

GoDaddy®



IMPACT

REPORT
JULY 2021

NEW ROOTS
PROGRAM



EMPOWERING ENTREPRENEURS FROM UNDERSERVED COMMUNITIES

New Roots, an Impact Hub Global Program, powered by GoDaddy and delivered by Impact Hub King's Cross (Impact Hub KX) and Impact Hub Munich, is a business start up and mentoring program for entrepreneurs from underserved communities to help them identify and pursue medium to long-term professional goals.

The program **was piloted in 2019 by Impact Hub Kings Cross** in London, with a focus on supporting migrant and refugee entrepreneurs. **In 2020 the program expanded** to Impact Hub Munich, Germany and the target groups for each program changed. For the 2020 program edition Impact Hub Kings Cross focused on entrepreneurs from **Black, Asian, and minority ethnicities**. Impact Hub Munich provided support to **women entrepreneurs, specifically mothers** facing multiple discrimination factors when re-entering the

job market (prioritising mothers who face additional barriers: single mothers, migration background, being out of the labour market for a long period, no access to higher education).

New Roots aims to demonstrate entrepreneurship as a realistic and suitable option for personal and professional development and job market (re)integration.

The program focuses on providing personalized support to meet participants' self-defined aspirations, and strengthens their entrepreneurial spirit through mentorship, business skills workshops, one-to-one clinics with GoDaddy experts, and peer networking.

The New Roots program was implemented between June 2020 and February 2021 at Impact Hub Munich and from July 2020 until March 2021 at Impact Hub King Cross.

36
Ventures

23
Impact Hub
mentors

34
GoDaddy
coaches

24
Workshops



ABOUT THIS REPORT

This report outlines the results of both New Roots' programs. By collecting data before and after the program, the changes that occurred in the entrepreneurs' development were measured. The report covers: the ventures and entrepreneurs' characteristics, their main needs and barriers, outcomes that the program contributed to the most, business skills and knowledge, confidence and interpersonal skills and access to the entrepreneurial community.

From the surveys and interviews conducted, it was found that the tailored support given by professionals experts from GoDaddy and the Impact Hub Community helped mothers and BAME entrepreneurs overcome barriers and increase their confidence to start their own business. The participants' level of engagement was high, demonstrated by the fact that all selected participants finished the program. The workshops were the most valued support, followed by mentoring. The program helped entrepreneurs to define their business idea and provided them with the tools, knowledge and confidence to start an impactful venture.

PROGRAM SUMMARY

Impact Hub Kings Cross



The program offered holistic support to the entrepreneurs which encompassed different components such as business workshops and clinics, capacity building workshops by GoDaddy, mentoring, peer learning sessions, 1:1 Support from GoDaddy Coaches, and networking opportunities.

At Impact Hub Kings Cross the experience focused on capacity building, mentoring and coaching sessions offered by GoDaddy Staff.

People and Community



29 participants / **20** ventures



17 GoDaddy employees
(**14** coaches and **3** workshop facilitators)



18 Impact Hub mentors



7 Impact Hub Kings Cross workshop facilitators

PROGRAM SUMMARY

Impact Hub Kings Cross



Incubation experience



11 workshops



60 coaching sessions with GoDaddy staff



12 hours of mentoring per entrepreneur



5 Peer-to-Peer sessions

ENTREPRENEURS AND VENTURES

Impact Hub King Cross

Food, fashion, fitness and beyond. Meet some of the ventures which took part in the New Roots program at Impact Hub Kings Cross.



Venture: The Displaced

Entrepreneur: Zey Binboga

Displaced exists to break the curse of generational trauma. How? Through a card game. The cards invite you to have challenging conversations. Our aim is to reconnect young adults to their cultures and help them discover their ethnic background by using and exploring core topics like migration, cultural identity, and their place in society. We want to develop a sense of belonging and a strong sense of self for young adults from minority ethnic backgrounds, age 18-25.



Venture: SOIL Products

Entrepreneur: Jennifer Uche

SOIL products makes and sells natural, handmade essential oil-based products that can be used for holistic healing practices. We target people who have an interest in the environment, are eco-conscious, take part in alternative health practices, and have an interest in spirituality. Ultimately, I want to make the holistic healing sector (healing spaces, retreats and workshops) more inclusive to people of colour.



Venture: The 2 Utopians

Entrepreneurs: Saya Zahawi and Lilav Ihsan

We are creating a London-based styling platform for Kurdish designers from across the globe who create accessories and garments that celebrate our Kurdish heritage. We want to make their craft accessible and wearable for everyday life. Our aim is to empower women (designers) to start their own small businesses that contribute to preserving Kurdish identity and heritage.



“

Venture: Epoch
Entrepreneur: Samar Alam

Participant New Roots Kings Cross

Epoch is a mentoring initiative designed to pair aspiring professionals with experienced professionals to support their career ambitions. Epoch seeks to unlock hidden talent with the help of mentors who have already done the journey.

At Epoch, we aim to create more diverse work forces, improve social mobility and increase accessibility into corporate organizations; making them not only more inclusive but also widening their talent pool.

