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WINBIZness

Plans Catalogue



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NAME PROJECT: Women's Innovative Business Incubation Zone

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Aim of the catalogue

The WINBIZness Plans Catalogue is a carefully curated compilation of the best business plans developed within the WINBIZ Business Plans contest, an initiative focused on enhancing key entrepreneurial skills among migrant women. This material has the purpose of empowering these women by providing them with the inspiration they need to turn their entrepreneurial ideas into profitable ventures.

Catalogue features

- *Unique Business Models:* the catalogue encompasses a collection of business models, from small-scale local businesses to scalable proposals. Each plan is designed to suit various industries, including hospitality, services, crafts, and more.
- *Various entrepreneurial profiles:* each business plan is accompanied by a short bio of its owner. Accordingly, the diverse profiles of the entrepreneurs display real-life case studies that provide valuable insights for aspiring women entrepreneurs in search of inspiration.
- *Interactive and accessible format:* the WINBIZness Plans Catalogue is available online through the [WINBIZ project's website](#) in English as well as in the partnership languages (Portuguese, Greek, German, Italian, Romanian and Macedonian).
- *Contribution to the promotion of female entrepreneurship in Europe:* the catalogue will display 17 business plans developed by migrant women from the WINBIZ partner countries.



Introduction of the WINBIZ project and the partnership

The core of the WINBIZ project is directly related to the framework of Europe's 2030 Strategy, targeting the efforts in raising the EU employment rate. As migration has proven to be a central element in the economical dynamics of the countries that host immigrants and their GDP growth, WINBIZ aims to contribute to an advancement in the process of integration/reintegration of migrant women in the European labour market.

The target group of the project is represented by migrant women with a non-Western background and medium-high levels of education. Additionally, in the context of the Russian-Ukrainian conflict that arose during the implementation of the WINBIZ initiative, the project team decided to consolidate EU's efforts in supporting refugees and include Ukrainian women engaged in migratory movement in the target group.

They have been engaged in a training pathway designed to enable the acquisition and development of personal, transversal and specific competencies and skills. The acquired skills aim to further generate well-being in their families, communities and the European society, as a whole.

More specifically, the WINBIZ project focuses on:

- Contributing to the development of migrant women's competencies in adult education through high-quality learning.
- Contributing to the promotion of open education and the development of methodological, didactic and technical innovations for the promotion of women's social entrepreneurship.

These objectives are achieved through the production of **four concrete results** developed during the project implementation:

- ✓ The [WINBIZ social report](#) a document aiming at outlining the local, national, and European framework of opportunities and barriers that migrant women may face related to their educational and training condition, access to the labour market and their full social integration.
- ✓ The [WINBIZ trainers and tutors toolkit](#) This product was created by compiling data from social research, technical and intellectual contributions from partners, already available OERs and input from potential trainers/tutors. The produced toolkit served as inspiration for the tutors involved in the piloting process of the WINBIZ training programme.



- ✓ A **150-hour-modular blended course** to be structured in blended mode. The course is hosted within an e-learning platform and aims to transfer knowledge to the target group and promote digital, entrepreneurial, intercultural and life skills.
- ✓ The **WINBIZness Plans Catalogue**, a document which brings together the 17 best operational business plans developed by the women who have successfully followed the training and who have obtained the highest score following participation in the final project work.

The results of the WINBIZ project have been designed to produce relevant outcomes in terms of direct and indirect impacts, as far as innovation is produced and the exchange of know-how between the involved organisations active in the education and training sector is promoted, and the social inclusion/empowerment of women and migrants is achieved.

Project partners:

Portugal (coordinator)



The **Portuguese Association of Start-Ups (APSU)** is an association that brings the Portuguese Start-Ups together in order to create synergies that will ultimately support the implementation of these companies. Consequently, APSU supports in a multitude of critical areas for the starting companies, like legal and fiscal support, provides a legal address and temporary offices to the associates, networking between the companies, trainings and discussion forums, etc.

Germany



Wisamar is a non-profit educational institute in Leipzig, Germany, acting in vocational, cultural and adult education. Wisamar works in labour market and social integration, further education, EU Mobility & Mobility Consultancy and as Project Office for different EU funded projects. Together with partners from the Leipzig-Halle region as well as from all over Europe they are committed to common European activities in education as well as regional development.



Greece



Hellenic Open University (HOU) is the only Greek State University that offers formal and non-formal lifelong education, in both undergraduate and postgraduate levels, to more than 40.000 students who are dispersed all over the country. Its training methodology combines distance learning with principles of adult education, relies heavily on digital material and virtual meetings and used online training platforms and tools.

Italy



EGInA Srl is a private training agency and consultancy body, operating in the field of EU projects and grants. The company has been founded by a team of project managers with long-term experience in the preparation, submission and implementation of project proposals, as well as in the coordination of international partnerships and the administrative and financial management of actions at local, national and EU level. EGInA Srl provides high-quality services and consultancy in different fields: Lifelong Learning and Higher Education; Research & Innovation; EU/International projects; Transnational mobility.

North Macedonia



CES Academy is North Macedonia's leading centre for vocational and adult education, dedicated to human capacity development. CES services include wide range of accredited programs, including vocational training, soft skills, digital and language competencies, and teacher development. Upholding the values of inclusiveness, quality, and innovation, CES Academy strives to create functionally literate citizens who contribute to sustainable development.



Romania



The **European Association for Social Innovation (EaSI)** is a European network, representing more than 30 organizations from 15 European countries which aim is the advancement of Social Innovation in Europe. EaSI specializes in implementing mobilization strategies, creating networks with key stakeholders in various sectors and disseminating lessons learnt, introducing IT components to learning processes.



Idea development & selection process of the 17 business plans

Throughout the piloting process of the WINBIZ training, the trainees received continuous guidance from the project team as well as experienced tutors specializing in soft skills and entrepreneurial coaching. This dedicated support ensured that the participants were equipped with the necessary tools and insights to thrive, fostering both personal and professional growth. Accordingly, some of the guiding sessions were dedicated to the development of concrete business plans, the WINBIZ tutors supporting the trainees to create a structured and well-informed material.

The WINBIZ Business Plans Contest came as a complementary opportunity for the trainees already involved in the WINBIZ training, as well as for external migrant women who were interested in opening a business in their host country. The contest was disseminated by all project partners at national level through social media posts and using their national partners network. The registration to the contest was made through a registration form, mainly structured on the central elements of a business canvas and also included the motivation of the business owner/s.

After the registration process, the national selection procedure was conducted by each partner country and was composed of **2 main stages**:

1. Eligibility selection phase made by the local WINBIZ partner implementation team

This phase aimed to sort the applications and eliminate the ineligible ones based on several eliminatory items.

Eliminatory items

- For the applications to be considered, the participants needed to submit their business idea within the proposed timeframe of 20th of April (9:00 CET) – 30th of April 2024 (23:00 CET).
- All sections of the form must have been completed.
- The applicant must be from the targeted profile - migrant women.
- One applicant/team can register only one business idea, and they can be only in one team.

