MigrACTION

Migraction project aims to increase migrants' inclusion through entrepreneurship supported by business sector

Title of the Deliverable:
2.1 Methodological framework for business ideas selection
(Universal Training and ACV)

Contents

Introduction

MigrACTION Project

MigrACTION Project foresees an educational community made up of professionals from the business world and social sector that can contribute as volunteers in the provision of high-quality, attractive, and responsive training opportunities and incubation programs that correspond to specific needs of migrants. Those professionals will participate as trainers or mentors in mentoring programs fostering the entrepreneurship of migrant people. The project addresses the need for more flexible incubation programs and training opportunities emerged from the impact of COVID-19 and the transition towards sustainable and digital approaches in multiple strategic sectors.

Project Activities

The MIGRACTION project aims to produce 4 project results that will be freely accessible by all and are listed below:

PR1. Methodological toolkit to involve business and social professionals in entrepreneurship programs.;

PR2. Digital bank of business ideas for migrants;

PR3. Digital platform for financial and legal assessment;

PR4. Digital environment for business incubation and mentoring of new entrepreneurs with migrant backgrounds.

Expected Results

- A methodological toolkit: to create a community of practice formed by businessmen/women and professionals from the social sector, so they can participate in educational programs to promote entrepreneurship among migrants. It will analyze the necessary conditions to create this type of community in entrepreneurship and incubation programs developed in the Adult Education sector, and it will also provide guidelines and tools to support this community and make it sustainable in the longer term

- A Digital Bank of Ideas: building on the findings, we will work together with recruited social and business professionals in order to identify business ideas that could be undertaken by migrants. This bank of ideas will be organized through a digital tool and make public sustainable business niches and models that could be undertaken with minimal investment and resources. Those business models will be sustainable, quickly profitable, and with a high replicability potential. Finally, the new entrepreneurs will use this online tool to share their experiences within a European community of persons working on the same business ideas

- A Digital platform for financial and legal assessment: uploading all project results, the digital environment will allow migrant people, who want to start an economic activity, to find information about the economic possibilities and current legal provisions. This tool will be complementary to training and/or incubation processes focused on the development of entrepreneurial and soft skills.

- A Digital environment for new entrepreneurs with a migrant profile: the digital environment will include digital tools and solutions available to set a virtual environment to support

sustainable incubation processes. Functionalities of the tool will be defined according to the target group practices and needs, bringing direct added values to activities they are running to support the creation and development of new and sustainable businesses. This environment will cover the following areas: users' community, mentors' community, training rooms, coaching and toolbox area.

R2. Bank of Ideas: Online tool to collect and disseminate business ideas for migrant persons at risk of exclusion

The aim of the Bank of Ideas is to identify and collect 8 business Ideas that could be undertaken by migrants at risk of exclusion. This bank of ideas will be organized through a digital tool and make public sustainable business niches and models that could be undertaken with minimal investment and resources. Those business models will be sustainable, profitable, and with a high replicability potential. Finally, the new migrant entrepreneurs will use this online tool to share their experiences within a European community of people working on the same business ideas.

The target group of this result are entrepreneurs with a migrant background that have been successful in their business in their local context and are focused on professionals who want to collaborate with entrepreneurship or business incubation programs for migrant people at risk of exclusion.

According to the above the final deliverables of this Project Result will be:

a. Methodological Framework for Selection Criteria for Business Ideas

b. Workshops and Focus Groups (contact with 60 companies in 4 countries, contributions of 24 professionals in the Bank of Ideas, Selection of 8 Ideas to include in the final incubation)

c. Development of the Digital Platform where the Bank of Ideas will be included

d. 8 Mentoring Plans that correspond to the 8 Business Ideas

Focus Groups and Workshops

Focus Groups and Workshops Results

Through focus groups, information was gathered from professionals in the social and business sectors working with migrants. This information has allowed us to have a broad vision of different countries (Greece, Spain, and Ireland) about the market niches where migrants could develop their business ideas.

In Ireland, the niche markets currently operating are clothes makers, bakers, language teachers, baby and elderly care workers. In addition, the sectors in which migrants are employed are food retail/catering, textile-related businesses, and baby and elderly care services.