”

ENTREPRENEURS AND VENTURES

Impact Hub King Cross

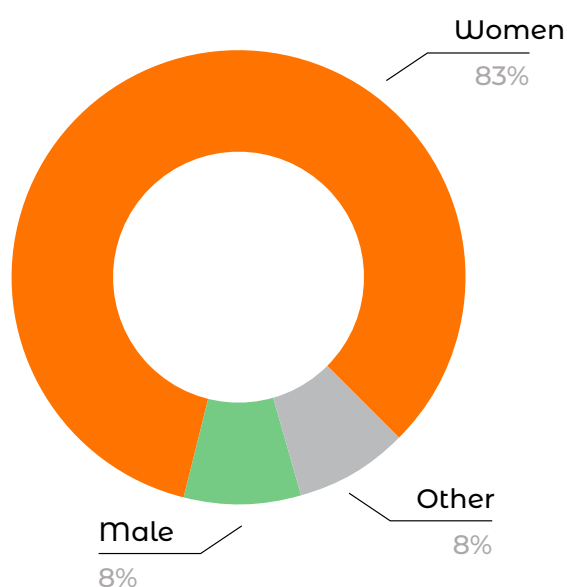


New Roots at London Kings Cross supported 29 entrepreneurs from Black, Asian and Minority Ethnic backgrounds.

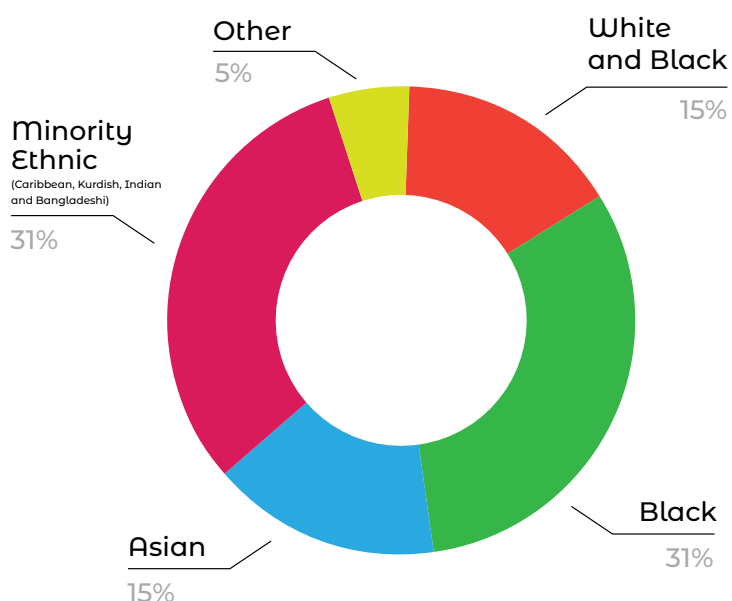
The council of the Islington area, which is where Impact Hub King's Cross is located, believes that supporting Black, Asian and other minority ethnic residents in starting a business has a direct impact on reducing poverty and inequality locally.

Most of the entrepreneurs selected for this edition of New Roots were women.

Entrepreneurs gender



Entrepreneurs ethnic background



ENTREPRENEURS AND VENTURES

Impact Hub King Cross

Most of the projects were at idea stage when they started the program and the program made a significant contribution towards their idea evolution. At the end of the program, **50%** of ventures were at pilot stage, **28%** were still refining their ideas. The main venture's sector are related to food and beverages, hair and beauty and fashion and retail.

The main sector are related to food and beverages, hair and beauty, fashion and retail.

PROJECT SECTOR

(by response frequency)



Food and Beverages



Education/Edtech



Hair and Beauty/Fashion



Logistics



Retail



Mental Health and Fitness

PROGRAM SUMMARY

Impact Hub Munich



The New Root's incubation journey at Impact Hub Munich was tailored to address mother's needs and also included memberships and childcare during the program's activities. The program experience encompassed the following amount of activities and engaged diverse professionals with different backgrounds related to the business and entrepreneurs' needs.

People and Community



20 participants/16 ventures



20 GoDaddy coaches



4 GoDaddy workshop facilitators



5 Impact Hub mentors



15 to 20 Impact Hub Munich experts

PROGRAM SUMMARY

Impact Hub Munich

Incubation experience



13 workshops



10 Peer 2 Peers sessions



25-30 hours of mentoring
per entrepreneur



20 coaching sessions
with GoDaddy staff

ENTREPRENEURS AND VENTURES

Impact Hub Munich

20 women took part in **New Roots at Impact Hub Munich**, they represented a total of 16 ventures. **100%** of the entrepreneurs graduated.

All participants entered the program with an entrepreneurial idea. The program supported them to develop it further and some of them are close to become self-employed or are deciding on the right legal entity.

Participants focused their ventures on diverse sectors which are considerably different from the participants at Impact **Hub Kings Cross**.

