



## BSI\_4WOMEN PROJECT

# INCUBATION PROGRAM

### SOFT-LANDING

This stage includes actions aiming at providing the business idea owners (refugee women) with the necessary conditions for starting the right business activity in their current country of residence belonging to the Baltic Sea Region.

This stage takes place after the potential founder (refugee woman/participant) is recruited to the program.

#### A. **Setting key goals and development of individual incubation plans.**

Individual Incubation Plans template is part of Project Standardized Toolkit.

1. Each potential founder will be assigned a key-mentor with whom the development goals, ambitions and opportunities will be agreed upon.

**Obligatory – on average 2 hours**

2. Based on the analysis of the motivation, potential, knowledge, skills and needs of migrant women participating in the incubation process, and specifics of the planned business idea (gathered during recruitment process), the advisor-mentor will support (in face-to-face or online manner) each refugee woman in setting the main objectives and in the **preparation of the individual incubation plan** (based on the Incubation Program) that will be implemented.

**Obligatory - on average 2 hours**

#### B. **Supporting refugee women in the adaptation phase**

1. **Assurance of legal advisory for migrant women** (at the level of rights and obligations of refugees in the region of residence). It can be either links to existing legal advice places for refugees in the region (free and paid) and/or group meetings with a legal advisor.

**Facultative – on average 2 hours**



2. **Assurance of knowledge about cultural differences and business culture.** It can be in the manner of workshop (online or offline) - organized under incubation and/or showed the place or body that organizes it within the region (adaptation and life in the host country, mostly focused on work culture) – for participants who have recently arrived in the country of their residence belonging to the Baltic Sea Region. It can also be live/video/workshop on Project Online Platform.

**Obligatory - 8 hours workshop**

3. **Success stories workshop** (online) on the Project Online Platform which will include success stories of businesses within partner regions.

**Obligatory - 2 hours workshop**

**+**

**Facultative set of recorded videos „Good practices from other partner Baltic Countries” – 2 hours**

### C. **Mentorship**

At this stage, each participant of the IP begins cooperation with an **incubation program mentor** who will assist / support each participant and look after them throughout the whole incubation process (all its phases).

Mentoring support will be individually tailored to the specifics of each business idea, as well as to the motivation, potential, knowledge, skills and needs of migrant women participating in the incubation process.

**Mentor's role** is to provide substantive and practical support in the field of starting the business activity in the country of residence belonging to the Baltic Sea Region, from an idea to its implementation, as well as to coordinate the entire incubation process, including among others:

1. **Setting key goals** for each participant of the incubation process;
2. **Developing individual incubation plans** together with participants (within the template under the Project Standardized Toolkit). The plan will describe the main activities and milestones to be reached, the scope of basic and specialist services/advisory necessary to develop the business idea and/or increase the knowledge / skills of the migrant women to start the business activity in the country of residence belonging to the Baltic Sea Region, the plan will also describe the expected/planned results to be achieved at the end of the incubation process;
3. **Organization of the incubation process**, including:
  - determining the detailed scope of services (determining the type of necessary services, the level of their advancement, the necessary number of hours of each type of support, a list of experts



necessary to provide services/advisory, the expected results for each of the planned services) along with the determination of the accelerated entity's development indicators to assess the effectiveness of the support mechanism,

- supporting and motivating the participants of the incubation process in the implementation of the assumed plan,
  - monitoring the course of the incubation process, i.e. continuous monitoring of the progress of activities (or their lack) taken during the incubation process (comparison of the results achieved with the initial assumptions), the monitoring activities carried out allow to answer questions as follows :
    - do the activities undertaken lead to the planned result / s?
    - are the incubation activities carried out according to the schedule?
    - do the participants of the incubation process show full commitment and undertake all planned activities?
    - do the results obtained lead to the achievement of the assumed goals?
    - do the assumptions of the incubation plan require updating / correction?
4. **Update / correction of the incubation plan** based on the results of monitoring activities,
  5. **Assistance in financing.** Assessing the possibility of obtaining financing or co-financing, including finding a suitable investor for the implementation of the project,
  6. **Assistance in creation and expanding a cooperation network** necessary for the development of the business idea and setting up a company by migrant women attending the incubation program,
  7. **Pitch deck preparation.** Assisting the participants of the incubation process in preparing for the official presentation pitch deck presentation of their business ideas / company to potential investors and entities that can support their development,
  8. **Development of financing models.** Assisting participants in the development of models of financing (co-financing) projects.

**Obligatory** - individual support in preparation of Individual Incubation Plan by Key Mentor

#### D. Inclusion of participants in the innovative ecosystem.

**Inclusion of participants in the innovative ecosystem** in a given region / country and support in **establishing valuable contacts** with people, organizations and institutions crucial for the development of their business idea, and in the next stages in establishing, running and developing their own business.

The phase will include:

- **Group and or/individual workshop on regional innovation ecosystem** (online or offline) provided by incubation program's mentor,



- **Document preparation.** Preparing a one pager - leaflet visually showing the regional innovation ecosystem. To be shared on the Project Online Platform.

**Facultative - 3 hours (both group and/or individual support)**

## BUSINESS DEVELOPMENT

The Business Development stage is dedicated to providing tailored support and individualized activities for migrant women, aiming to kickstart their entrepreneurial ventures within the Baltic Sea Region. The stage encompasses a series of workshops organized both individually by each project partner and jointly on the Project Online Platform. The primary focus is on imparting crucial knowledge and skills necessary for initiating and running a successful business.