2. The evaluation and selection phase conducted by the Evaluation Committee

This phase was the deciding selection stage, which implied that each committee member had access to all applications, analysed them and ranked them according to the dimensions set up in the evaluation methodology. The Committee was formed of national professionals and experts, who hold



expertise in business development, marketing, innovation and financial aspects. Accordingly, the Evaluation Committee made an evaluation based on the dimensions and indicators selected and narrowed down to the 10 best applications¹. The evaluation process continued with a group assessment consisting of a pitch made by the individual/group in which they presented their business idea. The pitch session was conducted online and implied a short presentation by the business owners enrolled in the contest and a short feedback session by the Evaluation Committee. After the pitch, the committee selected the final best 3 business ideas.

Evaluation dimensions

The general assessment was made in accordance with the following **7 dimensions**. Each dimension displays some related items that were included in the evaluation form and which were rated on a scale from 1 to 5. Each scale depicts the points that the applicant could receive for each item. The applicants with the highest score were selected to be in the top 3.

<p>Innovation</p>	<p>This section concerns the innovation elements posed by the business idea. What do we mean by innovation in business? <i>...it implies the reliance on creativity to bring out-of-the-box ideas or to deliver improvements to business processes, as well as being in an explorative pursuit (Fred-Ojala et al., 2018).</i></p> <p>Why assess the innovation aspect? <i>...innovation is a component producing effects in miscellaneous areas of an organisation: networks, procedures, product efficiency, involvement of customers and channels of communication (Benaim, 2015).</i></p>	<p>Indicators</p> <p><i>Well-defined innovation strategy – how does the applicant address innovation in their business</i></p> <p><i>Creativity</i></p>
<p>Feasibility</p>	<p><i>The business idea should be within their circle of capability. This will ensure that the speed of development will be fast (Linkedin, 2014).</i></p> <p><i>The feasibility assessment refers to assessing the business idea in detail to determine its viability. By means of this dimension, the evaluator should understand if the proposed costs and activities required to run and manage a business go hand in hand with the available resources (Queensland Government, 2022).</i></p>	<p><i>Viable timeline</i></p> <p><i>The idea matches the available resources</i></p>
<p>The value proposition</p>	<p>A value proposition is a brand's promise to provide tangible benefits to customers (Forbes, 2021).</p>	<p><i>Idea credibility</i></p> <p><i>Idea clarity</i></p>

¹ *please note that in some countries this number not applied as there were less than 10 applications.



	<p>A value proposition is a statement of value made by a business that outlines how the advantages of its goods or services will be obtained and experienced (CFI, 2024). This section aims to evaluate the credibility and clarity of the business proposal.</p>	<p><i>Exclusivity - can we get their product/service anywhere else?</i></p>
<p>Target market analysis</p>	<p>This section will assess how the applicant has presented the targeted market and how they have addressed the risks attached to it.</p> <p>The target market analysis is an essential element since it assists the business in developing efficient strategies. Moreover, it indicates a high-level perspective of the business field and highlights opportunities and limiting factors for enterprises that want to enter the market (Indeed, 2023).</p>	<p><i>Competition assessment</i></p> <p><i>Market saturation</i></p> <p><i>Market compatibility</i></p>
<p>Scalability</p>	<p>Scalability refers to a business's ability to handle and manage market demands to increase profit margin while growing sales volume (Forbes, 2021). Thus, it is the capacity of a business to perform well under a growing workload.</p> <p>Scalability is a key element that needs to be taken into consideration when evaluating a business idea.</p>	<p><i>Growing potential</i></p>
<p>Resource and budget distribution</p>	<p>This dimension addresses the evaluation of the resources and budget distribution, as this process is central when pitching a business idea.</p> <p><i>The resource allocation and budgeting process is one of the most decisive stages of planning (Green, 2007).</i></p> <p>This section is closely related to feasibility.</p>	<p><i>Reality-oriented distribution</i></p>
<p>Potential and impact</p>	<p>This dimension should address the overall potential of the business idea, as well as its impact.</p> <p>Is the business idea addressing a demonstrated market need?</p> <p>Is there a potentially growing market for the product/service?</p> <p>Related to one of the SDG</p>	<p><i>Idea connected to a specific need</i></p> <p><i>Risk management strategy</i></p>

Business Owners & Business Plans



Germany

1. Miss Cula Twerking Class

Name of the owner, name of the business idea & contact details

Constanza Manterola

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Phone number: +353861208879

Instagram account: <https://www.instagram.com/misscula/>

Entrepreneur description

Constanza is a 30-year-old Chilean woman. She has a degree in Education and spent 5 years teaching English in rural schools in her country. She emigrated at the age of 27 and began working in cleaning services as language barriers limit you to work in your field when you're in a new country. She currently lives in Germany, where she works as a Twerk instructor, holding her own classes in Leipzig.

Description of the business idea

Ms. Cula Twerking Class is an innovative initiative catering to the FLINTA community and individuals identifying as queer, providing a safe and inclusive environment for dance and fitness. The program aims to facilitate a profound exploration of body movement through irresistible Latin American rhythms. By fostering connections with our bodies and cultural roots, participants engage in a holistic experience that promotes self-expression, wellness, and empowerment. My mission is to create a space where individuals can authentically embrace their identities while cultivating a sense of belonging through dance and physical activity.



Existing resources & management

Constanza currently rents a studio where she offers 2 Twerk courses twice a week and 2 to 3 different dance workshops per month in Leipzig or nearby cities. She collaborates with Chilean entrepreneurs to sell dance clothing merchandise in my classes, workshops, and on her Instagram account. Constanza handles advertising through various channels such as her Instagram account, Telegram, and WhatsApp groups. She has a photographer and a graphic designer who create posters and manage her Instagram profile.

Value proposition & impact

Ms. Cula Twerking Class promotes inclusivity and diversity, creating a welcoming space for all gender identities, sexual orientations, and cultural backgrounds. They celebrate diversity by sharing unique perspectives and experiences. The program focuses on personal empowerment, helping participants discover their inner strength, self-confidence, and self-esteem through dance and music. The classes and events aim to connect participants with cultural roots, fostering an appreciation for the community's cultural richness. These values create a supportive environment, enhancing participants' sense of belonging, authenticity, and overall well-being.

Target market

The business targets individuals who value diversity, empowerment, and personal expression in their fitness and dance activities. The target market includes women and discidencies (LGBTIQ+ community) seeking a supportive and safe environment to dance. Additionally, Ms Cula Twerking Class aims to attract participants from various age groups and backgrounds interested in Latin American music and movement. The market encompasses local and international audiences seeking physical fitness, cultural enrichment, personal empowerment, and a sense of belonging within a vibrant, inclusive community.

Overall budget

The current overall budget is 400 to 500 Euros per month to rent the studio, pay services to promote the classes, tools to edit flyers, pay for the photos and designs, buy sport supplies and for transportation when the instructor visits other cities to collaborate with other dancers.