PROJECT SECTOR

(by response frequency)



**Sustainable interior design /
products / sustainable living**



Catering & Gastronomy



Sustainable fashion and textile



**Wellbeing consultancy
(feng-shui, fitness)**



Eco-sand toys for children



**Others: e-commerce,
marketing and branding**

ENTREPRENEURS AND VENTURES

Impact Hub Munich



From my point of view, the choice of the target group was particularly successful: mothers in particular tend to put their own ideas and projects on hold in order to take care of their families and children in the little time that remains after work. Mothers put their own development on hold. Without the New Roots program, I would have never “allowed” myself to work so deeply on my passion project and to dedicate the amount of time to move it ahead.

In addition to the support in terms of know how and motivation, it was precisely the fact that the program was tailored to mothers and had a defined program period that helped me to allow myself to invest time and energy in my project idea and to seriously check whether my idea could be a viable business, or remain a dream. For me it has opened up a path that I would otherwise never have dared to take.

Jeanette de Pauli
- participant New Roots Munich



ENTREPRENEURS AND VENTURES

Impact Hub Munich

From sustainable living to circular fashion, and from gastronomy to well-being, the businesses incubated in Munich operate across a wide range of industries.

Venture: Zavala & Kollegen
Entrepreneur: Sibylle

We consult companies that own or rent office and work spaces on biodiversity. We are already implementing various initiatives and programs at the spaces of our customers.



Venture: Delande
Entrepreneur: Maria Isabel

Delande is a consulting company for the fashion industry. Our aim is to bring sustainable Alpaca-Wool, directly imported from Ecuador, into more fashion stores and brands.



Venture: Jeanette Kocht
Entrepreneur: Jeanette de Pauli

My future goal is to open my own cafe in Munich. Whilst searching for the right location, I am successfully kicking off my food business - and building a local community - by offering neighbourhood catering and take-away. We are also hosting several pop-ups in local restaurants and cafes.





“

Venture: Peru Naturals
Entrepreneur: Roxana Diaz

Participant New Roots Munich

Peru Naturals aims to reduce waste emerging from coffee production.

We recycle old coffee bags and designing unique fashion items out of them, initially focusing on hand and shopping bags.

”

ENTREPRENEURS'

Main needs and barriers

As the two programs focused on different target groups, the entrepreneurs' needs and challenges differed by location, too. Below are the main challenges and needs per program, listed in order of importance.

Kings Cross - BAME entrepreneurs

- Access to funding
- Access to professional contacts or networks to develop the business idea
- Lack of self-confidence
- Lack of knowledge to move from idea to a feasible business
- Access to the market

Munich - Mom entrepreneurs

- Lack of knowledge to move from idea to a feasible business
- Lack of self-confidence
- Access to funding
- Access to experts to develop the business (legal, taxes, sales, etc)
- Access to networks and other entrepreneurs
- Lack of time due to family responsibilities

ENTREPRENEURS'

Main needs and challenges

“

I feel a lack of confidence due to having no formal business training or education, as well as not having the opportunity of networking with other people involved in business and entrepreneurship.

Rajani Thapa and Shlesha Thapaliya

Jimbu Kitchen

Participant New Roots Kings Cross

“

I do not have access to business minded individuals, and mentorship to advise on the best next steps to scale the business and move from idea to actual brand and business.

Deanna Rapley

Inama Hair

Participant New Roots Kings Cross

“

The challenge of being a mostly single mom and combining everyday life + baby + work + starting my own business.

Maike Hübinger

Words & Wonders

Participant New Roots Munich

“

As a mother, it is difficult to get an exciting part-time position, which is why I thought about self-employment. I signed up for the program without the expectation to start a business right away, but rather to define a framework and scope.

