

VINEXA PIF DOCUMENT

Partner Organisation	
PIC	882756358
OID	E10330312
Full legal name (National Language):	VINEXA AYŞE KILIÇ
Full legal name (Latin characters):	VINEXA AYSE KILIC
Acronym:	VINEXA
National ID (if applicable):	
Address:	Chmielna 73, 00-801 Varso Tower
Country:	Poland
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City:	Warsaw
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Type of Organization	SME
Is the partner org. a public body?	NO
Is the org. a non-profit?	NO

Legal Representative	
Title:	Ms
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Position	Project Manager
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Has the partner organization received any type of accreditation before submitting this application?

No

Background and Experience

Please briefly present the organisation/group (e.g. its type, scope of work, areas of activity and if applicable, approximate number of paid/unpaid staff, learners and members of the group). (max 4000 characters)

Brief description of our institution

VINEXA, founded in Warsaw, Poland in 2023 by female entrepreneur Ayse Kilic, is a dynamic small and medium-sized enterprise (SME) that delivers cutting-edge services in digital marketing, IT development, localization, and Erasmus+ project management.

Core Areas of Activity:

- Digital Marketing: SEO, brand visibility, lead generation, social media campaigns, CRO/UX design.
- IT & EdTech Solutions: E-learning platform development, CRM systems, AI-supported tools, WCAG 2.1 accessibility compliance.
- Localization & Globalization: Multilingual content adaptation and outreach in over 10 languages.
- Project Management: Erasmus+ project coordination, dissemination strategies, partner collaboration, and reporting.

VINEXA focuses on enabling digital transformation in education and entrepreneurship, particularly within universities, bootcamps, vocational education and adult learning. The organization collaborates with universities, VET schools, bootcamps, and entrepreneurs across Europe to build inclusive, accessible, and impactful digital solutions. Its services have been trusted by AkademiaATA (WSEiZ), International Language Centres (ILC), EduExpert, CSVisor, ATILIM, and others, and supported by strategic partnerships with Vizja University, Cosinus VET Schools, and the Cambridge Innovation Center (CIC).

Target Groups & Outreach:

- VINEXA serves a diverse audience of:
- Young and mid-aged entrepreneurs (20s–50s) launching or scaling businesses.
- SMEs seeking digital visibility and growth through tech and marketing.
- Adult learners and educators in need of accessible, self-paced e-learning tools.
- Elderly learners and caregivers, in the context of adult education and digital safety.

Staff & Capacity:

VINEXA maintains a flexible network of multilingual professionals, tech developers, marketing strategists, and project managers. While operating lean, it leverages a global freelance ecosystem and long-term collaborators to deliver high-quality outputs at scale.

Geographic & Digital Reach:

VINEXA operates globally, with active digital campaigns and localization support across:

Europe: Poland, Netherlands, Germany, Belgium, Latvia, Ukraine
East Africa: South Africa, Kenya, Zimbabwe, Mozambique
Turkic Region: Turkey, Azerbaijan, Kazakhstan, Kyrgyzstan, Uzbekistan
Arabic Countries: UAE, Egypt, Morocco

Through its digital marketing infrastructure, VINEXA ensures wide visibility and targeted dissemination across Meta, TikTok, LinkedIn, Google Ads, and email platforms. It also supports GDPR compliance, LMS integrations, and platform sustainability beyond project lifespans.

Strategic Objectives:

- Promote inclusive access to digital education.
- Support entrepreneurs in developing practical, low-cost digital strategies.
- Bridge digital literacy gaps across generations and regions.
- Contribute to EU priorities in digital transformation, lifelong learning, and inclusive innovation.

VINEXA is eager to expand its collaboration network and co-develop forward-thinking projects that empower learners, educators, and entrepreneurs across Europe.

*What are the activities and experience of the organisation in the areas relevant for this project? What are the skills and/or expertise of key persons involved in this project? (max 4000 characters)**

VINEXA is a Warsaw-based SME founded in 2023, specializing in digital marketing, IT development, localization, and dissemination solutions for education and entrepreneurship projects. While VINEXA is a young company, its core strengths lie in supporting digital transformation and visibility for education and entrepreneurship-focused initiatives. It acts as a dissemination and technology partner, helping institutions modernize their outreach, learning platforms, and engagement strategies.

Erasmus+ Experience – Roles and Contributions

Official Partner in Funded Projects:

1-) Project No.: ERASMUS-SPORT-2025-SCP

Title: eSports Guard: Watchdog over Doping Use in eSports

Coordinator: OSW – University of Sports Education, Poland

As a core partner in the GUARD eSports project, VINEXA contributes as the technical solution and dissemination partner, with responsibilities including:

- Development of the eSports Guard Portal and Community Forum on integrity in gaming
- WCAG 2.1-compliant UX/UI design and multilingual platform deployment
- Social media outreach, branding, and stakeholder engagement (athletes, federations, institutions)
- Visual design of training resources and anti-doping awareness materials
- Execution of a multi-channel dissemination strategy (web, video, email, digital ads)

This pan-European consortium (7 partners, 6 countries) is committed to combating doping in eSports, promoting ethics, and building long-term community impact through digital education.