2. Yuca Collective

Name of the owner, name of the business idea & contact detail

Lorena Diaz Millan

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Entrepreneur description

Yuca is an audiovisual collective based in Leipzig, dedicated to creating projects that address political, cultural, social, and environmental issues. Their mission is to promote dialogue and social change through audiovisual production, amplifying the voices and narratives of migrant communities from the global South.

Description of the business idea

Yuca is an audiovisual collective focused on creating projects that address political, cultural, social, and environmental issues. Their mission is to promote dialogue and social change through audiovisual production. Yuca amplifies voices and changes narratives around migrant communities from the global South, aiming to raise awareness about the realities these communities face in Germany and beyond. Based in Leipzig, they actively generate networks and collaborations between Leipzig, diasporas and the global South. Yuca is particularly dedicated to showcasing the projects of migrants and change agents, highlighting their unique perspectives and contributions to society. Additionally, they offer workshops and learning spaces for the exchange of ideas and the development of audiovisual skills.

Existing resources & management

Yuca leverages a diverse team with a variety of backgrounds and skill sets, including some experts in audiovisual production as well as members with different profiles and experiences. This diversity enriches the collective's approach and fosters community collaboration. Yuca has established strong networks with migrant communities and organizations in Leipzig and the global South, facilitating partnerships and resource sharing. The management team is dedicated to creating an inclusive and collaborative environment, ensuring the effective execution of projects. Their resources include essential audiovisual equipment, access to production facilities, and an online platform to showcase their work and engage with a broader audience.



Value proposition & impact

Yuca's value proposition lies in its commitment to creating a safe space for migrants and amplifying their voices through powerful audiovisual storytelling. By producing high-quality, impactful projects, Yuca raises awareness and promotes social change regarding the challenges and contributions of migrant communities in Germany and beyond. Their work keeps political and social discussions alive, informing and educating viewers while inspiring action and empathy. The impact of Yuca's efforts is seen in the increased visibility and understanding of migrant issues, fostering a more inclusive and compassionate society. Their workshops and learning spaces empower individuals with audiovisual skills, enhancing their capacity for self-expression and advocacy.

Target market

Yuca targets a diverse audience that includes migrant communities, social activists, cultural enthusiasts, educators, and the general public interested in political, social, and environmental issues. Their reach extends to local audiences in Leipzig and international communities, particularly in the global South. By engaging with both local and global networks, Yuca aims to foster a broader understanding and support for migrant experiences and contributions.

Overall budget

Yuca's overall budget covers production costs, equipment maintenance, workshop facilitation, and operational expenses. Funding is allocated to ensure high-quality audiovisual outputs and the sustainability of their projects and programs. Additional resources are directed towards community outreach and collaborations. To achieve their mission, Yuca seeks funding from grants, partnerships, and donations, ensuring financial stability while maximizing their social impact.





North Macedonia

1. Vegan café – Gustoso -Guistoso

Name of the owner, name of the business idea & contact detail

Tetiana Lisak

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Entrepreneur description

Tetiana is a calm, positive, and dedicated professional known for her responsibility, precision, and kindness. As a skilled cook, she actively promotes Ukrainian cuisine and veganism, advocating for animal protection and ethical eating practices.

Description of the business idea

Tetiana's business idea is to open a vegan café in Skopje, providing affordable, plant-based fast food. Gustoso-Guistoso will offer possibility of eating on site, buying takeaway and delivering orders. The café will feature traditional Ukrainian dishes along with international vegan options, using local and Ukrainian ingredients. With no existing exclusively vegan restaurants in Skopje, this café aims to fill that gap. It will also serve as a community hub gathering the Ukrainian people and their supporters. The local will be pet-friendly, offering vegan snacks and meals for pets and will promote ethical eating and humane treatment of animals.

Existing resources & management

This business idea has been carefully developed over time, with a strategic plan to fund it through a combination of personal savings, a small grant from the employment agency (€5,000), a bank loan, and donations. The estimated startup budget is between €20,000 and €25,000. A detailed menu with cost estimates has been prepared, along with a detailed list of kitchen equipment and inventory. All



suppliers have been identified and contacted. Tetiana's proven managerial skills and detail planning already implemented, ensure a solid foundation for the success of the business.

Value proposition & impact

Tetiana's café will be the first plant-based fast-food spot in Skopje, offering delicious, affordable meals with quick service and a convenient, pet-friendly environment. The café prioritizes equal access to high-quality, plant-based food, promoting a healthy diet and a humane, sustainable world through eco-friendly packaging and waste management. Beyond serving food, it aims to create a community hub, popularizing Ukrainian and Balkan cuisines, while supporting causes like fighting hunger and helping victims of wars and natural disasters. The café will also serve as a welcoming space for the Ukrainian diaspora and like-minded individuals.

Target market

This vegan café targets a diverse market, including vegans, vegetarians, and those interested in plant-based foods, as well as tourists, animal protectors, and the Ukrainian community. It appeals to individuals seeking affordable, fast, and high-quality meals, those adhering to fasting, and those curious about trying new and exotic cuisines. Gustoso-Guistoso has strong potential due to limited competition, unique offer and diverse customer targets. Growth strategy is to expand the business in new locations (Ohrid, Bitola) and expansion in the region (Bulgaria).

Overall budget

Tetiana's business plan includes an initial investment of approximately €20,000 to €25,000, covering setup costs for kitchen equipment, furniture, design, and initial inventory (€10,000). Monthly operational costs, including rent, utilities, salaries, and supplies, are estimated at €8,950. An additional €1,000 is allocated for marketing and promotions, with a €2,000 contingency fund for unexpected expenses. This careful financial planning ensures the business remains accessible, manageable, and sustainable, while maintaining affordability and profitability.



2. Happy Travellers - Language School of Dasha Boz

Name of the owner, name of the business idea & contact detail

Daria Kocaboz

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Contact phone number: +380960567791

Entrepreneur description

Daria is a professional teacher of English and German from Ukraine, with a Master degree and extensive professional experience as a translator. She is fluent in Russian language. On a personal level, she is communicative, ambitious and very active. She loves nature, long walks and sports.

Description of the business idea

Daria developed her idea for "HAPPY TRAVELERS - LANGUAGE SCHOOL OF DASHA BOZ" after her engagement with Red Cross in Skopje, where she taught English to Ukrainian people. The ongoing war in Ukraine has displaced many persons who now need to learn English or German to adapt to their new environments. Recognizing this market potential, Daria created an online platform offering language courses tailored to various learner categories. The platform's key differentiation is its team of professional mentors who are native Ukrainian speakers, enabling them to better address the specific needs of Ukrainian learners.