Sibylle Zavala

Zavala & Kollegen

Participant New Roots Munich

BUSINESS SKILLS AND KNOWLEDGE

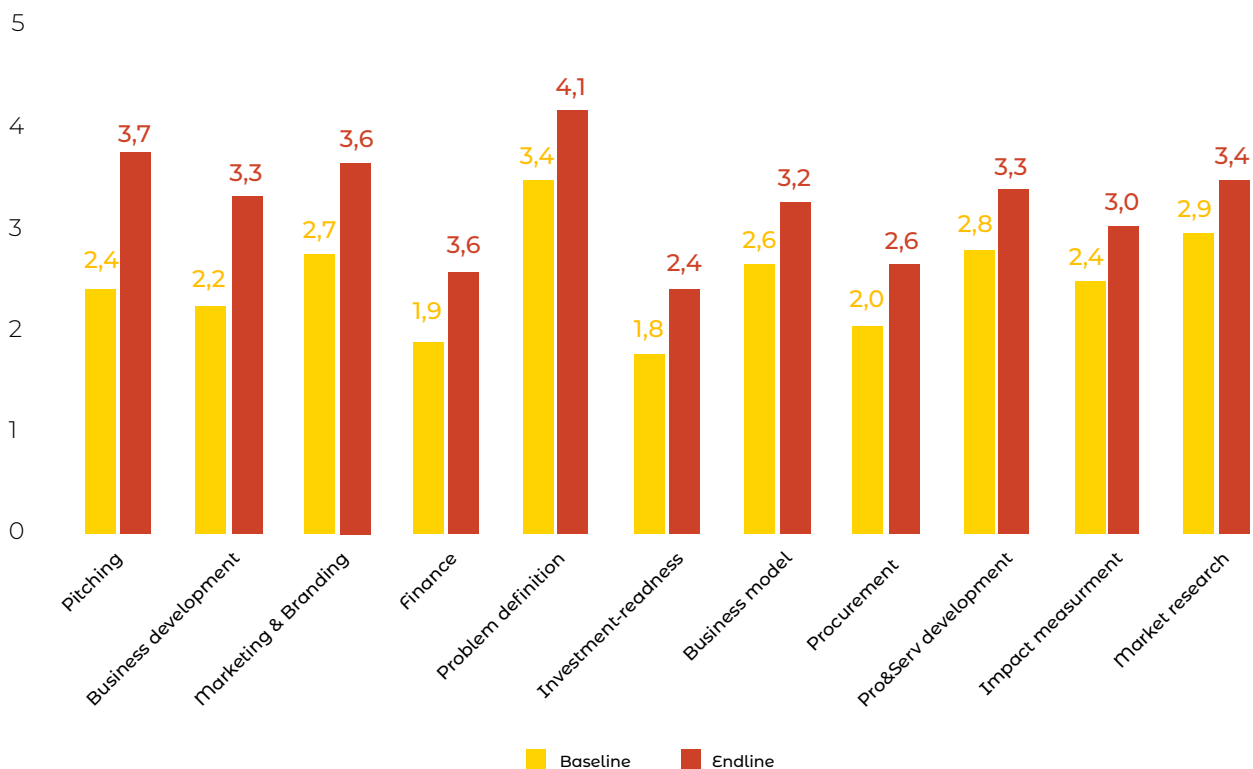
Impact Hub Kings Cross



One of the main New Roots outcomes achieved was the development of participants business skills and knowledge. The program provided support with mentorship, coaching and training sessions with Impact Hub staff, and the workshops offered by consultants and GoDaddy staff.

The New Roots Impact Hub Kings Cross entrepreneurs reported higher average scores at the end of the program compared to the start across all business skill categories, with the strongest gains in pitching, business partnerships. marketing & branding, and finance.

Participants' average rating out of 5



BUSINESS SKILLS AND KNOWLEDGE

Impact Hub Kings Cross

Participants' testimony in interviews brought out how exactly this support added value to them:

“

Across the programme we had the opportunity to work on the networking, finding the people whose products we wanted to sell. We also needed to get in touch with people that could help us promote our business and connect us with the right people. Creating deals with companies that were exporting and importing between the UK and Kurdistan which was the region we were working in

Saya and Lilav

The 2 Utopians

“

I also really like Impact Hub in terms of the energy of the staff and the value proposition and the culture here. I came up with the idea for my business just a couple months before and I had been in an incubation programme before which was a bit too high-level for me so I was attracted to the fact that New Roots was supporting people in an earlier ideation stage.

