like to share?*

My stay was only three months therefore it's very difficult to find a place. Most agency will not even take your case because they require people to stay at least for one year. I had my luck asking around on facebook and couchsurfing. In the end I took an room from couchsurfing with 150 euro per month. It was not the best flat and very far away from work but at least I had a place to sleep. If you are staying in city center I believe you have to pay at least 300 euro and I was not interested in paying this amount. The guy who rented the room to me is my landloard and roommate. He introudced some of his friends to me which was nice. And we will go bouldering/ climbing from time to time together with his girlfriend. It's almost like a German WG experience.

## 5) Traineeship

*Please describe the tasks and / or the projects carried out during your traineeship. In which way were you mentored and integrated? How were the working conditions? Did you have especially positive or negative experiences?*

Task

1. Structuring data based on competitive market research using web research
2. Building and testing communication processes using visualizers ex. Mirro.
3. Scraping, structuring and sorting online data for B2B leads.
4. Setting, automating and testing customer acquisition processes using Pipedrive
5. Processing internal product data and building cohorts and use case scenarios
6. Update backend platform and create advertisement on weekly basis.

I report to the CEO directly. Every Monday I received tasks and on Friday I reported back what I have done and if there were tasks that were not finished I had to state the reasons. Working condition was not as ideal as I was working alone most of the time and I didn't have any colleague which made me missed human contact. Even though I could get help from other team member online but it's still different working closely phisically than online. My experience was positive because I learnt a lot in this startup business model and I believe knowledge I learned here will be applicable in the future.

## 6) Acquired qualifications

*Which qualifications and skills could you acquire or improve during your traineeship?*

I am exposed to many software and digital solutions. For example G-suite and Pipedrive. G-suite is a very standard and powerful tool for organization to use. I am glad I got to be familiar with this. Pipedrive is one customer relationship management (CRM) tool. It is very helpful to use a CRM tool as there are many. By using one or two I got to learn the logic behind CRM tool and I am confident now if I need to use a new one I can get a hand on it very fast.

Other than the software, I also got to design and automate our email marketing sales cycle. It is done after many research on how to write an effective sales mail and a lot of testing among different version. It is one of the skills that I believe many companies will hire me for.

## **7) Country-specific features**

*Are there any specific traineeship regulations in the target country that affected you as an Erasmus trainee (e.g. France: housing allowance, convention de stage? If yes, which ones? Are there any recommendable links or other helpful tips you would like to share?*

No

## **8) Visa, residence and work permit (only for international students)**

*Which prearrangements had to be made in terms of visa, residence and work permit? Are there any recommendable links or other helpful tips you would like to share?*

No

## **9) Other**

*Is there anything else you want to let other students know?*

It is an interesting experience for me all in all. When I was in Lithuania many people asked me why did I choose Lithuania? But actually I didn't choose Lithuania. I chose the startup that I wanted to work for not the country I wanted to work in. Sometimes it's more important to consider what job you are doing than your bigger surroundings.

## **10) Conclusion**

*What is the conclusion drawn after your traineeship experience abroad?*

It is an interesting experience that I will remember for life. I will inform people who are looking for internship to check out Erasmus portal. It is nice to get out of your comfort zone and be challenged once in a while. With Erasmus internship/traineeship you don't just get skills you also get amazing stories to tell your friends back home.

Please send this report by email to [julia.schubert@ovgu.de](mailto:julia.schubert@ovgu.de)!  
Acceptable file formats: [.doc], [.docx], [.rtf], [.odt].