Existing resources & management

Daria has a Master's Degree in Philology (English and German). She is experienced in teaching several English subjects (phonetics, grammar, English language history, English literature etc.) at Kherson State University (Ukraine). She is skilled in preparing lesson plans, curricula, and effective teaching methodologies. Furthermore, a comprehensive list of all resources required to create the online platform has been prepared, ensuring every aspect of the project is well-planned. The project team is strategically selected to respond to diverse learner categories, with tailored course offerings designed to meet the specific needs of Ukrainian-speaking learners. This strong foundation in resource management and planning ensures the platform's successful launch and ongoing operation.

Value proposition & impact

"HAPPY TRAVELERS - LANGUAGE SCHOOL OF DASHA BOZ" offers significant value by strengthening social ties among Ukrainians across different countries and fostering integration and inclusion. The platform enables Ukrainian migrants to enhance their self-esteem and build valuable



networks through language learning. It supports economic and social integration by improving their ability to communicate effectively, understand cultural nuances, and engage in business and travel opportunities. By providing access to high-quality language education, the platform aids in career and business development, ultimately contributing to personal and professional growth for its users.

Target market

Daria's online platform targets Ukrainian refugees across Europe, including countries like Poland, Germany, and the UK, who need to learn English or German for everyday communication, study, work, and travel. Total number of Ukrainian citizens that are currently residing outside Ukraine is 6 million around Europe and 6,5 million worldwide as of February 2024. The platform addresses the urgent need for language skills among Ukrainians adapting to new environments.

Overall budget

The total estimated cost for establishing Daria's business ranges from €15,000 to €20,000, which can be managed through monthly payments to avoid initial borrowing. The budget includes €28,000 annually for salaries, €12,000 for software solutions, €6,000 for marketing, and €6,000 for other professional services, with the remaining funds allocated for ongoing operations. With careful planning, the business is projected to start positively and remain sustainable, even during months with lower income.



3. Beauty salon Perfect

Name of the owner, name of the business idea & contact detail

Evgeniya Miroshnichenko

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Entrepreneur description

Evgeniya is a young lady, who radiates positive energy and beauty, representing a true symbol of Ukrainian women beauty. She cultivates her own style for care and maintenance of her face and body, aiming to share and translate her knowledge into a unique business idea.

Description of the business idea

Evgeniya's business idea is to establish a premier beauty salon offering advanced facial treatments, laser epilation, massages, and manicure and pedicure services. Utilizing state-of-the-art equipment and natural-based products, the salon will focus on holistic face and body care. It will also provide educational programs, particularly for young people, on natural skincare and distinguishing between natural and chemical products. The salon will focus on reducing the risk of exposure to carcinogenic substances in cosmetics and avoiding poor-quality equipment that can cause skin issues. The salon aims to foster awareness of healthy living and environmental care, creating a unique destination for those seeking high-quality, natural beauty solutions and holistic wellness.

Existing resources & management

Evgeniya brings advanced expertise in face and body care, specializing in natural-based products and their application. Her extensive knowledge and personal experience in skincare have led her to be asked often for advice on face and body care. She aims to transfer this practise into a real world business. The salon will be funded initially with her own resources, with additional funding sought through grants, loans, or credits for equipment and initial materials. Evgeniya will start as the sole employee, working closely with regional stakeholders to ensure a successful launch and operation of the salon.

Value proposition & impact

Beauty salon Perfect will offer a unique value proposition by providing high-quality, natural-based cosmetic treatments that prioritize client health and well-being. The salon addresses the risk of harmful substances and poor-quality equipment that can lead to skin issues. The implementation of this business idea not only enhances individual beauty and wellness but also educates clients on



the benefits of natural skincare. It promotes healthy living and environmental responsibility while setting a standard for high-quality, ethical beauty practices. This approach fosters a more informed, health-conscious community and supports sustainable practices in the beauty industry.

Target market

The primary market includes health-conscious individuals seeking effective skincare solutions without harmful chemicals, as well as those interested in preventive care and holistic wellness. The salon also appeals to younger people eager to learn about natural beauty and skincare practices. Additionally, it attracts environmentally aware consumers who prioritize sustainability and ethical practices. By these segments, the salon meets the demand for safe, effective, and eco-friendly cosmetic treatments.

Overall budget

Evgeniya's salon will be funded through a combination of personal savings, a voucher from an unemployment program, and a bank loan. The initial capital required for the business setup is €6,700, which will be sourced from subsidies or grants for new job creation, with a backup plan for a favourable loan if necessary. Monthly revenue is projected to start at a minimum of €100 per day. The business is expected to break even by the fifth month and achieve profitability by the end of the first year, with ongoing investments planned to support future growth and sustainability.





Romania

1. Glamping and adult vacation camp

Name of the owner, name of the business idea & contact detail

Svitlana Koretska

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Description of the business idea

This business idea aims to provide a unique retreat for individuals seeking connection, relaxation and adventure in the heart of nature. Its mission is to provide transformative experiences that combine the luxury of glamping with the enriching activities and community-focused approach of an adult vacation camp.

Glamping Accommodations: Luxury tents, cozy cabins, and comfortable communal areas.

Adult Vacation Camp Activities: Yoga sessions, wellness workshops, outdoor adventures, team-building activities, art classes, and themed events.

Additional Services: Catering, guided tours, transportation, and customized packages.

Existing resources & management

The Glamping and adult vacation camp has significant growth potential driven by the rising demand for experiential travel, wellness tourism, and unique accommodation options. The business model is highly scalable, allowing for expansion to additional locations and the introduction of new offerings and services. With strategic planning and execution, the team anticipates steady financial growth driven by increasing occupancy rates, revenue diversification, and operational efficiencies.



Value proposition & impact

This venture aims to have a positive impact on multiple fronts. Firstly, the business seeks to boost tourism in underdeveloped regions of Romania, thereby contributing to local economic development and job creation. Additionally, by offering a space for individuals to unwind, socialize, and engage in new experiences, the team hopes to promote mental well-being and personal development among our guests.

Target market

The target group includes individuals seeking immersive travel experiences, personal growth opportunities, and connections with nature and community.

Client profile - The ideal clients are primarily aged 25-45, with disposable income and an interest in outdoor recreation, wellness activities, and holistic wellness. The business's target market consists of solo travellers, couples, and small groups, with a focus on urban professionals, adventure seekers, and wellness enthusiasts. They value unique experiences, authenticity, and meaningful connections.

Overall budget

Initial Investment: The initial investment needed for launching the Glamping and adult vacation camp venture is €300,000. This includes funding for infrastructure development, staffing, marketing, guest experience enhancement, operational expenses, and a contingency fund.

Revenue Generation: The business will generate revenue through various streams, including accommodation fees, activity fees, merchandise sales.



2. Family type co-working space

Name of the owner, name of the business idea & contact detail

Anastasiia Tambovtseva, Olha Dobroserdova and Hanna Kliarska

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Entrepreneur description

The three founders, Anastasiia, Olha and Hanna, have an experience in the education business field. Anastasiia is an educator of the foreign languages. Promoter of the Romani language, history and culture, as well as accessible primary education. Influencer. Author of the educational materials in Romani (Gypsy). Olha is an elementary school teacher, kindergarten teacher, and travel agent. Hanna is a teacher of the Ukrainian language, kindergarten teacher, and a student at the University of Bucharest.

