

— Impact Report

New Roots Program

May 2022

IMPACT HUB

Team B SASU & Makelt & YesAnd.
PopCom & Yes & WeAreRockets & NightGnorw.



— Impact Report

New Roots Program

May 2022

**IMPACT
HUB**

— New Roots SUPPORTING ENTREPRENEURS FROM UNDERSERVED COMMUNITIES

New Roots, an Impact Hub Global Program, powered by GoDaddy and delivered by Impact Hub King’s Cross 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.

Now in its 3rd edition in 2021 Impact Hub King’s Cross focused on entrepreneurs from Black, Asian, and minority ethnicities (BAME), with priority given to young entrepreneurs. 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 such as being a single mother, having a migration background, being out of the labour market for a long period, or without 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, and peer networking.

KEY OUTPUTS

40 participants

95% graduated

OUT OF THE 38 THAT GRADUATED:

89% are women

66% have a BAME background

In total:

→ **21** mentors provided 12-36 hours of mentoring per participant

→ **8** GoDaddy employees facilitated workshops

A NOTE ON THE SAMPLE SIZE OF DATA

The baseline data presented in the report was collected from all 40 participants, while the endline data refers to 17/20 program completers (85%) in Munich, and in King’s Cross to 12/18 (67%). Although there is slightly lower reliability to the results due to this drop-off, we still consider the findings to be relevant (minimum response rate of 60%).

— PROGRAM SUMMARY

IMPACT HUB KING'S CROSS

Participants from a BAME background refined their ideas and got more clarity on where to go next with their venture