Zey Binboga

The Displaced

BUSINESS SKILLS AND KNOWLEDGE

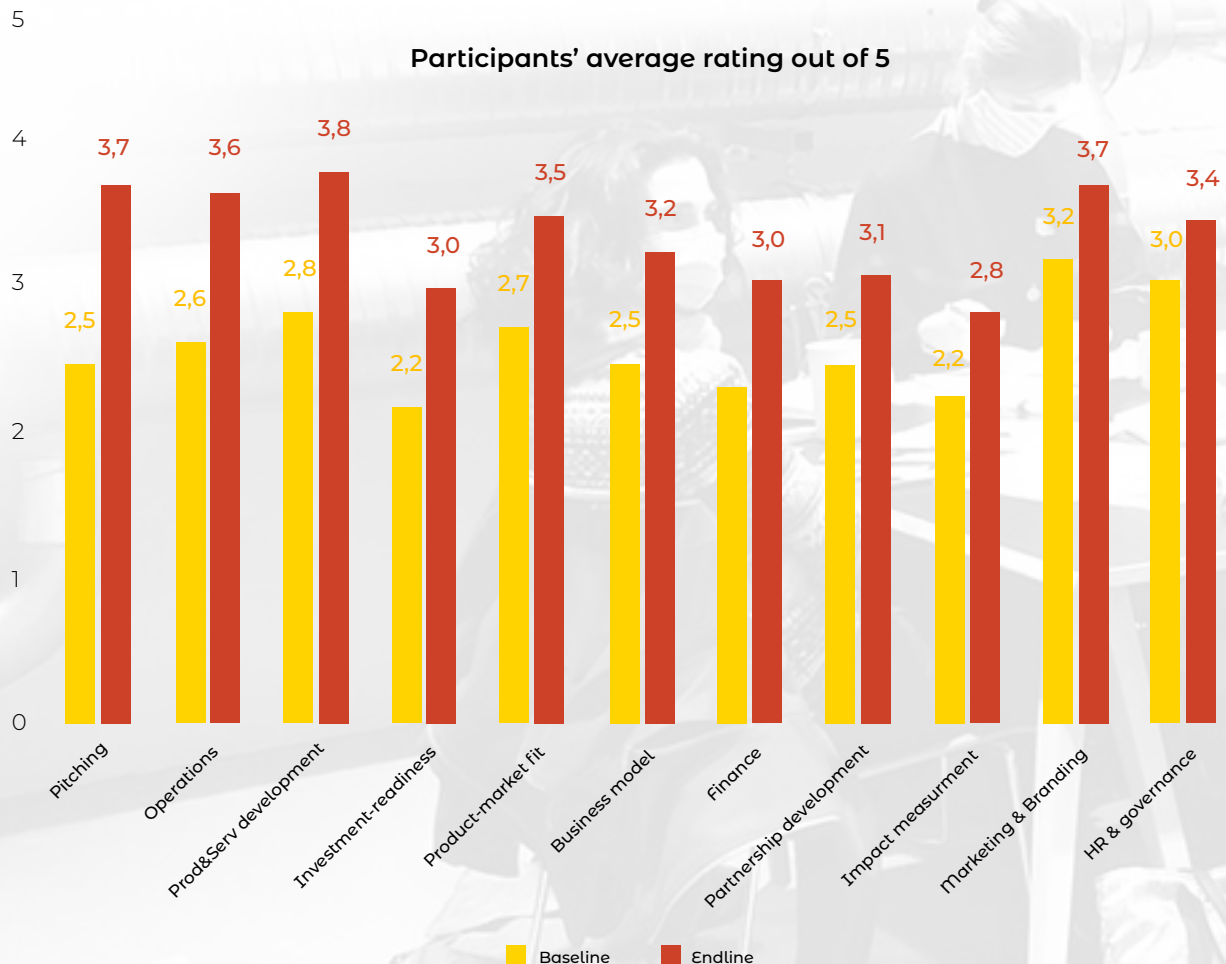
Impact Hub Munich

In line with the outcomes achieved in New Roots Impact Hub Kings Cross, the German programme edition also contributed to develop the entrepreneur's business skills and knowledge. Furthermore, the mothers acknowledge a change occurred in all their skills after their experience in the programme. The largest differences between baseline and endline survey are in pitching, operations, product/service development and investment-readiness areas.

“

Now I have the tools at hand to better understand, plan and assess what is necessary and important for my company.

Marie-Isabell Hopp
PAHRE Pilates



BUSINESS SKILLS AND KNOWLEDGE

Impact Hub Munich

At New Roots Munich, the participants were asked to rate the improvements to various phases of their business following the program. The highest average scores are related to refining and narrowing down the business idea, which addresses the most mentioned barrier outlined by participants.

“

Jeannette de Pauli affirmed she now has a clearer understanding on how to develop her project. Her testimony illustrates the changes that occurred:

“I was able to filter out who my target group is and where to find it, which has allowed me to sharpen the concept. I see my development in phases, in which each phase brings with it its own goals that you can strive for.

Jeannette de Pauli
Jeanette Kocht

I have refined an idea considering impact and feasibility

3.9

I have narrowed down the problem that my venture aims to address

3.7

I understand what it takes to be an entrepreneur

3.6

I have created a first prototype of the solution (product/service)

3.4

0 1 2 3 4 5

WORKSHOPS VALUE ADDED

Impact Hub Kings Cross



Among all the New Roots incubation programme elements, one of the most valuable were the workshops. Participants rated the workshops highly, with a range from 3.9 to 4.4 points out of 5.

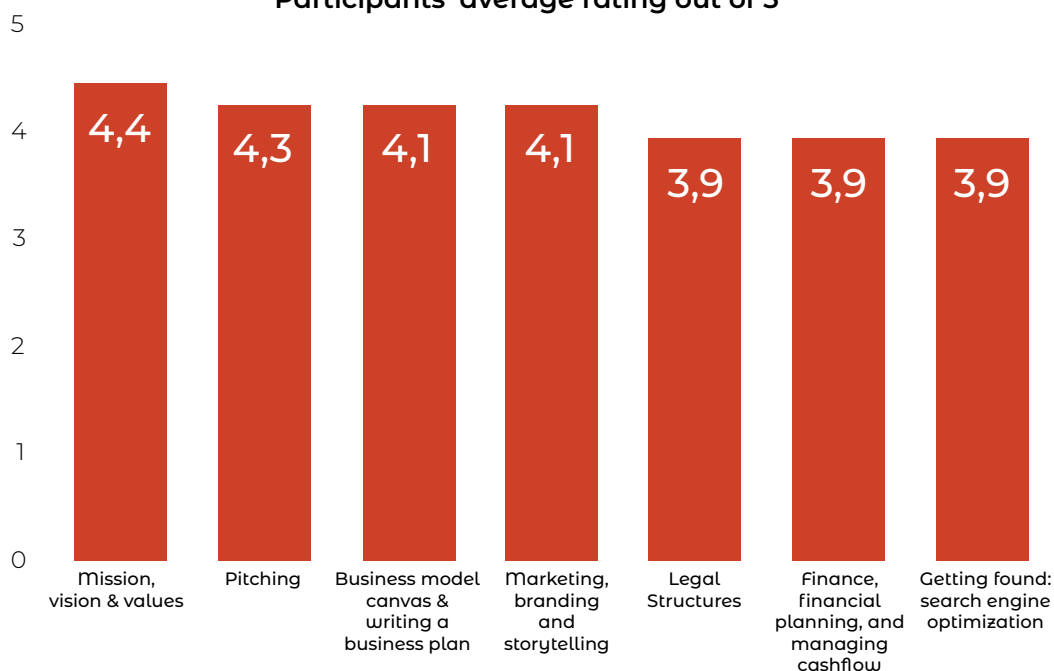
The highest average scores were for workshops on **mission and values, pitching, business model canvas and plan**. As the majority of the projects at Impact Hub Kings Cross are in an ideation or piloting phase, the program offered entrepreneurs the opportunity to reflect on the feasibility of their business models and how to communicate their idea effectively.



