



SAME

Newsletter

Newsletter for Synergy for Adult Migrants Entrepreneurial journey- SAME



Co-funded by the
Erasmus+ Programme
of the European Union

About Project

The project is a cooperation partnership aimed at promoting, up-skilling, and empowering young adult migrants (20 to 40 years) who are vulnerable and facing social exclusion with social entrepreneurship and start-up co-creation competencies with focuses on synthesizing and designing ideas for social good; tools necessary to successfully start up, manage and scale-up innovative for sustainable businesses.

Objectives of the project

- Economic empowerment of at least 18 marginalized and vulnerable young adults (aged 20 to 40 years) through social entrepreneurship education;
- Boosting the socio-economic engagement of marginalized, economically disadvantaged and vulnerable young adults through a series of capacity
- Building events using non-formal training methods;
- Development of a platform, a social entrepreneurship workshop resource toolkit;
- Developing quality methods, methodologies, and educational materials, which promote self-employment and social entrepreneurship among the vulnerable group;
- Supporting, mentoring and coaching of the target group to launch their social start-up.

Motivation of the Project

Across Europe social entrepreneurs are stepping up to help address the social issues that have stemmed from both migration and pandemic crisis. Lack of access to credit and funding alongside with educational, religious, gender and language barriers further aggravate the issue. As a result, opportunities for high social impact and community-focused enterprises and entrepreneurs remain largely untapped. The small-scale partnership helps these target group to carry out independent social business planning to encourage societal transformation into job creation through sustainable innovation that induces positive social change according to international standards. The project is deliberately designed to be participatory in nature based on participants' own start up ideas and is intended to give the individuals the competence to develop in social business ecosystem through practical guide in structuring own venture(s) & critical thinking for businesses and solutions. The project is intended to help young adult and migrants find an easier start in translating ideas into business and can thus put the knowledge acquired through this project into practical use, as well as show possibilities to carry out their own business plans in their host countries.



Some snap shot from online workshop

Synergy for Adult Migrants Entrepreneurial journey- SAME

Online Workshop

Date: 08.11.2022 - 25.11.22

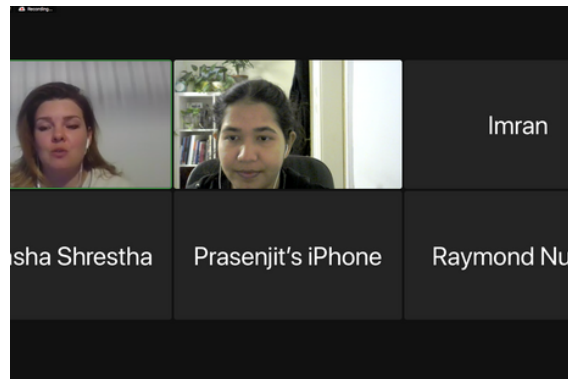
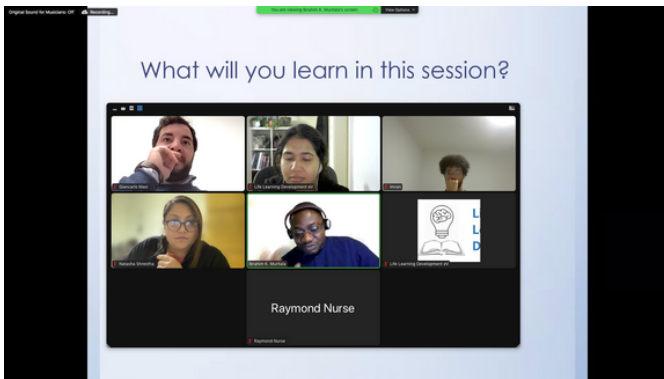
Teamwork
Coaching
Progress
Results

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Workshop Program Module

LLD e.V. November 8, Tuesday 4:30-7:30 PM • Social business model canvas & Value Proposition Canvas • Financing options for startups & social ventures	MVNGO November 22, Tuesday 4:30-7:30 PM • System Thinking • Storytelling as a tool for social good
LLD e.V. November 10, Thursday 4:30-7:30 PM • Digital Marketing for start-ups	MVNGO November 24 Thursday 4:30-7:30 PM • Venture and Product Branding for Entrepreneurs
Mobexp November 15, Tuesday 4:30-7:30 PM • Emotional Intelligence	LLD e.V Mobexp November 25, Friday 4:30-7:30 PM • Expert Advice on what you need for starting a Company/Organisation in Italy • Expert Advice on what you need for starting a Company/Organisation in Germany • Expert Advice on what you need for starting a Company/Organisation in Sweden
Mobexp November 17, Thursday 4:30-7:30 PM • Understanding stakeholder analysis.	