Description of the business idea

Family type coworking - a centre for parents and children. It is a working space with a component of organizing leisure for children. Space where children could be left under supervision, while their parents have an opportunity to work remotely. Space where parents can leave their child under supervision, children's area, early development of children, additional classes of the preparation for school, language courses, classes on comprehensive child development, separate working zone for parents.

Existing resources & management

Personal savings and investments. The team is currently looking for a sponsor to launch this startup.

Value proposition & impact

Coworking with a childcare component, offering different options for childcare services. Such coworking spaces offer a safe environment where parents can work productively while their children enjoy playing and learning together.

Target market

Working parents and their children.



Overall budget

Our short-term budget plan is (for 3 months) 32000 EUR:

1. Rental payment + utilities - 6000 EUR/month
2. Furniture - 10000 EUR
3. Payments (salaries, wages, benefits) - 15000 EUR
4. Advert - 1000 EUR.



3. Art Hub 19

Name of the owner, name of the business idea & contact detail

Lena Panasiuk

Contact email: lenulichek@gmail.com

Entrepreneur description

The initiator of the project is - Lena, artist and fine arts teacher. She has a Bachelor's degree in economics and Master's degree in philology and is a member of IWS global. As Artolution project trainer, she has successful experience of leading social projects. Among her students are winners who took 1st and 2nd places in international art competitions, including the Grand Prix winner.

Brief description of the business idea

The Art Hub is a space for freelance artists from beginners to professionals; it is a place of ideas and inspiration for creative people, it could be mosaics or sculpting, or wood carving. This is a workshop for everyone who does not have their own space for creativity and for those who need a change of environment to find the inspiration.

In the art hub you can learn and teach, find like-minded people and partners for collaboration. The spaces of the art hub are open to master-classes and art events, both on a commercial and charitable basis. Here you can drink coffee while you create a masterpiece, or tea while you relax and look for a new idea. This is a great place for people of all generations: kids can create without threatening the interior of their apartment, teenagers can communicate and spend time productively without gadgets, in real society, older people can find a new hobby! Everyone could be interested - tourists, immigrants, locals. In the art hub, it is creating a community, a place for uniting different nations, cultures, but with one common idea - art.

Value proposition & impact

There is a huge positive impact from creative activities. It helps our mental health. Creativity helps expand horizons, improve fine motor skills, develop thinking and imagination, so many people strive to find creative activities for their preferences. The art hub will feature several types of classes in one place, making it convenient to visit.

Target market

Local residents. Immigrants and refugees (currently more than 6,000 people from Ukraine live in Brasov, most of them do not know the Romanian language to attend local art schools).



Students. In Brasov there are 4 colleges and famous in Europe – Transylvania University, which graduated more than 20 thousand students in 2022.

Tourists. Brasov is a very touristic city, both in winter due to the Poiana Brasov ski resort, and in summer due to comfortable conditions for hiking. A visit to an art hub will also be as exciting as a visit to any other gallery or museum.

Professional artists (local and nearby cities).

New artists.

Overall budget

100,000 euros of donor investment for the opening and launch of an art hub. Donor money covers 6 months of rent for premises, salaries for employees, utility bills and the purchase of equipment and materials. The initial funding for Art Hub /19 will be strategically allocated: 40% for securing a suitable space and necessary modifications, 25% for hiring staff, 20% for purchasing equipment and materials, 10% for marketing and promotion, and 5% for contingency expenses, ensuring a successful launch and sustainable operation.



4. Julos Special Kids Centre

Name of the owner, name of the business idea & contact detail

Iuliia Osipishyna

Contact email: osipishinajul@gmail.com

Phone number: +380503180760 (messages), +40724617754 (phone calls)

Entrepreneur description

Iuliia is a 37-year-old psychologist with 15 years of experience, she specializes in working with adults, norma-typical and special children. As a mother of a daughter with autism, she is dedicated to opening a centre in Bucharest to support and empower children with special needs, fostering their development and well-being.

Description of the business idea

Julos is a specialized personality development centre in Bucharest, offering tailored psychological support and therapy for special needs children from Ukraine and English-speaking individuals. They provide a comprehensive range of therapies, including sensory integration, speech therapy, ABA, play therapy, and CBT. The mission of the centre is to empower these individuals and their families by addressing their unique needs and fostering holistic development. With a team of experienced professionals, Julos aims to fill the gap in the market for inclusive and personalized support services for special needs individuals.

Existing resources & management

Julos Centre is equipped with specialized resources, including sensory room, therapy equipment, and educational tools tailored to each child's needs. The management team consists of experienced professionals, including: psychologist, therapist, masseur, rehabilitologist, osteopath, craniosacral therapist who work collaboratively to design individualized care plans. Regular training sessions ensure that staff are up-to-date with the latest therapeutic techniques. The centre employs a comprehensive approach, utilizing five different therapy methods—sensory integration, speech therapy, ABA, play therapy, and CBT—to maximize treatment effectiveness and support. Family involvement is encouraged through workshops and support groups, fostering a holistic approach to care.

Value proposition & impact

Julos is guided by compassion, inclusivity, and excellence. The centre prioritizes empathy and understanding in their interactions with clients, ensuring that they feel heard, valued, and supported



throughout their journey with us. Inclusivity is at the core of their approach, as they strive to create a welcoming and accessible environment for individuals of all backgrounds and abilities. Additionally, they are committed to excellence in everything we do, from the quality of our therapies to the professionalism of our staff, continuously seeking to improve and innovate to better serve our clients.

Target market

The target market includes families with special needs children from Ukraine who have relocated to Bucharest, as well as English-speaking individuals residing in the city. Additionally, they aim to attract families from other regions of Romania and Ukraine who are seeking high-quality support services for their loved ones. This market is diverse and dynamic, consisting of individuals from various backgrounds and socioeconomic statuses who need specialized care and support.

Overall budget

For one year, Julos requires an investment of €173,450. This amount will cover initial setup costs €6,000 (company registration, branding, and necessary equipment), rent and utilities €21,450, salaries €106,000, supplies for therapy €28,500, advertisement costs €1,100, investments €8,000 earmarked for the sensory room and climbing corner, €2,400 for unexpected expenses.

This funding enables the maintenance of a high standard of care and creates a nurturing environment conducive to the holistic development of their clients.





Portugal

1. ECOCAFÉ (Café Ecológico)

Name of the owner, name of the business idea & contact detail

Gislaine Veríssimo Pereira da Cruz

Contact email: gislaineverissimo16742@gmail.com

Entrepreneur description

Gislaine is a 36-year-old woman, a mother, and a Brazilian living in Portugal. With a background in pastry making, she is passionate about blending health and flavour in her creations. Gislaine is committed to using eco-friendly practices and sustainable ingredients, ensuring that every bite is both delicious and kind to the planet.

