



# Refugee Entrepreneurship

Empowering migrant women to live a life of dignity with economic independence and hope for a better future!





# Overview

Women represent almost half of the 244 million migrants and half of the 19.6 million refugees worldwide. Women play a crucial role in caring for, sustaining and rebuilding their communities. StartupO Team will work as a consultant globally, running boot camps for Refugee Entrepreneurship. These boot camps empower women to fully embrace their power by finding their strengths and skill sets, ideating on a business idea and then creating a small homegrown venture.





# Vision

To see a world where there is acceptance and tolerance towards all refugees. No one is shunned or distrusted because they look different.





# Mission

To train 1 million refugee women in entrepreneurship and make them self-sustainable and successful entrepreneurs living a life of dignity and financial independence





# Problems to solve

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To find a sustainable solution for societal integration for women who for reasons of persecution have left their native country and have become 'uprooted' and homeless.

2

Unemployment and cost of supporting a refugee family by the host country

3

Acceptance from the citizens of the host country

4

Kickstarting an eco-system which can self absorb refugee workforce into refugee started businesses



# Project objective

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To train refugee women on Entrepreneurship via Bootcamps

Ideation to Manifestation

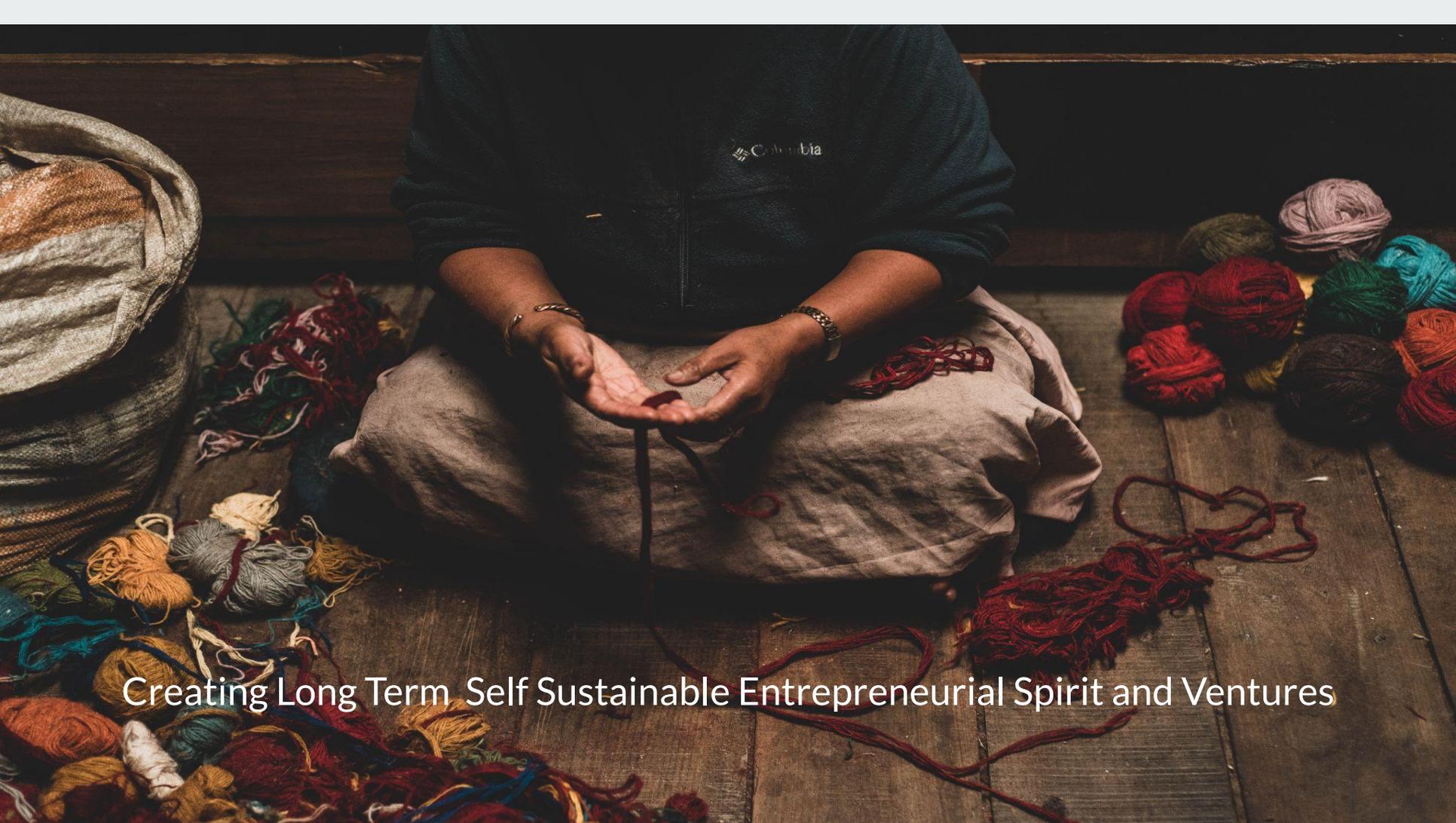
Business Plan Creation

Support to kickstart their venture with zero or low investment requirements

Continuous support through access to free resources and mentorship

Conducting follow through short camps

Accelerator access for scaling businesses



Creating Long Term Self Sustainable Entrepreneurial Spirit and Ventures



## Why?

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There can be no real peace and economic development in this world if we don't find a sustainable solution to integrate the displaced and uprooted refugees into the host country with a self-sustainable source of livelihood

Our proposed solution to this ever increasing problem for country governments, The United Nations and Refugee Councils worldwide is to train the women to become entrepreneurs, so they can pull their families forward, find dignity in their work, a hope for a better life for themselves and their children and gain economic independence

When we empower them, they will become the catalyst to empower others who follow them!