The most useful aspects were the masterclasses and the mentoring, being able to have direct access to information that I needed to know and to have access to a person that had experience and could support me.

Jennifer Uche
SOIL Products

Participants' average rating out of 5



While workshops were also rated high at Impact Hub Munich, the most valued workshops were different than the ones from Impact Hub Kings Cross.

Marketing and testing, value proposition, and target group analysis were the highest rated workshops. In addition, more specific topics such as taxes and data protection are valued 3.5 out of 5.

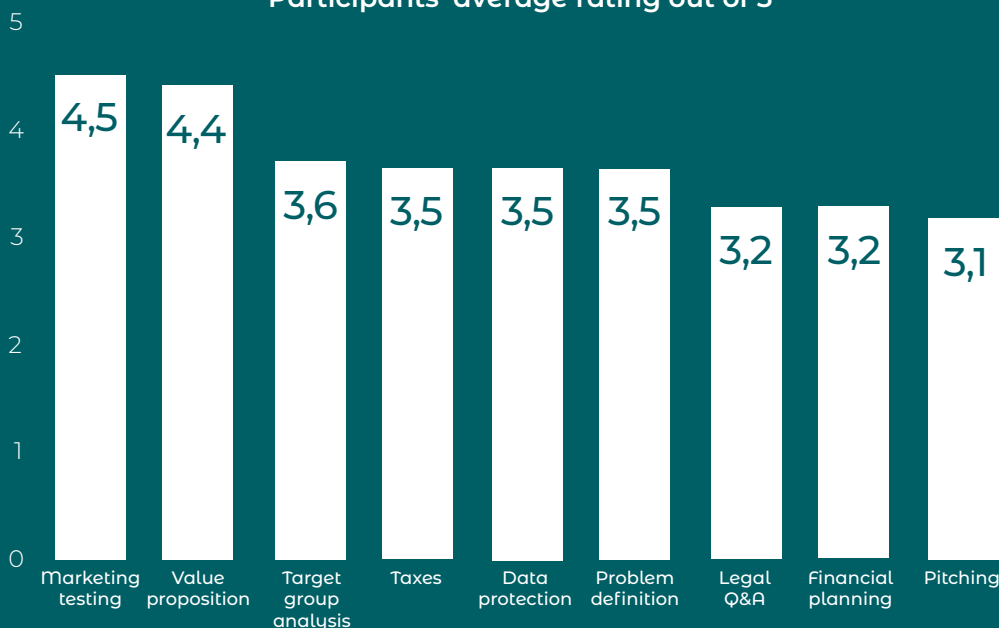
“



The workshops were about liveliness, about joy and about creating opportunities, it was an inviting atmosphere in which the pressure and competition that was not typical of the start-up scene prevailed.

Sibille Zavala
Zavala & Kollegen

Participants' average rating out of 5



“

I knew what I wanted to do and how I wanted to do it, but I was also aware that I would need a lot of time to develop my idea. With the help of the program and my coach, I got into the business much faster than I ever thought. I was trusted and encouraged to try new things, which made me more resilient. My mentor was competent and experienced and able to give valuable feedback. My mentor taught me to just try things out, even if it could end up being rejected.

Roxana Diaz

Peru Naturals

Participant New Roots Munich

”

LEADERSHIP SKILLS

Impact Hub Kings Cross



The majority of respondents in both locations increased their understanding of key next steps and also improved their capacity to transform their idea into an actionable project. The chart shows the average agreement with the respective statements on a scale from 1 to 5, where 1 is 'Not agree' and 5 is 'Strongly agree' before and after the program.