Description of the business idea

Eco Café (Eco Café) is a unique pastry shop that blends health and flavour with a deep commitment to environmental responsibility. They specialize in healthy and sustainable pastries, utilizing natural fermentation and potato-based ingredients to enhance both nutrition and taste. Eco Café believes that enjoying delicious treats shouldn't come at the expense of your health or the planet. Their eco-friendly approach ensures that every bite is crafted with care for both people and the environment.

Existing resources & management

At Eco Café (Ecoa Café), they effectively utilize existing resources by embracing sustainable practices and minimizing waste. The management strategy focuses on optimizing ingredient use through natural fermentation and potato-based recipes, which not only enhance nutrition but also reduce environmental impact. The business prioritizes local sourcing and eco-friendly packaging to further support their commitment to sustainability. By streamlining operations and fostering a culture of environmental responsibility, they ensure that the resources are managed efficiently while delivering delicious and health-conscious pastries.



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NAME PROJECT: Women's Innovative Business Incubation Zone

Value proposition & impact

The investment of approximately €40,000 in Eco Café (Ecoa Café) promises significant impact by promoting better health, environmental awareness, and innovative food use. Their commitment to healthier pastries, local sourcing, and sustainable practices not only enhances nutritional value but also supports eco-conscious consumption. By investing in Eco Café, you contribute to a healthier community and a more sustainable future, all while fostering local economic growth.

Target market

Eco Café (Ecoa Café) caters to health-conscious individuals who value sustainability. Their innovative pastries, made with natural fermentation and potato-based ingredients, offer a delicious and nutritious alternative. They prioritize local sourcing and eco-friendly practices, so you can enjoy treats that are kind to both your health and the environment. Join in savouring a guilt-free indulgence that supports a greener, healthier future.

Overall budget

To launch Eco Café (Ecoa Café), the estimated budget is of around €47,000. This covers location and renovations (€18,000), kitchen equipment (€12,000), initial inventory (€3,000), and eco-friendly packaging (€2,000). Additionally, €11,000 is allocated for staff salaries and utilities for the first three months, with €3,000 set aside for marketing and online presence. This investment ensures a strong start and supports our commitment to sustainability.



2. Kwá Nón (Nossa coisa, Nossa cultura)

Name of the owner, name of the business idea & contact detail

Cleide da Conceição Soares

Contact email: soarescleide108@gmail.com

Phone number: 963796540

Entrepreneur description

Cleide is a 21-year-old São Toméan residing in Portugal for the past two years. Currently in she is in her third year of a Multimedia course, however, her true passion, lies in culinary arts and pastry. With an entrepreneurial and creative mindset, she aspires to transform this passion into a successful business.

Description of the business idea

Cleide's business idea is to open a bakery and a restaurant, with future plans for expansion, including a dedicated app and the production of goods for other companies. The restaurant will offer traditional dishes from São Tomé and Príncipe, giving customers an authentic culinary experience. The bakery will feature traditional sweets and irresistible desserts like Izaquente de açúcar, coconut corn rice pudding, and fiote, along with snacks like palapala and açucarinha, available for direct purchase or by order. The long-term vision is to expand and share the flavours of São Tomé and Príncipe across Portugal, through multiple branches and distribution in supermarkets, bringing these delicacies to a broader audience.

Existing resources & management

As this idea has been on her mind for some time, she already started saving, setting aside part of her earnings to fund her business with her own savings. If the capital isn't sufficient, she plans to apply for a bank loan. To ensure success, she'll establish a detailed financial management strategy, including budgeting, cost control, and cash flow monitoring. She'll also explore strategic partnerships and consider hiring a small, skilled team to handle operations efficiently, ensuring the business remains profitable and sustainable in the long term.

Value proposition & impact

It's a unique business in the Portuguese market—a restaurant and bakery that will introduce the culture of São Tomé and Príncipe to the world. The goal is to share the flavours of São Tomé and Príncipe with everyone. To achieve this, Cleide will implement a strong marketing strategy, focusing on brand recognition and customer engagement. Careful management of supply chains and sourcing



authentic ingredients will be crucial. Additionally, she'll ensure consistent quality and service by developing clear operational guidelines and staff training programs, aiming to create a memorable experience that keeps customers coming back.

Target market

After analysing the market, Cleide discovered an opportunity to establish her business in cities lacking similar offerings, such as Porto and Aveiro. These cities present strong potential due to limited competition and diverse customer demographics. Cleide believes these locations will be ideal for launching my restaurant and bakery, appealing to people of all ages and nationalities, ensuring a broad customer base.

Overall budget

The financial planning for both the short-term and medium-term will ensure that costs remain accessible and manageable. Cleide estimates an initial investment of approximately €50,000 to €75,000 for setup, including premises, equipment, and initial inventory. Ongoing operational costs will be carefully budgeted to maintain affordability while achieving profitability. This approach will cater to a range of budgets, ensuring financial feasibility and sustainability.



3. Martins Saúde (Health Care)

Name of the owner, name of the business idea & contact detail

Monique Martins

Contact email: martins.terapeuta@gmail.com

Entrepreneur description

Monique is a 36-year-old woman, a mother, and a Brazilian living in Portugal. With a background in pastry making, she is passionate about blending health and flavour in my creations. Monique is committed to using eco-friendly practices and sustainable ingredients, ensuring that every bite is both delicious and kind to the planet.

Description of the business idea

The “National Diabetes Program - Challenges and Strategies 2021,” presented by the Directorate-General for Health in November 2022, reveals that Portugal has a high prevalence of diabetes and lower limb amputations, with over 830,000 patients in the National Health Service (SNS). Diabetes complications include loss of vision, kidney function, foot injuries, heart and brain diseases, and premature death. To address these challenges, the business provides prevention, protection, and specialized care, including wound treatment, ostomies, fistulas, drains, catheters, and incontinence. Their focus is on self-care education and improving quality of life, with specialized and innovative nursing care. Specialized home care reduces hospitalizations, infection risks, and complications, speeding up recovery.

Existing resources & management

Currently, their specialized diabetes care is delivered by a single, highly skilled nurse with expertise in ostomy care, wound management, and chronic condition support. Utilizing evidence-based practices and innovative approaches, she focuses on home care to minimize hospital stays and reduce infection risks. Her role includes regular patient assessments and tailored education to enhance self-care. Despite being a small team, they manage resources effectively to provide high-quality, personalized care that improves patient outcomes and quality of life.

Value proposition & impact

Their specialized diabetes care offers personalized, evidence-based home treatment from a highly skilled nurse. By focusing on ostomy care, wound management, and chronic condition support, Martins Saúde reduces hospital stays and infection risks while enhancing patient self-care. This approach not only improves the quality of life for patients but also streamlines recovery, lowers



healthcare costs, and minimizes unnecessary hospital readmissions. The impact is a more efficient and humane care experience, leading to better health outcomes and increased patient satisfaction.