Let us join our hands in an all-out effort to give them a right to a life of dignity

# What



Refugee Employment generation through Women  
Entrepreneurship

Creating Self Sustainable livelihoods

Entrepreneurship & employment eco-system creation

Gender Equality

Making women contributors to the GDP of the country

Create social acceptance in host country

Empower them with a life of dignity & economic  
independence





# How?



## 21 day Entrepreneurship Bootcamp

To take the women through a journey of how to ideate for a business idea based on their skill sets, interests and abilities and creating a business plan from it

## Venture kickstart

To help them launch their businesses and give them the help and assistance they need to market themselves and start establishing their work

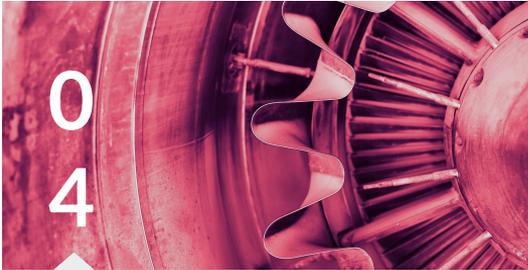


## Collaboration with local Resource Center

Partnerships and collaborations with local stakeholders to help the women promote their business, get them help where they are stuck and give them the launch pad they need



# How?



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## Mentor & Resource Support Continuance

We will continue to guide them, mentor them, get them experts for technology, growth, branding to help them grow and scale

## Network & Promotion of Refugee Ventures

Use our social media networks to help boost the ventures of the refugee women, create collaborations and partnerships to bring them to light.



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## Accelerator Program for FastTrack Biz

StartUp-O has an accelerator program for ventures that see quick growth and need growth spurts



# Curriculum

StartUp-O with team lead Nidhi Mehta, has a robust and tested curriculum delivered by industry and academic experts to train the women on Entrepreneurship as a concept, take them from Ideation to Manifestation, give them tools and techniques to build their business plan with the trainer and help them convert it into a startup venture

## The curriculum

- Ideation
- Market survey
- Customer Validation
- Business Plan creation (Blueprint)
- Sales and marketing plan
- Profitability calculation, pricing and other financial tools applicable for the venture
- Continuation plan after



## Target audience & Partners

Refugee women around the world  
displaced due to civil and political  
conflicts

UNHCR

Refugee Councils

Government

Not For Profit Organisations supporting  
refugee induction





# Deliverables

Entrepreneurship training for refugee women and getting them ready to embark on their own ventures for self sustainability. This will be done in collaboration with local host partners who can assist in legal frameworks to get their business off the ground

## Business Blueprint

Business Plan Deck ready at the end of the bootcamp to give them a strategy to follow through

## Business KnowHow

Train them in the business know how in all functional areas

## Go-To Market Strategy

A strategy for each venture on how to launch into the market and get their feet off the ground



# Team

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# Anuj Jain

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Anuj is the Founder of StartUp-O specializes in driving growth, scaling startups & enabling transitions. He has over 20 years of hands-on experience in the 'Go-To-Market' strategy & execution domain, in 14 countries across Asia. He held leadership positions & managed multi-cultural commercial teams for FMCG institutions like Procter & Gamble, Glaxo SmithKline Beecham, Wipro & BIC.

He lives in Singapore and has an MBA degree from SP Jain Institute of Management & Research in India (1998) and an honors in Physics from the University of Delhi. A strong believer in the 'Pay it Forward' philosophy, he is passionate about enabling success for entrepreneurs & firmly believes in a platform-cooperative model influencing the future of work.



# Nidhi Mehta

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Nidhi comes with an entrepreneurial experience of 19 years and two years of work experience with McKinsey & Co. An MBA Graduate from SP Jain Institute of Management & Research and an LSR Graduate in B.Com Hons. Nidhi has a certificate in Entrepreneurship from ISB Hyderabad & HarvardX She has built and sold two ventures in USA & in India. Nidhi received the distinguished Women's Economic Forum Award of "Iconic women creating a better world for All" for her contribution in the field of "Corporate wellness and well being : Transforming Leadership".



She is a growth strategy and marketing consultant for women-led startups and speaker on Entrepreneurship and a TedX speaker. She is an evangelist for Refugee Entrepreneurship and a certified Transformational leadership coach.



**Let's make a difference  
together in the lives of  
those, who are  
vulnerable and need our  
support the most!**