On the other hand, in Greece, the sector where they operate is tourism, therefore, small businesses work in coastal areas and receive benefits in hot seasons. Consequently, in winter, workers look for other job opportunities in cafés or small restaurants. Migrant people work in self-owned small businesses like craft shops or pastry shops; African women offer cooking classes of African food to introduce local people to African culture; and Ukraine people freelance software engineers.

In Spain, the current business niches tend to be dependent care, lifestyle and mental wellness, pet care, gaming, content writing, home food delivery, or specialized jobs such as programming. Migrants usually have more opportunities in the labor market through the provision of services such as care for dependents, home cleaning services, street vending of all kinds of products, although they are usually handmade, hairdressing and other aesthetic beauty services, or the provision of legal assistance.

Based on these findings, we can conclude the following selection criteria for business ideas:

1. Business ideas in the hospitality sector: restaurants, home food delivery, coffee shops, etc.

2. Business ideas in the caring sector: providing care for minors or dependent people.

3. Business ideas in the textile sector

4. Business ideas in the retail sector

5. Business ideas in the education sector

6. Business ideas providing beauty services

Other factors to consider are:

1. No investment needed

2. Low level of specialization and expertise

3. High replicability potential

Possible questions for the questionnaire:

- Key activities of the idea:

- Resources needed to develop the idea:

- Customers:

- Costs and Revenues:

2.1 Defining Criteria for Business Ideas Selection

A. Collection of Business Ideas

Overview

The business idea collection will happen through an interview (**Annex 2**) or through a Word Doc Form (**Annex 2**). Partners may translate the questionnaire into their national languages

in order to increase the number of stakeholders that will participate. Irish, Spanish, Italian and German partners will need to collect a minimum of 2 business ideas each. At the end of the process each Interviewer will need to have collected/prepared:

Researcher Interview Preparation Checklist	
Before the Interview	1. Send Participants the Information Sheet 2. Send the Consent Form to be signed by the Participant
During the Interview	3. Record the interview (video or audio) 4. Take photos
After the Interview	5. Transcribe the Interview 6. Prepare the Interview Report in English 7. Upload Proof and Documents on the Drive Folder

Target Group

The target for the business idea collection are:

- Successful Professionals with a migrant background regardless of the sector

Timeframe

2.1 Timeframe		
Activities and Tasks	**Month/Year**	
	Jan.23	**Feb.23**
Business Idea Selection Framework	X	X
Translation of Interview Materials	X	X
Collect Data (interviews and questionnaires)	X	X
Selection of the final Ideas	X	X

Partners Engagement

2.1 Engagement					
	Partners				
Activities and Tasks	Pro Social	AKMI S.A.	Meath Partnership	ACV	Cesie
Business Idea Selection Framework		X		X	
Translation of Interview Materials	X	X	X	X	X
Collect Data (interviews, photos and/or questionnaires)	X		X	X	X
Selection of the final Ideas	X	X	X	X	X

Modes of Delivery

The interviews could be delivered either face-to-face or online, based on the mutual decision of the researcher and the interviewers.

Transcription Tools

For the transcription of the interviews, researchers may use one of these tools:

1. In the online version of Microsoft Office 365 Word Application you can upload an mp3 file of the Interview and it will automatically give you the transcript. You can access specific instructions here.
2. If you do the Interview on Microsoft Teams you can start a live transcription of the meeting. Find specific information for this tool here.

B. Criteria for Business Idea Selection and Evaluation Grid

Evaluation Criteria

Based on the focus group results and the profile of the targeted groups (people with migrant background at the risk of exclusion) the selection criteria for the business ideas are:

A. Business Idea Characteristics

- Innovative: How innovative is this business idea? (1 – not innovative at all, 10- very innovative)

- Sustainable Business Model: Is it Sustainable? (1- not sustainable, 10- completely sustainable)

B. Financial and Other Resources Required:

- Financial Investment: How much money and resources is needed to begin? (1 – a large amount of funding to begin, 10 - minimum amount of funding and resources)

- Number of People Required: How many people does it require for the first months of the business? (1 – more than 10 people, 10 – only one person is enough to begin)

- Legal Requirements (1- it needs many licenses to begin, 10 – it needs 1 or no licenses to begin)