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VENTURE & PRODUCT BRANDING

BY INNA SYGAL

Mobilizing Expertise, Sweden

Entrepreneurship

Entrepreneurship in its simplest definition, it means the action to undertake, to carry out a project, it is a process of discovery, evaluation and exploitation, so we can say that entrepreneurship is the fact of carrying out an activity of which we are ourselves-even the initiator. Its definition in the dictionary is in perfect connection with its real meaning, it is defined by 3 action verbs: try, commit and start!

In the current context where the labour market is in continuous evolution, the wage system is considered as a rigid example, it prevents employees from expressing their true potential. Entrepreneurship is an effective solution for anyone who has the ambition and courage to take the risk, create added value and meet an expressed need.



Who is entrepreneurship it for?

The reality is that everybody has an opportunity to get into. entrepreneurship. However, there are some qualities to being a good entrepreneur:

- Creativity: an entrepreneur must find innovative ideas to stand out and constantly renew himself.
- The will: an entrepreneur must be dynamic and ambitious to carry out his project.
- Rigor, organization: an entrepreneur must be structured to succeed in his business.
- Humility: an entrepreneur must constantly challenge himself, take a step back and accept criticism in order to improve.

Entrepreneurship: what are the advantages?

Entrepreneurship in Sweden attracts more and more entrepreneurs every year. Entrepreneurs are looking for a different work environment from what is normally done. They appreciate:

- The total absence of routine. The days of an entrepreneur follow each other, but they are not the same: ideas research, accounting, product/service development, marketing, etc. An entrepreneur must know (almost) everything!
- Freedom. A contractor works for himself and no one else. No need to submit to the authority and orders of a superior. Yes, you are the boss! In addition, you can very well decide to get up at 10 am on Tuesday or to take long breaks...
- The taste for challenge. An entrepreneur has the opportunity to stimulate the economy and create jobs. Thus, the entrepreneur generally has a taste for adventure, a desire to go above and beyond and to prove himself.



Entrepreneurship: what disadvantages?

Becoming an entrepreneur is not so simple. Indeed, entrepreneurship also has many disadvantages that tarnish this beautiful image of freedom and success:

- More work. Say goodbye to your 35 hours! Entrepreneurship takes a lot of time and work. Count at least 50 hours a week (if you are lucky enough to avoid work on weekends).
- Instability. Entrepreneurship is about accepting an unstable work life. You are never sure if you have a salary at the end of the month, and it is always variable.
- Pressure. Without a fixed salary, you live with a certain pressure: will you be able to pay your rent at the end of the month? What happens if you lose your biggest customer? If you have to stop everything, how will you pay your charges? How to deal with your employees?
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The great responsibility of a businessman, however exciting, generates a multitude of worries and risks. You must learn to live with this constant pressure.

Mine Vaganti NGO, Italy

What is entrepreneurship?

The Oxford dictionary defines entrepreneurship as: “the activity of making money by starting or running businesses, especially when this involves taking financial risks”.

Which are the skills of an entrepreneur?

The entrepreneurial mindset comprises a variety of abilities that must be carefully developed in order to realize a business idea. An entrepreneur, for instance, needs to be able to reconcile a desire for creativity with knowledge of how businesses operate, both from a financial and operational standpoint. Entrepreneurship entails knowing when there is a gap in the market that no other provider is filling and having the business acumen to recognize when to seize this unexplored opportunity.

A successful businessperson will have a variety of skills and traits, including the capacity to be:

- Curious;
- Adaptable and flexible;
- Persistent;
- Open to learning;
- Motivated.

Which are the main elements of entrepreneurship?

- The drive to create a business by a passion that transcends mere business mechanics;
- Perseverance;
- Resourcefulness;
- Open minded to fresh concepts;
- A fast-to-adapt quality.

Which are the main targets of entrepreneurship?

A target market is a collection of potential buyers who you identify in order to provide goods or services to. It is possible to separate each group into more segments. Typically, segments are categorized by age, region, income, and lifestyle. It is simpler to decide where and how to market the company once the target market has been identified.

Knowing the target market will help in finding customers who are prepared to pay for the goods or services you want to provide. This is a lot more efficient and cost-effective method of reaching clients and bringing in revenue.

Understanding your market will help you offer your goods or services more successfully to the correct kind of customers. You will be able to:

personalize your marketing to influence consumers to purchase your products/services depending on where they are, what media outlets they frequent, what their purchasing habits are.

Resources

<https://www.oxfordlearnersdictionaries.com/definition/english/entrepreneurship>

<https://online.stanford.edu/what-is-entrepreneurship>

<https://www.icsid.org/uncategorized/what-are-the-elements-of-entrepreneurship/#3>

<https://business.gov.au/marketing/identify-your-target-market>



Project Partners



Life
Learning
Development e.V.

<https://lldev.org/>



<https://minevaganti.org/en/>



<https://afridat.org/>
<https://sameconnects.com/>



<https://mexpert.se/>

To know more visit our SAME online platform

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