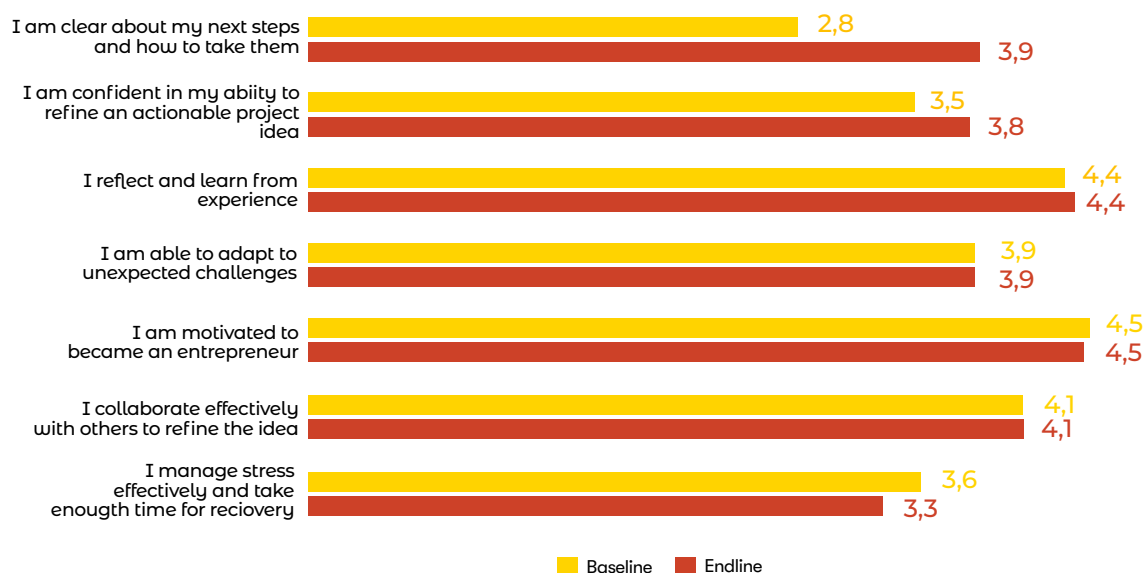
New Roots supported entrepreneurs the most by increasing their clarity on next steps for the business and how to take them.



My goal was to come out with a product but that changed because I realised I needed to put a bit more time in research and speaking to the target group to get a better understanding, even if I am part of the target group.

Zey Binboga
The Displaced

Participants' average rating out of 5



LEADERSHIP SKILLS

Impact Hub Munich

The participants were asked to rate their level of agreement with statements about their confidence and interpersonal skills before and after the programme.

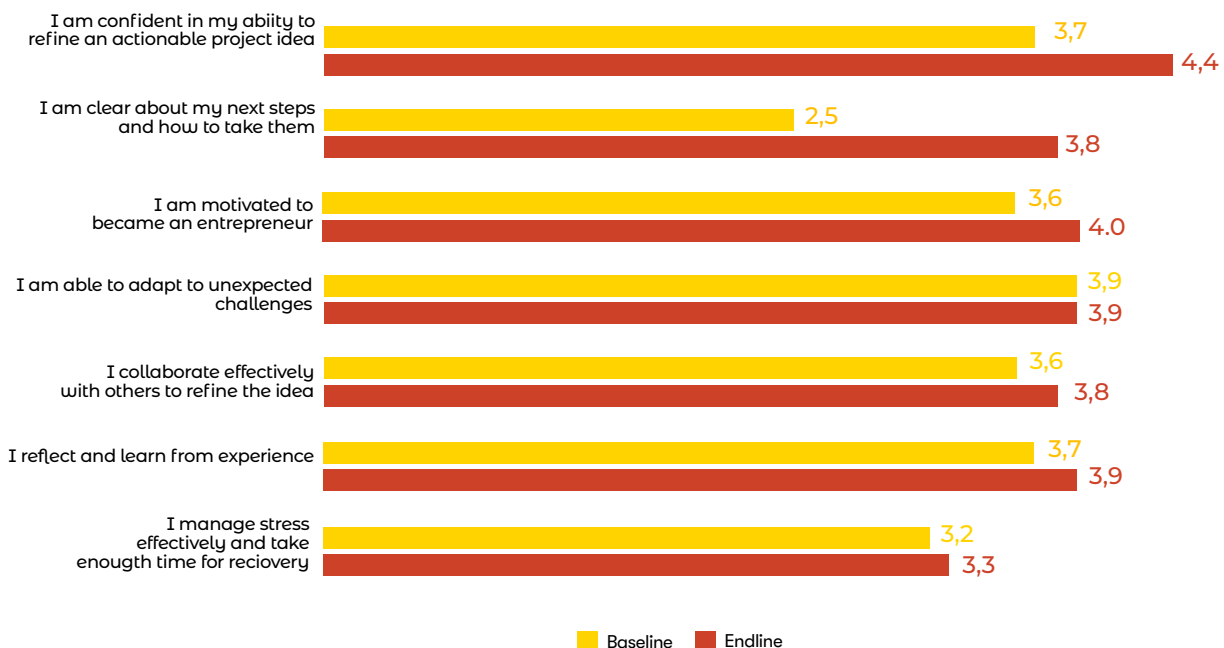
New Roots entrepreneurs at Impact Hub Munich also gained significant clarity on their next steps and increased their confidence to refine an actionable project idea.



The way my business model looks now, it fits my life and it will be possible to develop the project further alongside my job and family. The project suits me and my life exactly.

