



CAFÉ IMMICO

CELEBRATING THE CONTRIBUTIONS OF HIDDEN CHAMPIONS - THE MINORITY IMMICOS

Foreword

ImmiCo* community represents 40% of Vienna business. It is growing; is very diverse; is fulfilling many gaps; is self-sufficient; it is a net contributor. Nevertheless, it can be better and thus it is very important that we support it and address their special needs.

The project aims to support ImmiCos by solving issues in a well-rounded package & highlight the achievements of the hidden gems, thus changing the clichés and presenting the real high potential of minority entrepreneurs!

Immipreneurs of Austria (IoA Beteiligungs GmbH & Co KG) supports migrant entrepreneurs by providing funding, mentorship, administration & sales- support and connecting to local ecosystem. Austrian Council, AWS, Dale Carnegie, EPKU - Centre for Micro Enterprise, Radio Afrika TV, Webster Vienna Private University & WIFI Consultant Pool are cooperation partners. Special thanks also goes to Federation of Austrian Industries, PSZ and Puls4.

At the Café ImmiCo

At Café ImmiCo, over an hour-long breakfast cooked by an ethnic chef, (ex. asylum or refugee) migrant entrepreneurs along with (native cofounder), mentors and professionals will exchange opinions, search for strategic partners and support structures. In particular:

- Will speak out on issues faced (classified as of internal or external nature) and
- Provide a basis for empirical research, data leading to adaptation of policy

The launch was on 28 January in Vienna, we have inquiry from Salzburg and Lower Austria, thus the event is planned to be progressively launched nationwide.

How does it work?

Entrepreneurs' candidate selection to participate in Café ImmiCo is through invitation only and after going through a preparatory session before appearing at Café ImmiCo.

After attending the breakfast at Café ImmiCo, the entrepreneurs will do a self-organized follow-up session with WIFI consultants to evaluate & create roadmap. The host will do one on one session with each of the entrepreneurs to ensure quality control 30 days after the attending Café ImmiCo and regular follow-up every other week. The second month is spent in refining and implementing the solution.

Expert individuals from field of issue, registered with AMS as unemployed and students wanting to have real life experience will support entrepreneurs.

Furthermore, industry expert from similar field of operation, who will act as 'buddy', mentor the entrepreneurs.

The cohort will be appear on social media like YouTube and featured on public billboards on train station throughout Austria. Pitch audition at Puls4 for 2 minuten 2 millionen show.



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All progress will be twitted and documented on website so general public can follow, advise and virtually participate.

After two months, the entrepreneurs graduates from the program.

To make it attractive, a possibility to qualify for a soft micro loan in value of €5 - 10k exist. IoA can provide single larger investments in tune of €50k.

At the Breakfast

The session will look as follows; each of the three entrepreneurs will offer issues to be discussed. The consultants will evaluate if they can pursued by validating and conducting QA in next fifteen minutes, this is followed by enhancement and comments from fellow entrepreneurs.

An ethnic role model will narrate a motivational personal story how the role model made it, while the consultants deliberate.

Followed by a 15-minute wrap up session, setting milestones and agreeing on next steps summarizing the issues to be resolved until next Café ImmiCo.

In cohort two, three new entrepreneurs will be invited; the previous three will do a PPP session - Progress, Pains and Plan, taking 15 minutes.

Kind of issues, we talking about

In general any, but they should be

- Solvable problems within a short period of time
- Requiring little financial outlay
- Action oriented solution limited to one major goal
- Emphasis is on self-help through acquiring competence by working with professionals and by attending training
- The issues to be lobbied externally should go beyond the known, i.e. should be ones, which are not just a statement but can be solved in reasonable manner and that within a given time
- The progress should be quantifiable, having a control and evaluation element

Target group approached

Ethnic communities - high potential migrants - migrant technical start-ups - international community and foreign students' entrepreneurs.

Benefits for minority entrepreneurs (Total investment value per entrepreneur; €4k)

- Ten hours of free consulting service with a dedicated professional
- Support in operation and implementation through job seeking persons having relevant work experience – 5-20 hours per week



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- PR and marketing exposure. One-day company presentation at train station Austria wide. Audition for participation at pitching day at Puls4 for 2 minuten 2 millionen
- Interpersonal skill development, impulse workshop
- Expand business by connecting to industry, 'buddy' from same field of operation
- Opportunity to voice yourself to policy maker
- Access to potential business angel
- Recognition of you as high potential, hidden champion

Participants in Cohort One

Overseas Management, Summer Camps for Chinese students, Promotion of Austrian University, Youth Tourism

Founders; Pakistan / China, Status; Startup, Awards; Fit for Business 2014, Startup Live 2014

Charly Fresh, Healthy Fast-food

Founders; Austrian / Egyptian, Status; Growth / Scalability, Recognition; Children Friendly Company 2015

Waschbote, Efficient resource planning for laundry bags, Logistic SW

Founders; Polish, Status; Startup, Awards; Lean Startup 2015, Wildcard Ticket to Pitch Pro7 - 2 Min 2 Mil, Austria's Next Top Startup

Annual Budget

€13k non-subsidized cash budget for operation (to pay the media partner, deductibles contribution to consultant, breakfast and small administration expense), or all included total €56k. Total investment value per entrepreneur is €4k. Moreover, each of the ImmiCo can get €5-10k from ÖSB Mikrokredit for business development and capacity building. IoA can invest up to €50k.

Consulting hours

200 hours are allotted to four consultants giving 10 hours to each of the entrepreneurs. These hours are subsidized by Café ImmiCo and do not cost the entrepreneur. In case more hours are needed the consultant can offer additional hours which will be largely subsidized by WIFI, but €19.5 per hour will be borne by entrepreneur self. Consultants come from areas such as; strategy, innovation, marketing, social media, business plan & financial management.

Moreover, entrepreneurs will be supported between 5 to 20 hours per week by expert individuals and students wanting to have real life experience. Industry 'Buddy' will enhance the experience.

Value Proposition - Summary

- Possibility to discuss among self and with experts, the internal / external issues in a structured manner, having a follow-up, implementation and control elements
- Operational support from person with industry experience & mentoring by industry buddy
- Thus overcoming lack of knowledge and access to information, with networking opportunity to get to know the local ecosystem



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- Access to funds - promotion at media - possibility to qualify to enter an accelerator program
- Voice to policy makers to improve facilities offered
- CSR – breakfast cooked by ex-asylum or refugee. And individual operation support, by person registered with unemployment office - AMS

Returns

Café ImmiCo is an initiative, with a social element; it is free of charge for the migrant entrepreneurs, however, we expect that you will voluntarily return to the society by;

- Mentoring future Cohorts
- Support / invest in future projects
- Give full commitment of your time for 2 months during the project
- Be Branding Ambassador for Café ImmiCo

Thus leading to recognition, prosperity, employment and meaningful contribution.

The projects aims to support & highlight the achievements of the hidden gems, thus changing the clichés and presenting the high potential of minority entrepreneurs!

Social Media

<https://www.youtube.com/channel/UcKyfwT4hPt8IF8RrKKPRfMw>

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*) Immi = Immigrant; Co = Commercial Company



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Partners:



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<http://awsg.at/>

<http://www.dalecarnegie.at/>

<http://www.epku.at/>

<http://www.immipreneurs.eu/>

<http://www.radioafrika.net/>

<http://www.rat-fte.at/>

<http://webster.ac.at/>

<http://www.wifiwien.at/>

Special thanks to the Federation of Austrian Industries, PSZ and Puls4