### 1. Workshops organized individually by each project partner:

- **Legal aspects of setting up and running a business activity in a given country.** Thematic scope of the workshop will include the following topics:
  - setting up and running a business,
  - legal regulations, rigors and liability,
  - possible forms of business activity - specifics of operation and requirements regarding the business activity,
  - how to register a company in the country of residence,
  - procedure in the relevant offices and institutions,
  - permits and concessions,
  - subjective and objective transformations of the conducted activity.

**Obligatory – 8 hours workshop**

### 2. Cooperation of business development of the target group between BSI\_4Women countries

**Obligatory – 2 hours workshop**

### 3. Workshops organized jointly on Project Online Platform and/or individually by each project partner:

- Lean Startup Methodology (Running Lean, Lean Customer Development, Lean Product, Lean Analytics, etc.)

**Facultative – 8 hours workshop**

- Financial aspects of setting up and running a business activity - general rules

**Facultative – 4 hours workshop**



- Financial aspects - country/region specific rules  
**Facultative – 4 hours workshop**
- Human resources management (including open innovation activities)  
**Facultative – 6 hours workshop**
- Marketing and promotion (online and offline, including growth hacking)
  - Marketing understanding - definitions and basic concepts (Definition of marketing; Four Ps: Production, Price, Place, Promotion; Additional P at the marketing mix: People, Process, Physical Evidence)  
**Facultative – 2 hours workshop**
  - Marketing strategy (Market analysis; Analysis of competition; Identification of marketing objectives; Customer understanding; Creation of the market offer)  
**Obligatory – 6 hours workshop**
  - Online marketing (Digital channels; Search engine optimization (SEO); Search engine marketing (SEM); Content Marketing; Social media marketing; E-mail marketing; Mobile Marketing)  
**Facultative – 4 hours workshop**
  - Offline marketing (Press advertising and PR; Visual advertising; Radio and TV advertising; Direct marketing; Direct sales; Promotions & discounts)  
**Facultative – 4 hours workshop**
- Technology and business (data science, AI, no-code, low-code, etc.)  
**Obligatory – 8 hours workshop**
- Pitch deck preparation  
**Obligatory – 4 hours workshop**  
+  
**Obligatory - minimum 4 hours of individual support offered by Mentor to support preparation of the pitch deck presentation**
- Finding and dealing with VCs  
**Obligatory – 2 hours workshop**
- Business Plan preparation  
**Obligatory – 8 hours workshop**



- Preparation of applications for EU financing opportunities

**Obligatory** - 4 hours workshop

- Support for Language Barrier

**Facultative** – translations for each workshop / webinar + support for approximately 50% of individual consultations

## INCUBATION

During this stage an **individual intensive work** on the **ideas development**, diagnosis of start-up and market needs, implementation of the individual incubation plans will take place.

This stage is an elaboration of the Business Development phase and is mainly focused on individual help on the areas that were not sufficiently explained in the Business Development phase from the point of view of the specific applicant.

Areas of individual support will include (for example):

- Legal advisory
- Accounting advisory
- Tax advisory
- Basic marketing advisory in the development of elements of the company's visual identity
- Advisory regarding the technical, technological, engineering, IT and design development (UI/UX, no-code, gen-AI), including the provision of the necessary software and licenses
- Development consultancy in the field of management and entrepreneurship in terms of the business idea
- Support in the analysis of customer needs (market research, finding and assessing market opportunities leading to meeting the needs of specific recipients (buyers) and accurately determining these needs, developing a product and its distribution strategy, preparing an appropriate price and promotion strategy, advertising and information about the product)
- Support in the field of graphic design, creating names and trademarks, including visual branding, creating product identification systems and sales support
- Intellectual property rights advisory



- Individuals support how to write an application to the funding organizations (public funding, unemployment fund).
- How to register a company and open a bank account

#### **Facultative - Support based on refugee / migrant women needs – on average 30 hours**

Furthermore the whole incubation phase will be supervised by the incubation program Mentor, who will supervise and coordinate the course of the implementation of each individual incubation plan, monitor the incubation process (achieving goals) and update / correct the incubation plan based on the results of monitoring activities.

## INDIVIDUAL (SPECIALIZED) SUPPORT

Under this phase specialized individual support services, which were proposed during preparation of Individual Incubation Plan, will take place. This type of support is planned for those best ideas that will be recommended by PPs and selected as part of an international project event (demo day).

**Individual (specialized) support mostly will include:** prototyping physical product, website design, e-commerce design, legal documentation preparation, marketing strategy, social media design templates for the business idea, etc.

Support based on refugee / migrant women needs – only for best ideas originators. Individual consulting / individual services will be tailor-made, the Mentor will propose and adjust the number of hours offered to the individual needs of the incubation process participant.

#### **Facultative - Support based on refugee / migrant women needs.**

## POST-INCUBATION

This phase consists of activities aimed at maximizing the results achieved by chosen startups and their incubation results.

The best originators will receive assistance in the project in order to help them to establish cooperation with a company or Venture Capital funds (a type of investment fund that invests in early-stage start-up



companies), cooperation with the recipient of the technology or participation in job shadowing, crowdfunding, etc.

As a part of the post-incubation process, the PPs will verify and monitor the activities of new start-ups.

What is more, part of post-incubation activities will include:

- Regular meetings on Project Online Platform with start-up founders who finished incubation,
- Regular surveys which will be send to participants,
- Promotional activities (for example, newsletter to participants which will include information about business activities such as conferences, start-up contests, pitch-deck competitions, etc. in a given country).

**Facultative** - Support based on refugee / migrant women needs