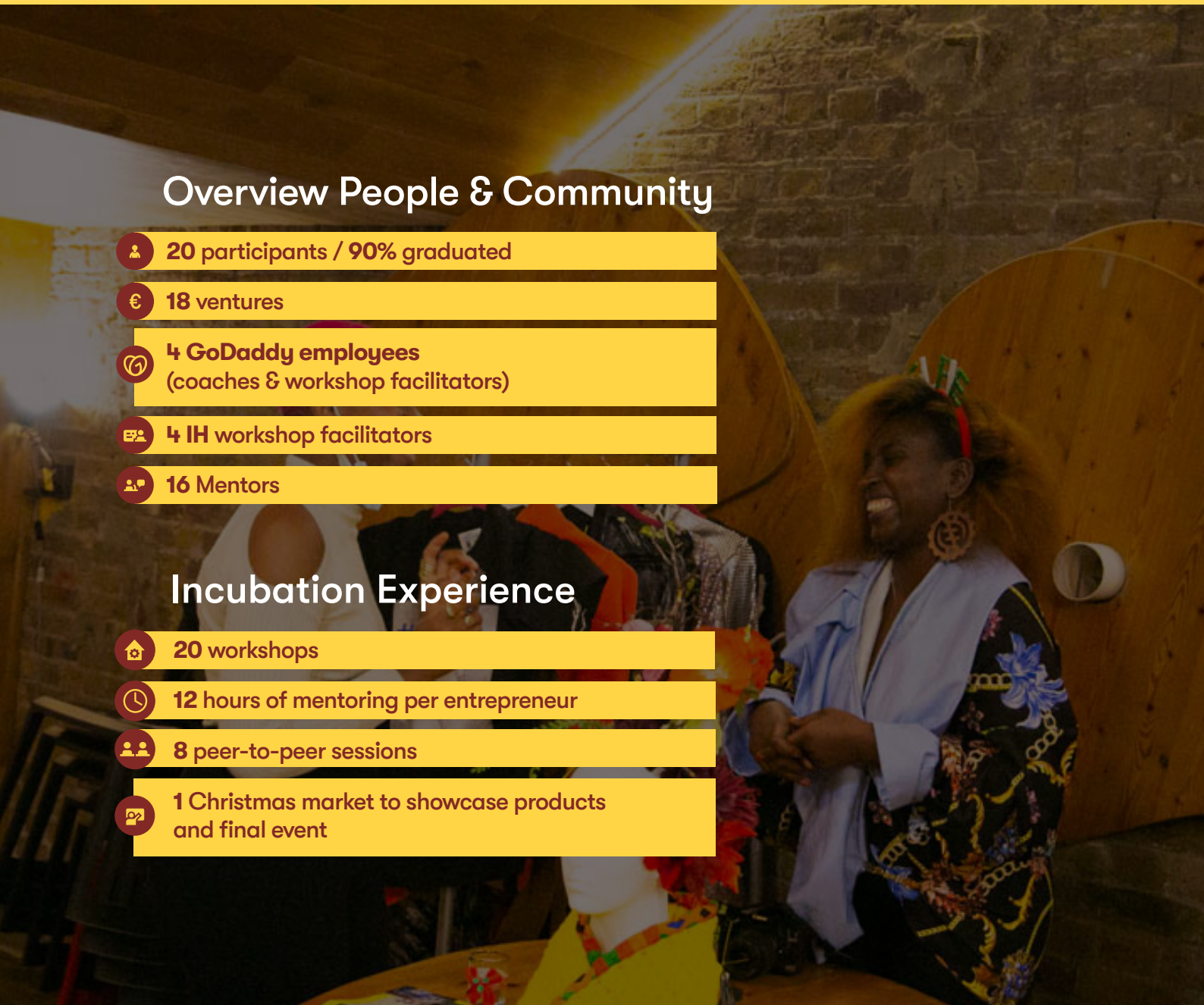


Overview People & Community

- 20 participants / 90% graduated
- 18 ventures
- 4 GoDaddy employees (coaches & workshop facilitators)
- 4 IH workshop facilitators
- 16 Mentors

Incubation Experience

- 20 workshops
- 12 hours of mentoring per entrepreneur
- 8 peer-to-peer sessions
- 1 Christmas market to showcase products and final event



Providing support to overcome systemic barriers

People from BAME background experience crosscutting inequalities and lack of opportunities, reaching from lower educational to income and job opportunities that have only been exacerbated by the pandemic. Even those aspiring and thriving entrepreneurs from the 'BAME' backgrounds experience disproportionality ([Chief Executives London Committee Tackling Racial Inequality Working Group, 2020](#)).

New Roots Program participants have highlighted these systemic barriers and simultaneously show the importance of programs like **New Roots**:

“If you don’t have the privilege of having supportive parents that keep a roof over your head in the meantime, if you have to worry about rent, if you have to worry about childcare, if you have to actually pay bills in the family house, setting up a business is not something you can do so easily. We’re living in a time where people can’t even save let alone invest in a business. The statistics for entrepreneurs from BAME backgrounds, even if they do have a tech idea, getting funding is still abysmal compared to if they were from a white background.”

Natasha Pencil

Program alumni **New Roots Program 2.0 King’s Cross**

“What captured my interest about **New Roots Program** was not only that it was a network for other entrepreneurs, and that I could access other peers on a similar journey, but very specifically, it was about other peers and other entrepreneurs from a black and ethnic minority background. That really caught my eye and captured my attention because there are very specific struggles that black and ethnic minority entrepreneurs have, in comparison to our white peers and counterparts. So the fact that that was acknowledged by the program was so important, I cannot emphasize enough how important that was. It was really empowering and helped me to feel seen and understood.”

Anneka

Program alumni **New Roots Program 2.0 King’s Cross** on the loneliness of being an entrepreneur.

NEW ROOTS PROGRAM MAY 2022

New Roots Program set out to support people from the BAME background to overcome some of these barriers and in particular to increase, through capacity building, essential knowledge and skills for successful entrepreneurs, boost their confidence and awareness of entrepreneurship as a career path, and to improve access to a network of like-minded individuals.

Building on the experience from previous iterations, and dealing with ongoing Covid-related difficulties, the King's Cross team engaged with community-based organizations to ensure recruitment of participants reached the intended target. After the selection process, 20 participants were taken through a blended learning experience that began with an online combination of a pre-incubation learning program and fortnightly peer-to-peer sessions. The online format meant that participants could adapt their learning experience more easily with family, work, and education duties. During this phase participants increased their knowledge for the early stage development of their business idea. A highlight of the program was that 2 alumni joined a panel event to share their experiences.

Mentoring was again a key aspect of the program and provided highly valued personalized support. Once participants were matched with their mentor they carried out a joint goal setting exercise that guided their 6 months journey together. Some of the entrepreneurs are still in contact with their mentors after the end of the program and are still completing the support cycle.

