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What We Learned – Introduction

During this project, we learned how CareerBridge Europe (CBE) operates as an international mobility and internship provider. By completing daily research and analysis tasks, we gained insight into how education, business, and employment are connected. The documents helped us understand how structured internship programmes support career development while also creating value for schools and companies. Overall, we learned how real-world business concepts apply in an international education context.

Understanding CareerBridge Europe

We learned that CareerBridge Europe's main goal is to bridge the gap between education and the labour market. CBE offers internships, training programmes, and mobility opportunities for students and teachers across Europe. The organisation focuses on practical learning, skill development, and international work experience rather than only theoretical education. We also learned that CBE supports participants through onboarding, documentation, supervision, and continuous communication.

Business Model, Market & SWOT Insights

Through SWOT analysis and business model exploration, we learned how CBE positions itself in the market. Its strengths include international reach, flexible programmes, and hands-on learning. Weaknesses include regional limitations and a lack of visible success metrics. We also learned how external factors such as EU digital skills demand, social media marketing, and emerging competitors influence business strategy. This helped us understand how organisations adapt to opportunities and threats.

SWOT-Analysis

S Strengths	W Weaknesses	O Opportunities	T Threats
-It's international -It's not only for students, but teachers also -They focus on practical learning -Programs can be designed for various durations and budgets -Programs take place in tenerife so participants get the chance to work and learn in a multicultural environment -CBE offers internships and projects across many sectors (marketing hospitality, business, tourism)	- Strongly tied to a region - There is no transparent data on the employment rate of graduates - Resource limitations about programs, range of partner companies.	-Underserved market: Young immigrants and international students -Few competitors: University of La Laguna, Tenerife Courses -Emerging needs: EU's rules, Language and digital skills gap in schools -Media coverage can be TikTok, Instagram or any other social media platforms	-Emerging competitor: Mobility Bridge Tenerife -Changing regulatory environment: Government's laws, aviation rules - Negative press/media coverage: unclear value of services, miscommunication with partner companies -Changing customer attitudes towards your company

Business Model Canvas

KEY PARTNERS



- Local employers,
- universities,
- government bodies,
- social media platforms,
- travel agencies, and
- industry associations

KEY ACTIVITIES



- Internship placement,
- program design,
- career coaching,
- organizing cultural events,
- expanding partner network, and
- offering ongoing support to interns

VALUE PROPOSITIONS



International internship programs in Tenerife, with a focus on:

- practical learning,
- career development,
- cultural immersion, and
- tailored experiences for a wide range of participants (students, young immigrants, teachers).

CUSTOMER SEGMENTS



- International students,
- young immigrants,
- teachers,
- employers, and
- educational institutions.

COST STRUCTURE



- Operational costs for placement management,
- career services,
- marketing,
- cultural events,
- technology,
- staff, and
- compliance with legal regulations.

REVENUE STREAM



- Program fees,
- premium services,
- employer sponsorships,
- government and
- EU grants,
- media partnerships, and
- potential subscription models.

BUSINESS MODEL CANVAS

Remote Internship Programme

Mini Business Development Plan

The Remote Internship Programme allows to work with SMEs, digital companies, NGOs, and social enterprises, CBE can offer flexible, high-quality internships that are easy to manage and scalable. Students gain meaningful work experience from anywhere, while companies access global talent without relocation expenses.

Goal

To launch a structured remote internship programme that connects international students with SMEs and mission-driven organisations, reducing mobility and budget barriers while expanding CareerBridge Europe's internship portfolio.

Key Activities

- Onboard SMEs, tech firms, NGOs, and social enterprises
- Design a remote internship framework
- Provide onboarding and intercultural training
- Match interns with companies
- Monitor progress and outcomes

Target Audience

- International students and recent graduates
- SMEs, digital companies, creative agencies, NGOs

Resources Needed

- Programme coordinator
- Digital tools (Zoom, Teams, project platforms)
- Training and onboarding materials
- Marketing and outreach support

Timeline

- Month 1: Programme design & partner outreach
- Month 2: Partner onboarding & intern recruitment
- Month 3: Matching & launch
- Months 4-6: Monitoring & evaluation

Expected Outcome

- More internship placements
- Lower logistical costs
- Greater accessibility
- Scalable and resilient programme

Expected Costs

Cost Item	Estimated Cost (€)
Programme coordinator (part-time)	25,000
Digital tools & platforms	6,000
Training & onboarding materials	7,000
Marketing & outreach	10,000
Monitoring, evaluation & reporting	7,000
Contingency & admin	5,000
Total Expected Costs	60,000

Expected Revenue

120 interns x €600=72,000

8 SMEs x €1000=8000

Revenue Stream	Revenue (€)
SME placement fees	72,000
SME support packages	8000
Total expected revenue	80,000

Estimated Profit margin

Estimated profit:

€80,000 - €60,000 = €20,000

Profit Margin: ~25%

Competitors, Customers & Value Creation

We learned how to analyse competitors like Tenerife Courses, Learning in the Sun, and Europea de Formación. Comparing them showed how CBE stands out by combining internships with structured career support and European-wide placements. We also learned how CBE creates value for different customer groups: students gain skills and confidence, schools receive reliable mobility partners, and host companies access international talent with reduced recruitment effort. Clear customer segmentation improves programme quality and satisfaction.

Skills Developed & Key Takeaways

Throughout this work, we developed important skills such as research, critical thinking, and strategic analysis. We improved our ability to summarize complex information, compare organisations, and present ideas clearly. We also strengthened teamwork and communication skills. The biggest takeaway is that successful career mobility programmes require planning, cooperation, and strong partnerships. This experience helped us better understand career development, international work environments, and how businesses like CBE create meaningful opportunities.