Maria Isabel Proano
Delande

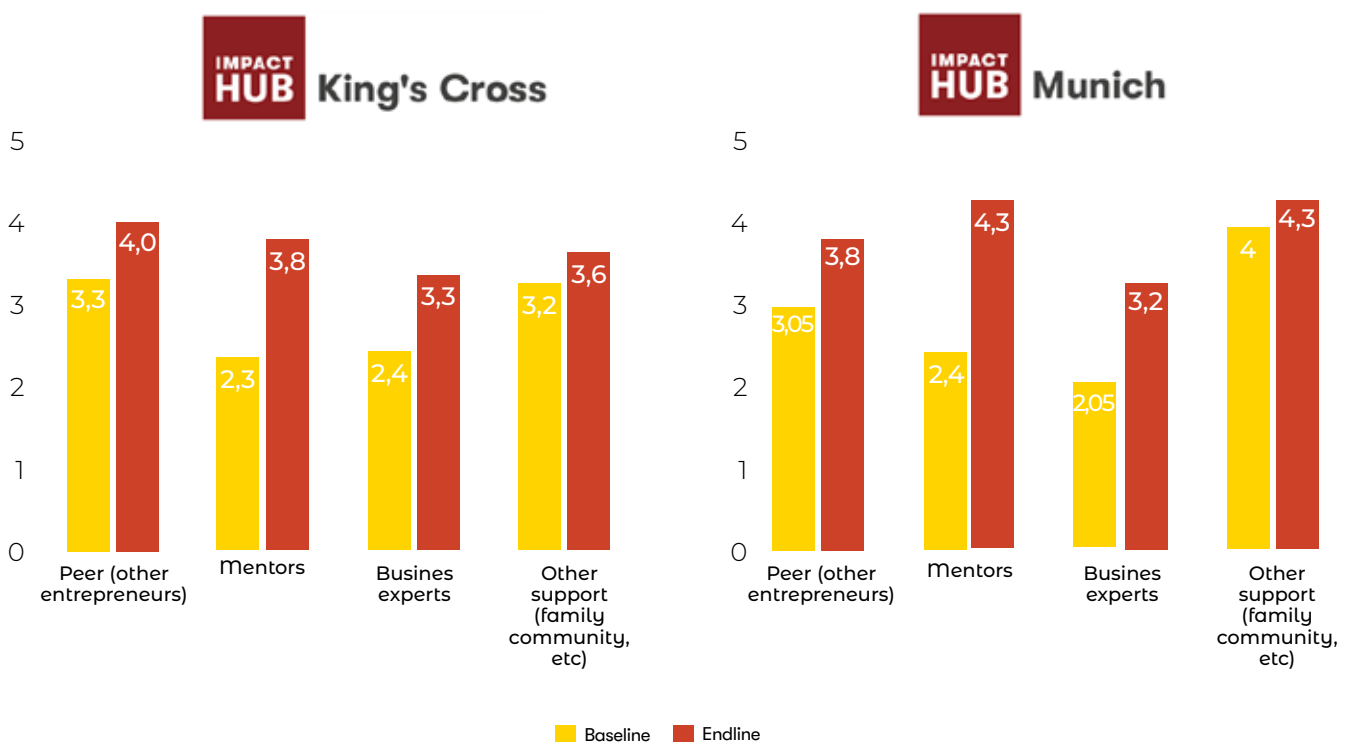
Participants' average rating out of 5





New Roots provided participants with key contacts within the entrepreneurial ecosystem to develop their idea. With the help of the program, participants were able to increase their professional networks.

Participants' average rating out of 5





“

Through Impact Hub, I met a designer who offered to design an entire collection with me. With time, I got to know participants outside of my group and made valuable contacts, another participant modeled for my website. Not only has my network expanded, but the entire energy surrounding my project has changed, it was just a super great experience.

I would like to stay with the Impact Hub, the network and the exchange with other people who are in the same situation is something very, very valuable, you get energy and you see that you are not the only one.

Maria Isabel Proano

Delande
Participant New Roots Munich

”

SUPPORT RATINGS

Most of the participants in both cities agreed that program helped them refine their business idea and develop a plan to grow their business. The program obtained a Net Promoter Score of 95 in Munich and 67 in Kings Cross.

- 9 out of 10 Entrepreneurs' average likelihood of recommending the program (both programs)
- 5 out of 5 Entrepreneurs' average rating about the overall program utility (Impact Hub Munich)
- 4 out of 5 Entrepreneurs' average rating about the mentorship utility (Impact Hub Kings Cross)
- 4 out of 5 Entrepreneurs' average rating about the capacity building workshops utility (Impact Hub Kings Cross)
- 10 out of 20 Entrepreneurs' highlighted that GoDaddy support contributed to improve a tangible aspect of their business (marketing in particular) - (Impact Hub Kings Cross)

“

The program enabled me to successfully implement my company through regular coaching, assistance and the supportive community, as well as the opportunity to work at Impact Hub.

Gloria Cuadros

Mundo Sano

Participant New Roots Munich

“

My experience with my mentor was invaluable. I was able to come up with actionable goals and also have access to a wide range of people that my mentor has connected me to.

Omie Dale

Swimming/Lifestyle venture

Participant New Roots Kings Cross



GoDaddy®



IMPACT

REPORT

JULY 2021

NEW ROOTS PROGRAM