Participants were given a membership to **Impact Hub** King's Cross, so that they could continue creating connections with their peers.

The final phase of the program included 4 capacity building workshops by **GoDaddy**, peer to peer sessions on financing and pitching and two events that provided the entrepreneurs with an opportunity to showcase their business ideas. We were particularly happy to have the possibility to carry out the final event in March in person.

Top 5 Favorite program content (in order of frequency)

- | | |
|-----|--|
| 1st | Workshop Storytelling |
| 2nd | Workshop Pitching |
| 3rd | Online Capacity Building Program |
| 4th | Impact Hub Internal Capacity Building Workshops |
| 5th | Workshop Legal Structures |

Getting to know the entrepreneurs

A multicultural group with creative ideas

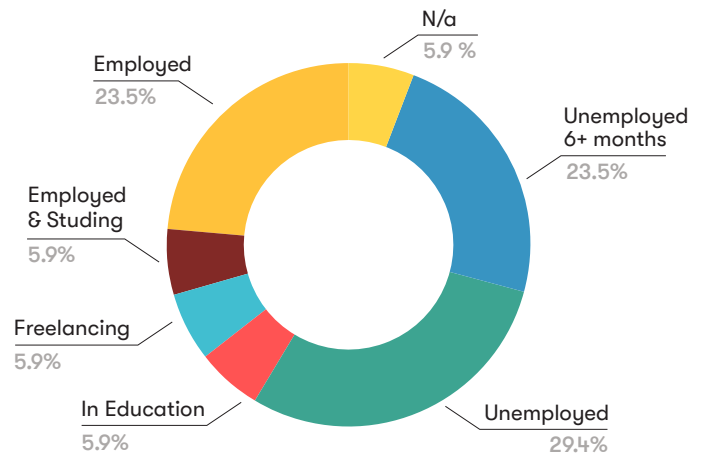
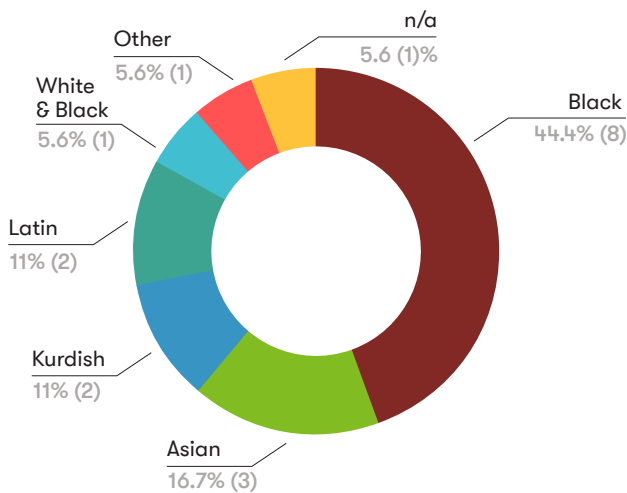
The 18 program graduates from the London boroughs of Camden and Islington came together from various ethnic backgrounds - the black participants representing the most numerous group with 44%. They were overwhelmingly female and spread across a wide age range.

Our King's Cross entrepreneurs came to the program with business ideas in a wide range of sectors, with fashion and art leading the list.

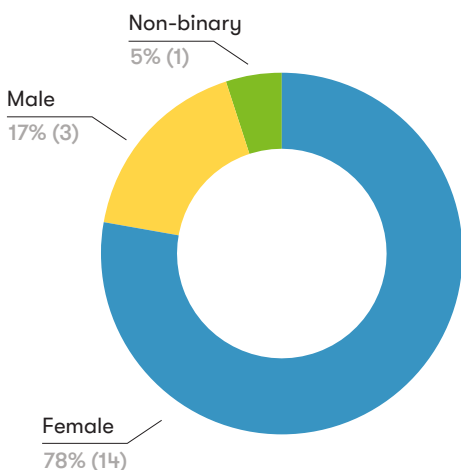
Life / Employment Status

More than half (56%) were unemployed at the moment of their application, 44% have caretaker responsibilities for children.