- Profitability Rate: How quickly can the individual expect to profit from this business (1- more than a year after the start, 10 – from the first day)

C. Skills and Experience

- Soft Skills (1- participant requires elaborate soft skill training to become successful in this business, 10 – participant requires minimum soft skill training to become successful in this business)

- Hard Skills (1- participant requires a lot of specialized knowledge to start this business, 2- participant requires a few hard skills to start this business)

D. Replicability and Transferability Potential

- Replicability Potential: This business idea may be transferred to other national contexts (1- It cannot be transferred easily to other national contexts , 10 – it can be transferred very easily to other national contexts)

Evaluation grid	Maximum Score	Business Idea A	
		Score	Comments
A. Business Idea Characteristics	20		
Innovative			
Sustainable Business Model			
B.Financial and Other Resources Required	40		
Financial Investment	10		
Number of People Required	10		
Legal Requirements	10		
Profitability Rate	10		
C.Skills and Experience	20		
Soft Skills			
Hard Skills			
D.Replicability and Transferability Potential	10		
Replicability Potential			
Total Score	90		

Figure 1: Evaluation grid

Evaluation

When all the ideas have been collected each participant will propose the two they would like to nominate to be included in the final incubation paired with the filled-out evaluation grid for each idea.

Annexes

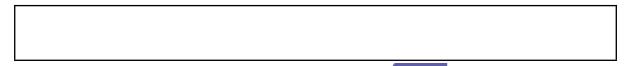## Annex 1: Focus Group and Workshop Report Template

Partner Name:
Country:
Date(s) of focus group session(s):
Number of participants

1. Organization and Preparation

How did you organize and prepare the focus group & workshop session?

2. Participants

Please summarise briefly the professional background of your participants

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3. Focus Group & Workshop Results

Please summarize the answers of the focus group participants for each of the guiding questions.

Thematic area 1: Introduction of the participant.

Q: Please explain your professional background, and identify opportunities you have had to work with migrants and those at risk of social exclusion.

Thematic area 2: Your clients

Q: With whom are you working?

Q: What motivates the individuals that you are working with?

Q: What are the biggest challenges and risks that your clients face?

Thematic area 3: Capacity Building of Target Group

Q: What training supports do your clients need?

Q: What networking and mentoring opportunities are available to your clients?

Thematic area 4: Capacity Building of Target Group

Q: What types of business niches currently operate in your area?

Q: what types of businesses do migrants in your area set up?

Annex 2: Business Idea Collection Questionnaire Template

The MigrACTION's project aim is to support the entrepreneurship of migrants, asylum seekers and refugees by involving professionals from business and social areas in educational communities that will support them in identifying business opportunities and starting their own businesses.

In particular, the project aims to design and implement a digital environment for business incubation and mentoring that will also provide legal and financial consultations to new entrepreneurs with migrant or refugee backgrounds.

At the end of the project, the incubation program will be hosting 8 business ideas along with their respective mentoring plans aimed to support the project's immediate beneficiaries in starting a business.

At this stage, professionals and experts from a variety of sectors are invited to contribute their business ideas that could be part of the incubation program!

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A. CONTACT DETAILS

Name:	
Organization and Position:	
Country:	
Email:	

GDPR Statement: I agree to contribute the data requested for this project.

I consent	I do not consent

B. BUSINESS IDEA DESCRIPTION

In the MigrACTION project, in order to identify the basic requirements that the business ideas must fulfill to be included in the final incubation program, we conducted in-depth focus groups with experts and professionals that are already working with people with migrant backgrounds.

This questionnaire is based on our findings.

1. Please provide a brief description of your business. What do you do in a few words?

   (max 200 words)

2. In which sector does your business idea belong? Mark the corresponding answer.

a. Ho.Re.Ca. (Hotel, Restaurant, Cafe)	
b. Caring Sector (Elderly People or Depended People)	
c. Textile Sector	
d. Retail Sector	
e. Beauty Sector	
f. Other. Please Specify.	

3. Describe the opportunity: What problem does your business idea solve? What challenges and pain points are you resolving for users/customers?

