

— PROGRAM SUMMARY

Impact Hub Munich

Mothers of all ages put their entrepreneurial spirit in practice and took more steps on their journey to entrepreneurship



Overview People & Community

- 20 participants
- 18 ventures
- 6 GoDaddy employees
(coaches & workshop facilitators)
- 15 IH workshop facilitators
- 5 Mentors

Incubation Experience

- 12 workshops
- 36 hours of mentoring per entrepreneur
- 8 peer-to-peer sessions
- 2 Q&A sessions for potential applicants & final event "Reinventing Entrepreneurship" with 40 participants

Roxana Díaz

🏠 Peru Natural



After 10 years in the fashion industry, Roxana Díaz decided to dive into new territory and develop a new product on her own. Striving to make people happy and bringing real change to the world, she founded Peru Natural. The German-based venture is committed to bring eco-

logical innovation and social good through designing unique fashion items from recycled coffee sacks that would otherwise be discarded.

Germany is a big importer of coffee and coffee sacks and Peru Natural comes in to help reduce the waste emerging from that sector. Besides the environment protection mission, Peru Natural is also about standing up for women empowerment: 80% of the employers are women and many in management positions; and a significant portion of their earnings goes to social projects that support girls in Peru, Roxana's birth country.

When she joined **New Roots**, the entrepreneur already knew she wanted to develop her venture based on sustainable principles and recycled materials, but it was during her participation that the business was legally constituted. As a result of the

program, she was able to better define her product, set out a structure for the enterprise, receive constructive feedback and feel encouraged to take the next steps. **"The program certainly made me more resilient as a woman, mother and business owner"**, she says.

After the program, Peru Natural has grown a lot and she already secured four partnerships with coffee roasters in Munich and out of it, from where Roxana gets the sacks for free. The process consists of picking them up, sorting the best bags out, then bringing them to the sewers. In addition, her network has also grown - since the end of Peru Natural, she met lots of social entrepreneurs, cooperatives and other potential partners. Nonetheless, an universal experience for entrepreneurs, the path hasn't been a straight line and challenges like profit-making are still there - but at this point, she's confident in her self-employment decision and has built the fundamental resiliency to succeed in it.

For her next steps, Roxana is thinking bigger: the future is sustainable, but **"we need to be loud and bold about it. I invest my time in this project, because I know that it will make a difference"**. Her focus for now will be on spreading her word out through digital communication and building lasting collaborative partnerships.

When asked about key advice for people looking into following the same entrepreneurial steps, the Peru Natural's boss says:

"The first most important thing is to look inwards and understand what makes you happy, because entrepreneurship is not always a beautiful trajectory and puts us to the test very often. Also, being up-to-date on the latest innovations of the sector one's willing to enter is absolutely key to understanding opportunities."

Roxana Díaz

Peru Natural

Supporting women to re-enter the economy

Munich has a strong entrepreneurial ecosystem and is home to two of the top German universities and headquarters of many DAX quoted corporations. Its focus is mostly on students, tech startups and B2B business models. Support for underserved communities is however rare. There are few opportunities for entrepreneurs from vulnerable backgrounds to get access to support. Over the years, the team at **Impact Hub** were approached by many women verifying the observation of a lack of encouragement and support mechanisms available for them. Within the highly privileged context of Munich with its comparatively well developed entrepreneurial ecosystem, people from more marginalized groups are overlooked and are not provided with support tailored to their needs, background and personal situation. Among the many systemic barriers, women continue to bear a higher caretaking responsibility and hold less power in the household (Impact Hub & INCAE 2020), and they tend to perceive entrepreneurship as a risky activity (World Bank, 2018). Mothers that try to (re) enter the job market after a prolonged period of absence are a prominent part of this marginalized group and women with a migration background or low socio-economic status face additional barriers, which end up pushing them even further into social vulnerability and marginalization.

A program that introduces entrepreneurship as a valid opportunity, and provides participants with the knowledge and confidence needed to take advantage of entrepreneurial opportunities, and simultaneously builds a support system of like-minded persons with similar challenges has been hugely welcomed.

Johanna Rapp

New Roots Program Program Manager, Impact Hub Munich
With our participants, that are mothers and experience (structural) inequalities and prejudices in the world of work a starting point has to be a change in perspective: Instead of thinking about one’s own willingness to take risks in the context of self-employment, the question mothers should think about is “What is my ability to take risks and how can I succeed in being a successful entrepreneur within this (limited) framework?”

In a hybrid of virtual and in-person activities, participants were guided to turn their idea into a business plan, create prototypes and carry out market tests.