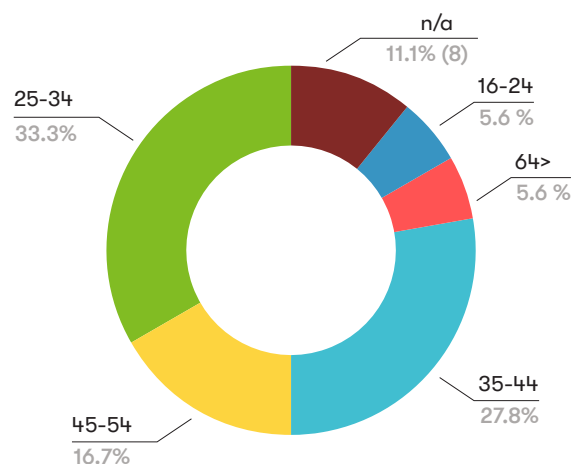
Ethnicity



Gender



Age



Entrepreneur spotlight

Find out more about some of the participating entrepreneurs and their ventures

Chuky Omo

Odd Sockin

Inspired by the desire to explore conformity and push boundaries of self-expression, Chuky Omo is an entrepreneur dedicated to gamifying the experience of purchasing socks through offering odd and even pairs. With Odd Sockin, Chuky also hopes to raise awareness on neuro-divergence, diversity and outside-of-the-box thinking.

Willing to make a positive social impact, Chuky entered **New Roots Program** in the hopes of transforming his ideas into a concrete project. More specifically, his goal was to set up a business model that would allow for a percentage of the earnings to go towards a charitable distribution of the socks, as it's one of the most needed items when it comes to homeless people.

When looking back at his **New Roots Program** entrepreneurial journey, he mentions two turning points: learning about how to operationalize a business model canvas, which taught him how the venture should be run out of paper; and understanding how to translate a value proposition into a pitching narrative, a useful skill to sell ideas. In the short period of the program, he gained enough confidence about his project and his own capacities to start navigating in the business world.

Like other entrepreneurs, funding has also been a challenge for Chuky. Despite this, he's focused and motivated to make Odd Sockin happen: the creation of the business' first set of tie dyed socks is already in the making, along with strategic and marketing planning.

Last but not least, his advice to young people looking to follow the same path of opening an independent enterprise: consistency and finding the right supportive voices are key to staying strong in one's purpose and mission.



“I found that people were really receptive to the idea of giving me different perspectives and angles and what I'm doing, and also allowing me to understand our business model or our idea, not just purely selling socks, but who are the beneficiaries, who are the users. That kind of input really transformed the way I was thinking about the company.”

Chuky Omo

🏠 Odd Socks

Angie Palacios

🏠 First Line Cleaning Services

Angie Palacios is the pillar behind First Line Cleaning Services, founded in 2020. The enterprise was set up to provide an office and residential cleaning service that is delivered across London. Taking from her 12-year experience in the field and from watching the gaps of other companies, Angie's aim is to do things differently and intentionally in her venture. When she joined the **New Roots Program** program, Angie expected to expand her business and grow it in order to provide fair pay and concretely give back to the community on a regular basis. At First Line Cleaning Services, giving back to the community means to put people empowerment in the center of things - for instance, by supplying the staff with English, literacy, numeracy and IT classes; by working with charities and constantly showing up for its community-based network.

She benefited greatly from the foundational-level of business knowledge and guidance on different relevant topics (like accounting, marketing, business canvas, online presence and marketing) throughout her journey with New Roots. While Covid-19 slowed down the operations for some time after the program, the provision of cleaning services is now back on track with more steady requests. The venture has even secured two major cleaning contracts!

And she's not stopping there: when asked about the most significant changes for her since the participation in the program, Angie says that she is now thinking bigger and decided to go for long-term goals. After securing a grant, she's been investing into learning from and exchanging with business consultants, certifications for the business and is planning to garner more long-term based contracts soon.



“Since I finished New Roots, I also applied for a grant by Action for Race Equality for entrepreneurs under the age of 30 and got it! We're also paired with a business mentor (I have 1:1 sessions two days a week this month and we have 5/6 master classes). It was surprising and also very nice to know that there's another entity that also believes in my company.”