4. Describe the company: What does your company do?

5. Describe the Team: How many people were involved from the beginning? How were they involved?

6. Describe the Target Market: Who is your target market? Who makes up your target audience?

7. Implementation Timeline: Briefly, how did your business roll-out? Which phases were involved until it was up and running?

8. Funding Required: How much did it cost to begin approximately? Where did the initial funding go? How did you acquire that funding?

9. Brief Financial Profitability Estimate: How long did it take for your business to become profitable?

10. Industry Analysis: What are some key elements related to being successful in your industry? What does your business have that your competitors don't?

11. SWOT Analysis: What are the main Strengths, Weaknesses, Opportunities, and Threats of your company?

12. Legal Requirements: What are the basic legal requirements for someone to start this business in your country? Are there any licenses they need to obtain?

C. **INDIVIDUAL SKILLS**

1. Which hard skills and specific knowledge will the individual require to become successful if they implement your business idea? (for example, they need to know how they make coffees, how to issue receipts etc.)

2. Which soft skills will the individual require to become successful if they implement your business idea? (communication skills, leadership skills etc.)

D. **FINAL COMMENTS**

Please provide any final comments, links, and resources related to your business idea.

Thank you for your contribution!

Annex 3: Consent Form

MigrACTION

Migrants' inclusion through entrepreneurship supported by the business sector

I declare that:

- I have received sufficient information about the research with special regard to its purposes and procedures;
- My participation as an interviewee/participant in this research is completely voluntary. There is no explicit or implicit coercion whatsoever to participate;
- I have the right not to answer questions. If I feel uncomfortable in any way during the interview/focus group session, I have the right to withdraw and ask that the data collected prior to the withdrawal will be deleted.
- I understand that the interviews will be recorded and that only members of the research team will have access to that recording, for the sole purpose of the accuracy of the data;
- I understand that the information I share will be published along with my picture on the MigrACTION project website;
- Personal data

   (a) will be processed in full compliance with the GDPR 2016/679. In compliance with Article 13 of GDPR

   (2016/679) you have:

   ● the right to request access to and rectification or erasure of your personal data;
   ● the right to withdraw consent at any time, without affecting the lawfulness of processing based on consent before its withdrawal;

   (b) will serve exclusively the purposes of this research and will be possibly used in scientific publications,

   only in an anonymized form and upon your explicit consent;

   (c) will be stored for at least 5 years after the completion of the project according to the regulations of the European Commission.

   (d) for your data processing, you may contact <Add here the name, email address and / or phone number of the researcher or project officer at your organization>.

Interviewee's/Participant's signature _____ Date _____

Researcher's signature _____ Date _____

Annex 4: Information Sheet

Dear Participant,

<mark><partner name></mark>, a partner in the Erasmus+ MigrACTION project would like to invite you to participate in an interview. MigrACTION is co-funded by the Erasmus+ Program of the European Union and is implemented in Greece, Germany, Ireland and Spain.

MigrACTION aims to create an educational community made up of professionals from the business world and social sector that can contribute as volunteers in the provision of high-quality, attractive, and responsive training opportunities and incubation programs that correspond to the specific needs of migrants. Those professionals will participate as trainers or mentors in mentoring programs fostering the entrepreneurship of migrant people.

In this context, the MigrACTION partnership aims to **collect business ideas and ventures that could be part of the incubation program**. Consecutively, <mark><name of partner></mark> is conducting this interview and would welcome your input as an expert.

Your participation in this interview is **voluntary**; during the process, you will be asked a series of questions about your own knowledge, views, and opinions concerning your business, sector, the challenges you experienced and how you overcame them, and will be asked to provide recommendations and advice to potential people that would like to follow your example in starting their own business.

All interviews will be captured on audio and/or video and photos will be taken. Researchers/persons working at <mark>< name of partner></mark> will conduct interviews and each interview/focus group will take around <mark>one hour</mark> and will be performed **virtually/on the partner's premises**.

If you require any further information regarding the project or the survey, please do not hesitate to contact <mark>(name and email of contact person of your organization)</mark>.

Thank you very much!

☐ *I agree to the processing of my personal data (GDPR 2016/679) for the purposes of the current research. I understand that my participation in the MigrACTION project is voluntary, that the information I provide is confidential and that I am free to withdraw at any time.*