Target market

Martins Saúde's services target individuals with diabetes, particularly those with complex needs such as ostomies, chronic wounds, and incontinence. They focus on patients who require specialized home care to manage their condition effectively and improve their quality of life. The primary market includes those in need of personalized, evidence-based support to reduce hospital stays and enhance self-care in a home setting.

Overall budget

The budget allocates €50,000 annually: €30,000 for the nurse's salary, €10,000 for medical supplies and equipment, €5,000 for ongoing training, and €5,000 for administrative and marketing expenses. This allocation ensures high-quality, personalized care, supports continuous professional development, and enhances outreach to patients, optimizing overall service delivery and patient satisfaction.





Greece

1. V' Hart

Name of the owner, name of the business idea & contact detail

Rogo Vilma

Contact email: vilmamuco@hotmail.com

Entrepreneur description

Rogo is a quilling artist with 4 years of experience creating intricate paper art. Skilled in various quilling techniques and designs. Background in teaching, interpreting, and customer service. Fluent in Albanian, English, Greek, and Italian. Passionate about creative arts and community involvement through voluntary teaching and secretarial roles.

Description of the business idea

V' Hart is a sole proprietorship providing handmade wall and office decorations with the technique of quilling and educational quilling workshops. The core values of the enterprise include localism in terms of collaborations, customer relations etc. and cooperation with relevant stakeholders.

Existing resources & management

As mentioned, V' Hart is a sole proprietorship and with the owner being an expert in quilling technique. The investment cost of the enterprise is 3.520,00€.

Value proposition & impact

Value proposition - provision of original and customizable art and the opportunity to be involved in art & crafts.

Impact – the impact is focusing on enhancing peoples' creativity by their participation on the workshops and their contribution in the creation of the artworks.



Target market

The target market is focusing on women that resident in Patras, with a primary focus on women aged 40+. This target group are women interested in creating a cozy atmosphere in their living environments, as well as finding a creative way to spend their leisure time.

Overall budget

The total operational cost for the first year is 22.485,00 €. The highest amount is allocated to payrolls costs (14.895,00€) while marketing & advertising costs, costs of material, space costs and other operating costs are described in detail below.

Operational costs	2025	
	Monthly	Annual
Description		
Rent	50 €	600 €
Utilities	20 €	240 €
Accountant	100 €	1,200 €
Marketing & Advertising Costs	150 €	1,800 €
Payroll costs (14 salaries)	1,064 €	14,895 €
POS system	13 €	150 €
Materials	200 €	2,400 €
Other Expenditure	100 €	1,200 €
Total:	1,696 €	22,485 €



2. Happy Orange

Name of the owner, name of the business idea & contact detail

Hayrulayeva Irina and Hayrulayeva Sabina

Contact emails: sabrinakanakidou@gmail.com, DZENI2009@mail.ru

Entrepreneur description

Irina was born in Turkmenistan in 1969 and is an electrical engineer. She has been living in Greece for 20 years. Currently studying business management of agricultural products, she has completed various training programs, including child psychology, parenting skills, and technical safety. She is also learning English.

Sabina studied Hospitality Management at the International Career Institute (2020), Information Technology and Multimedia at TEI Crete (2009), and Management and Economics at IEK AKMI (2023). She has worked as a receptionist at Hotel Metropolis in Athens and Salvator Villas and Spa in Parga, showcasing strong skills in hospitality and customer service.

Description of the business idea

Happy Orange is a family business, a children's room providing educational & leisure activities for children at the mall. While covering parents' needs for time, the enterprise focuses primarily on the creation of a space fostering the values of education, care, trust, child protection and collaboration that will lead to the empowerment of children and their social development.

Existing resources & management

Human resources include people with pedagogical training and business administration. The founders of Happy Orange have the needed knowledge capital to develop their idea. The investment cost is 14.100,00€.

Value proposition & impact

Happy Orange is creating a space that meets the needs of the children and parents. In greater detail, through this initiative parents will have the opportunity to make all their needed purchases at the mall without interruptions and the children will have the opportunity to learn more, socialize and spend quality time.

The enterprise's impact is focusing on supporting parents through childcare, while creating an environment that has as a focal point the children's' holistic development.

Target market

The target market is focusing on visitors of the mall and especially parents and/or relatives/child caregivers with children 2-10 years old.



The main target group are child caregivers with the need of free time to carry out their purchases at the mall and the desire for the children to spend quality time.

Overall budget

The total operational cost for the first year is 54.130,00 €. The highest amount is allocated to payrolls costs (28.420,00€) while space costs, marketing & advertising costs and other operating costs are described in detail below.

Operational costs	2025	
	Monthly	Annually
Rent	1,200 €	14,400 €
Utilities	200 €	2,400 €
Accountant	100 €	1,200 €
Marketing & Advertising costs	80 €	960 €
Payroll costs (14 salaries)	2,030 €	28,420 €
POS System	13 €	150 €
Maintenance	250 €	900 €
Consumables	200 €	2,400 €
Other expenditure	100 €	1,200 €
Total:	4,173 €	54,130 €

3. Integral

Name of the owner, name of the business idea & contact detail

Ira Londo

Contact email: iralondo@gmail.com

Entrepreneur description

Ira was born and raised in Albania and has lived in Greece for over two decades. A journalist and activist, she studied linguistics and journalism and works as a journalist specializing in migration and social issues. For nearly twenty years, she has worked as an editor for various Greek newspapers and websites. She was also a key member of the community media team for migrants in Greece and hosted a magazine program on Athens 9.84 International Radio, a special broadcast by the Athens Municipality.

Description of the business idea

InterGrAI is an innovative digital Information & Support Centre for Migrants. Through this initiative migrants will have the opportunity to be informed about legal and social issues, health issues and work opportunities in an accessible way. The platform will provide information in Albanian, but also in Greek. The core values of InterGrAI are solidarity, reliability and accessibility.

Existing resources & management

Human resources include people with articleography & social media management knowledge, as well as background in supporting the migrant community of Albania in Greece, the investment cost is 6.200,00€.

Value proposition & impact

InterGrAI is an information hub/digital support centre covering the needs of migrant. Focusing on people and their needs, the initiative brings together all the relevant information connected to the integration of the Albanian community leaving in Greece.

Impact - Supporting migrants through sufficient and comprehensive information.

Target market

The target group of InterGrAI is focusing on the Albanian migrant community leaving in Greece. On a later stage, the initiative will develop material connected to other migrant communities leaving in Greece.



Overall budget

The total operational cost for the first year is 22.435,00 €. The highest amount is allocated to payrolls costs (14.895,00€) while space costs, marketing & advertising costs and other operating costs are described in detail below.