Angie Palacios

First Line Cleaning Services

Makeda Cole

Khokho London

Makeda’s business idea is rubbish - yes, that’s using environmental waste to create sustainable handbags. It’s a forward thinking lifestyle brand that specializes in sustainable and timeless crossbody bags. Inspired by modern needs, heritage prints and traditional West African craftsmanship bags can be revamped/up cycled after use into other household items - minimizing wastage through innovative design. The first product is an over-the-shoulder bag design made from 100% discarded coconut shells and designed by local artisans. The brand exists to meet consumer needs for ethical fashion and to address environmental impact by fashion by reducing landfill in the UK, through extending the product life-cycle and considering recyclable packaging - working towards government priorities of a low-carbon economy. The business will allow for social impact for socio-economic opportunities through the provision of income for local makers globally such as in West Africa, to enable them to support families and skills to empower their lives, creating a positive impact on urban and rural communities.



“Over 5 years I aim to employ artisans, having the existing artisans teach locals to make our products and therefore learn new skills. I aim to pay artisans more than the national average in Sierra Leone- supporting economic empowerment.”

Makeda Cole

Khokho London



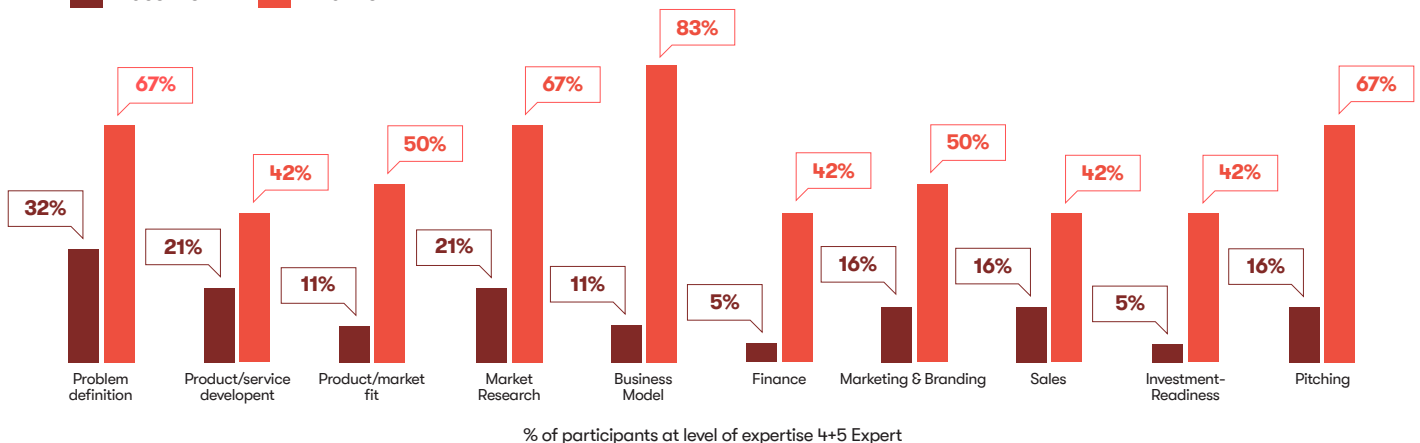
Program Outcomes Business Skills & Knowledge

New Roots Impact Hub King's Cross entrepreneurs reported higher scores at the end of the program across all skill categories. At the end of the program an impressive 83% of participants considered themselves to have very good knowledge on business models from only 11% at the beginning of the program, and 67% did so in pitching (vs. 16% at the beginning), market research (vs. 21% at the beginning) and problem definition (vs. 32% at the beginning).

IMPACT HUB King's Cross

Participants have increased their business skills

■ Baseline ■ Endline



“Where things changed with me was when we did the Business Model Canvas, which allowed me to understand how my business can run in reality, and then also there was the pitching aspect. The trainer really allowed me to understand how to convey what I’m doing in a short space of time. Usually it would take me around 30 minutes to explain my business. But now I am able to explain the key points of what I’m doing, why I’m doing it, and also how to make quick pitch decks as well. So I have just more confidence in myself as a business person and being able to convey what the business is about.”