2-) Project No.: 2025-1-DE02-KA210-ADU-000366240

Title: Promoting Cybersecurity and Helping the Vulnerable Stay Safe Online

Applicant: Clarusway GmbH (Germany)

Type: KA210-ADU – Small-scale Partnerships in Adult Education

VINEXA is an official dissemination and technical partner, tasked with:

- Building a secure, multilingual e-learning platform focused on cybersecurity awareness for adults
- Creating infographics, training videos, and inclusive learning content
- Running GDPR-compliant campaigns and targeted outreach to adult learners
- Ensuring accessibility and visibility of project outputs beyond the funding period

Subcontracted Expert in Dissemination (Granted Projects)

VINEXA has also supported several granted Erasmus+ projects as a subcontractor, delivering digital visibility and outreach services:

- NODOPE – Substance abuse prevention among youth
- DIGILEAD – Youth worker development in digital leadership
- PROSECURE – Cybersecurity education for disadvantaged groups
- DIGIT – Basic digital skills for digitally excluded adults

Key contributions included:

- Web development and SEO
- Social media campaigns and ads (Meta, TikTok, LinkedIn)
- Multilingual content creation
- Campaign automation (Mailchimp, HubSpot) and analytics reporting

Core Competences:

- Digital Dissemination: Full campaign strategy and execution with audience segmentation, performance tracking, and content localization.
- E-learning Platform Design: Interactive, accessible (WCAG 2.1) platforms using WordPress, Kajabi, Moodle, or custom CMS.
- AI & Localization Tools: Use of AI dubbing, subtitling, and adaptive language translation for cross-border reach.
- Content Creation: Video tutorials, digital safety explainers, infographics, user guides, and branding assets.
- CRM & Outreach Tech: Expertise in HubSpot, Salesforce, Mailchimp, SEO optimization, and online learner engagement systems.

Description of any significant infrastructure and/or any major items of technical equipment, relevant to the proposed work

Name of infrastructure or equipment	Short description (max 300 characters)
Software Assets	G Suite of the Business, Asana, Adobe Creative Cloud, Website Development, eLearning Development Softwares, Jira, Salesforce, Hubspot, Zoho, ActiveCampaign, Webinar Platforms
Hardware Assets	Necessary computing equipment including laptops, desktops, printers, etc. are available for direct use of the company

PARTNER-SPECIFIC PARTS OF THE FORM

In what way does the project respond to the needs of your organisation? (Max 300 characters)

The project aligns with our mission to deliver inclusive digital solutions and expand our expertise in dissemination, content creation, and platform development—strengthening our role as a reliable partner in EU-funded education and innovation projects.

In what way is the project innovative and/or complementary to other projects already carried out by your organisation? (Max 500 characters)

The project introduces new themes—such as integrity in eSports and digital safety—that complement our existing work in education and digital transformation. It is innovative in its use of multilingual platforms, inclusive content design, and targeted dissemination strategies, building on but also expanding beyond our previous roles in awareness, cybersecurity, and adult learning projects.

What will your organisation bring to the project? (Max 500 characters)

VINEXA will contribute expertise in digital dissemination, platform development, and content localization. We will ensure the project’s visibility through strategic outreach, accessible design, and multilingual communication. Our team will support timely delivery, stakeholder engagement, and long-term impact.

FINANCIAL INFORMATION

This is provided for use in unit cost calculations within specific project contexts

Person/Month rate	€
Project Manager	4000EUR/per person/ per month
Researcher	2500EUR/per person/ per month
Technician	1800EUR/per person/ per month

KEY PERSONS:

Project teams and staff

Describe the project teams and how they will work together to implement the project.

List the staff included in the project budget (budget category A) by function/profile (e.g. project manager, senior expert/advisor/, junior expert/advisor/, trainers/teachers, technical personnel, administrative personnel etc. and describe briefly their tasks.

Name and function	Organisation	Role/tasks/professional profile and expertise
Ayse Kilic (F) Founder, CEO	VINEXA	Founder of VINEXA. Leads project coordination, digital dissemination, and stakeholder engagement. Experienced in digital transformation projects across various sectors including universities, bootcamps, and language schools. Proven track record in acquiring clients and managing digital marketing solutions for diverse European and international markets. Specializes in CRM integration, SEO/SEM, social media campaigns, and platform visibility.
Dr.Serhat Demir (M) COO Data Analyst, Technical Writer	VINEXA	COO of VINEXA, overseeing operations, client project delivery, and quality assurance. Manages all client relations, ensuring that deliverables are met on time and to the highest standard. In parallel, he lectures at Vizja University (Poland) at undergraduate and graduate levels, teaching Statistics, Marketing, and Political Science. Holds a PhD from Kent State University (USA) and has authored peer-reviewed academic publications. Expert in research methodology, technical writing, and data analysis (SPSS, Stata, ArcGIS).
Akmaral Bolatbyek (F),	VINEXA	Leads multimedia and content creation for educational and awareness projects. Experienced in video production, visual content design, and digital storytelling for

Head of Content Development		NGOs and training providers. Produces engaging short-form content and instructional visuals. Proficient in CapCut Pro, Canva Pro, Tilda, Adobe Lightroom. Brings multilingual capacity and a strong understanding of cross-cultural communication.
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LIST OF PREVIOUS PROJECTS

List of previous projects						
<i>Please provide a list of your EU-funded projects for the last 4 years.</i>						
Participant	EU Programme Name	Project Reference No and Title	Period (start and end date)	Role(COO, BEN, AE, OTHER)	Amount (EUR)	Website (if any)
Vinexa	ERASMUS-SPORT-2 025-SCP	101245325	12/2025 12/2027	BEN	250,000 EUR	
Vinexa	Small-scale partnerships in adult education (KA210-ADU)	2025-1-DE02-K A210-ADU-0003 66240	10/2025 10/2026	BEN	60,000 EUR	