Operational Costs		2025	
Description	Monthly	Annually	
Rent	50 €	600 €	
Utilities	50 €	600 €	
Accountant	100 €	1,200 €	
Marketing & Advertising Costs	200 €	2,400 €	
Payroll Costs (14 salaries)	1,064 €	14,895 €	
Consumables	100 €	1,200 €	
Maintenance	21 €	250 €	
Other Expences	100 €	1,200 €	
Total:	1,685 €	22,345 €	





Italy

1. Operando con te

Name of contact person, name of business idea and contact details

Patricia Mori and Pamela Arvalo

Contact emails: moripatri2010@gmail.com pamycarolina81@gmail.com

Description of the entrepreneur

Pamela is an experienced Intercultural Mediator with a background in diverse sectors. She has worked on the ITI project at the Comune di Magione (Italy) and held roles in reception, secretarial work, and eco-operations. Currently pursuing a degree in Economics and Business Management, she holds strong communication, organizational, and digital skills, and thrives in multicultural environments.

Description of the business idea

Operando con Te is a project designed to support migrant women in their integration into society. The primary goal is to provide comprehensive assistance in key areas such as job searching, learning the Italian language, and navigating bureaucratic processes. Through this initiative, the project aims to empower women by offering guidance and resources tailored to their unique needs, helping them overcome the challenges of immigration. By addressing these critical aspects, Operando con Te fosters social inclusion, offering women the tools they need to build a stable, independent life in Italy and actively contribute to their new communities.

Existing resources and management

The most valuable resource of the Operando con Te project is the strength of the community and the ability to create a stable, supportive network. By fostering collaborations with local and regional associations, the project ensures a broad reach and access to shared resources. Additionally, the project seeks to benefit from municipal and regional funding opportunities that align with its vision of



empowering migrant women. These financial and community-driven resources are essential for sustaining the project's activities, providing long-term support, and building a solid foundation for women to integrate successfully into society and contribute meaningfully to their communities.

Value proposition and impact

The value proposition of Operando con Te lies in its long-term societal impact. By supporting the integration of migrant women, the project creates opportunities not just for the women themselves but for future generations as well. Empowering women through language learning, employment assistance, and navigating bureaucratic processes has a ripple effect, fostering stronger, more inclusive communities. As these women gain confidence and stability, they become role models and anchors for their families, helping to shape a more diverse and equitable society. The project's holistic approach ensures lasting change, benefiting both present and future generations.

Reference market

The project's target market is primarily within the social sector, focusing on organizations and individuals involved in supporting migrant integration and community development. Operando con Te aims to collaborate with local governments, regional institutions, and other non-profit organizations. By addressing the specific needs of migrant women, the project fills a critical gap in social services, offering tailored support in employment, language acquisition, and navigating bureaucratic processes.

Overall budget

Our overall budget for the development of the project will depend on the number of interventions they are able to implement. Naturally, the greater the resources, the greater their ability to provide support. With increased funding, Operando con Te can expand its services, reach more migrant women, and facilitate smoother integration processes. The team is actively seeking financial support from local and regional sources to maximize our impact in the community.



2. Out of chaos

Name of contact person, name of business idea and contact details

Génesis Rojas and Deyanira Bary

Contact email: genecler1960@gmail.com deyanirabs@hotmail.com

Description of the entrepreneur

Genesis is an industrial engineer with expertise in managing industrial processes, personnel supervision, and project management. She has experience in civil construction, safety supervision, and human resources. Skilled in digital tools, customer care, and problem-solving, she brings versatility and adaptability to various roles in engineering and administration.

Deyanira is a versatile professional with strong communication and multitasking abilities. Proven expertise in delivering high-quality customer service in fast-paced, high-stress environments. Skilled in beverage preparation, cashier management, customer relations, and POS systems. Extensive experience in bartending and hospitality, ensuring exceptional client satisfaction. Fluent in Italian and English.

Description of the business idea

Out of Chaos is an innovative tool designed to enhance business efficiency by optimizing processes and resource management. Created by Génesis and Deyanira, the project utilizes the DOFA matrix to assess strengths, weaknesses, opportunities, and threats. With tailored programs for tracking these analyses, Out of Chaos aims to boost productivity, reduce costs, and improve product and service quality, giving businesses a competitive edge. It is suitable for entrepreneurs, business owners, and human capital managers.

Existing resources and management

The Out of Chaos project, spearheaded by Génesis and Deyanira, leverages their professional expertise to offer innovative solutions for enhancing business efficiency. Existing resources include the DOFA matrix, a tool for analysing strengths, weaknesses, opportunities, and threats, alongside activation and follow-up programs. These resources enable businesses to optimize processes, reduce costs, and improve productivity. The management team is equipped with knowledge in process improvement, resource optimization, and business strategy development, ensuring effective project execution. They are now seeking funding to further expand these services and implement comprehensive solutions to help businesses thrive in competitive markets.



Value proposition and impact

Out of Chaos offers a powerful solution to enhance business productivity and resource efficiency. Using the DOFA matrix, it helps companies identify strengths, weaknesses, opportunities, and threats while providing tailored activation plans and tracking systems. The tool boosts productivity, reduces costs, and improves product quality, ultimately giving businesses a competitive edge in the market. This innovative approach is designed for entrepreneurs, business owners, and human capital managers who seek to optimize operations and drive growth. Its impact includes more efficient resource use, better decision-making, and improved overall business performance, fostering long-term sustainability and competitiveness.

Reference market

Out of Chaos targets a wide range of businesses, from small and medium enterprises to large corporations, across various industries in Italy. The tool is designed for entrepreneurs, business owners, and human resource managers looking to improve operational efficiency, optimize resource use, and strengthen their competitive advantage. With a focus on productivity, cost reduction, and quality improvement, Out of Chaos supports organizations in navigating market challenges while fostering sustainable growth and success.

Overall budget

The Out of Chaos project has an estimated budget of €40,000, covering administrative, real estate, operational, and production costs. With administrative expenses accounting for 30%, operational costs at 20%, and production costs at 15%, the project is actively seeking funding to support its development. Contributions will enable the team to fully implement their innovative solutions and improve business efficiency for Italian companies, while also driving growth and competitiveness in the market.



Conclusion

As we conclude this inspiring catalogue, we celebrate the remarkable journeys of the migrant women who accepted the WINBIZ challenge and have turned it into an opportunity. Each business plan is a testament to their creativity, resilience, and entrepreneurial-oriented spirit. From innovative beauty startups to sustainable restaurants, these ventures showcase the incredible talents and diverse perspectives that women bring to the entrepreneurial landscape.

Moreover, these powerful women not only envision a better future for themselves, but also contribute significantly to their communities, fostering economic growth and social change. Their stories highlight that entrepreneurship can be a powerful tool for empowerment, breaking down barriers and building bridges across cultures.

Lastly, we invite each interested actor to play a vital role in the development of these inspiring endeavours by investing in them and supporting them to take off the business realm. Investing in a new business doesn't have to be limited to financial contributions, other valuable resources include: time, expertise, services, equipment, technology, research, visibility and networking opportunities.

By supporting entrepreneurs at the beginning of their journey you have the opportunity to foster creativity, drive economic growth and create meaningful change!

