



The Valencian Kike Domingo in the offices in England where he works as a graphic designer.

# Entrepreneur since he was 15

The antithesis of 'neither-nor' (neither work – nor study) is a Valencian who started running companies with his classmates “riding the digital wave”

At a recent conference organized by the Association of Industrial Engineers, experts outlined the Decalogue that young people should follow to improve their employability. For example, think of a global market and master languages, be clear about what you want to do, be innovative and creative, to think of oneself as the best product, adapt to the market and, above all, be willing to improve over and over again. Too many requirements?

Then there are those who are 22 that they are doing exactly that. The Valencian Kike Domingo is one of those young entrepreneurs who are now seeking both government and companies - even the gurus of new labor- to set an example to imitate.

Kike trabaja hoy en Inglaterra, desde donde cuenta su historia que él mismo incluye en el capítulo vital de «aprendizaje». Tras terminar la carrera de diseño gráfico en la ESAT de Valencia, decidió marchar a San Francisco a aprender inglés y hacer prácticas en una multinacional. Cuando las terminó, la propia empresa le ofreció un puesto de trabajo en su central de Inglaterra. Y allá se fue. Kike works today in England, from where he tell us his story that he included in vital chapter 'learning'. After finishing their studies in graphic design at the ESAT University in Valencia, decided to go to San Francisco to learn English and work experience making an internship. When finished, he applied for a job in England. And there it was.

But, in parallel, leads from the school involved in “mini-enterprise projects” with former classmates. "We started by creating a technology-themed blog to 15 years and 16, a web design company," says Kike, adding that after these early experiences have made several entertainment-related brands.

And not fared badly. The first was vlclubbing.com, "a web of events in the city of Valencia who collaborated with many local festivals in the Valencian Community". And what today looks for any blog or website that claims -traffic and followers- this project almost teenager soon succeeded: "We had thousands of followers on social networking and many more visits on the web, and learned how to manage a brand comprehensively creating amateur campaigns more than satisfactory results. "

Still, Kike and his friends believed that this brand could not "evolve in the national market." "So last year we engaged in a new project for Spain and that in the first months of life and has nearly 8,000 fans on Facebook and thousands of hits daily on the web ([www.festivalxdentro.com](http://www.festivalxdentro.com)). And all without any funding.

How is it possible? "We have designed and programmed the site, ad campaigns and online strategies as well." Economic investment, therefore, is limited to the domain and hosting. "Today we have the possibility of starting an online project with very little money, but that means sacrificing much of your free time," admits Kike. The key is "heading for an international market."

But so what's the business model? According Kike from exploiting the channel to advertise other brands festivals associated with the sale of tickets, through the creation of exclusive content under subscription. Any advice you give thousands of young people are now unemployed? "Turning your passion into business and, above all, get out of your comfort zone, getting out of it will drive you to reach your goals," says Kike. And very important: do not stop learning.

---

## EDUCATION

### «Students are being bombarded as decades ago»

Kike Domingo acknowledges himself that "the origin of all 'is their school, the Julio Verne in Torrent, in where he started several technology projects. "The teachers motivated me to continue researching and innovating," he recalls today Kike, very critical, of

course, with the current educational system. "No student has been take into account to design the educational process, but it has been used and bombed as they did decades ago," laments Kike, because the end result is none other than the student's motivation. "The solution is to create an educational model 2.0 for a 2.0 society."

---

«Turn your passion into business and, above all, get out of your comfort zone»

---

### **Kike Domingo's sentences**

>« Education has not evolved as much as society, and that creates demotivation in students ».

>« Every time you fail, the more you can succeed at the next project ».

>« Today we set the limits of our project, and that's something that had not happened before ».