The program started off with 4 days of in-person workshops in the form of a bootcamp, that allowed all participants to get to know each other and build some initial relationships while actively turning their ideas into more concrete propositions and working on their target market.

The bootcamp was directly followed by pairing up with mentors who provided the one-on-one support the female entrepreneurs needed to continue to refine their ideas, and **GoDaddy** capacity building workshops, skillsharing sessions and peer-to-peer sessions were interchanged in a 6 month period. Showcasing events, like the final event “Reinventing Entrepreneurship” not only provided our entrepreneurs with the opportunity to showcase their own ideas but also to find out about **New Roots Program** alumni’s businesses.

The childcare that was provided for in-person workshops at the **Impact Hub**, which was highly appreciated by mothers with young children.

For the female entrepreneurs in Munich, **New Roots Program** has motivated them to believe in their own ideas and brought them a network of like-minded persons with similar issues.

Top 5 Favorite program content (in order of frequency)

MUNICH PARTICIPANTS RATE THE FOLLOWING ACTIVITIES PARTICULARLY HIGH

1st	Workshop Financial planning
2nd	Workshop Value proposition and Business Model Canvas
3rd	Workshop Target group analysis
4th	Peer to Peer sessions
5th	Workshop Testing the idea on the market

Program Outcomes Business Skills & Knowledge

In Munich, we saw quite the jump in reported skills and knowledge. By the end of the program, 76% of participants felt that their knowledge on product/service development was either very good or excellent, compared to 47% at the start. Participants particularly enjoyed pitching activities and they clearly feel that they have learned a lot through these activities: only 11% of entrepreneurs considered themselves to have very good pitching skills at the start of the program, whereas at the end an amazing 65% consider themselves to be either very good or excellent at pitching, and the percentage of those that consider themselves very good or excellent communicators has risen from just about half of the participants (47%) to 71%.

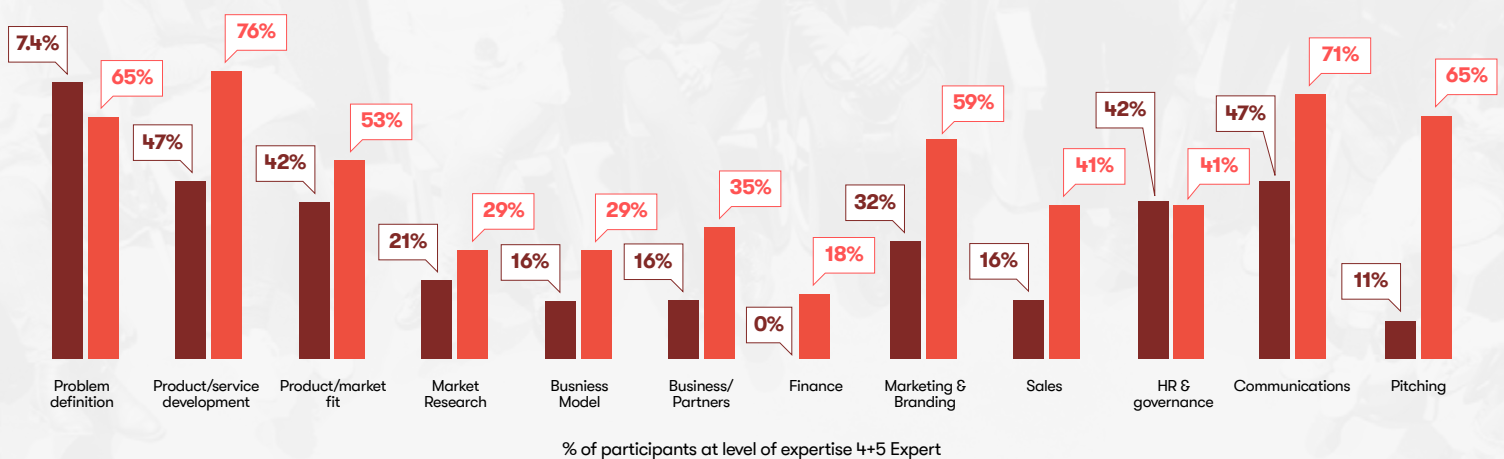
“I started thinking of myself as an entrepreneur in the first place. I gave myself permission during the program to **set big goals and to always look at what small step I can take next to get closer to that goal.**”

Johanna Canady
 🏠 Johanna Canady Doula Services



Participants have increased their business skills

■ Baseline ■ Endline



Leoncia Flynn - The Red Thread Club on her achievements in the program:

“I now understand my target market. I had access to excellent mentoring, peers and technical support and got a great deal with the **GoDaddy** website and services. I received great feedback and information from my fellow students and mentor.”