Chuky Omo
Odd Sockin

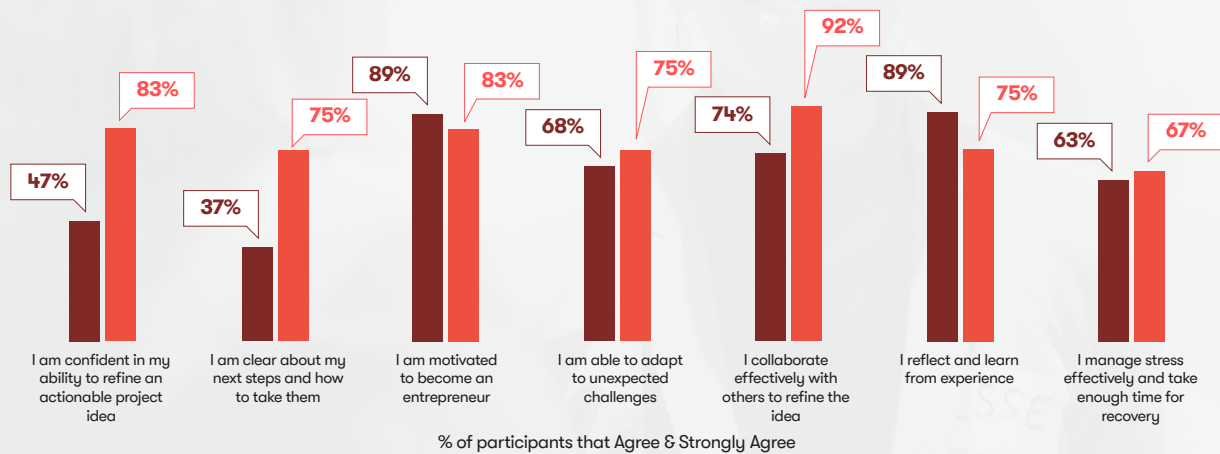
Program Outcomes

Leadership Skills

The percentage of King’s Cross entrepreneurs that agreed or strongly agreed that they were confident in their ability to refine a project idea also almost doubled from 47% to 83%. When it comes to reflecting and learning from experience, we have seen a slight decrease, from 89% to 75% and in the motivation to become an entrepreneur from 89% to 83%. This may partly be due to participants being more aware of what it means to be an entrepreneur and hence self-assessing slightly lower.

Participants have increased their leadership skills

■ Baseline ■ Endline



“I have built the confidence to realise that I can lead my business effectively as an entrepreneur. I have been able to build my confidence and build strategic plans to enable my business to be competitive in the market.”

Makeda Cole
Khokho London

“Since the end of the program, I am thinking bigger; I now have long-term goals. It has made me think more about the longevity of the business as opposed to the short-term immediate goal that we have.”

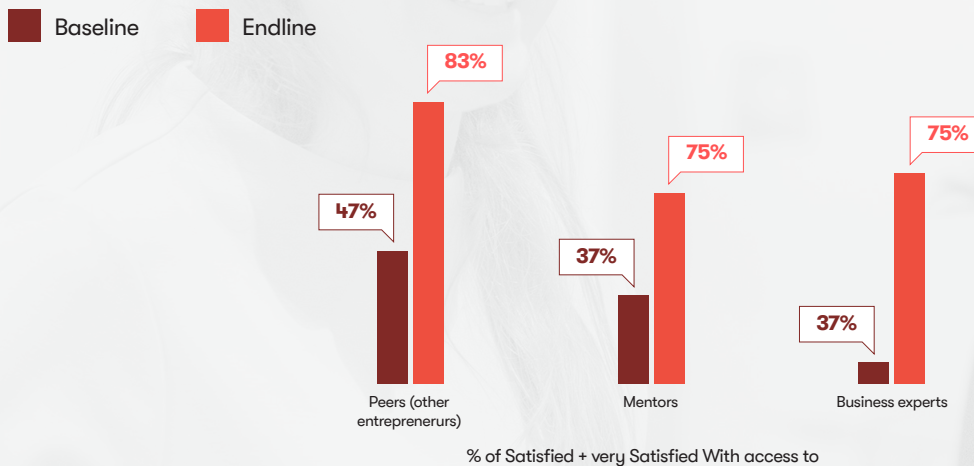
Angie Palacios
First Line Cleaning Service

Program Outcomes

Professional networks

Overall, all participants consider that **New Roots Program** has supported them to significantly increase their access to peers, mentors and business experts. At King's Cross the participants that are either satisfied or very satisfied with their access to business experts had increased tenfold from only 5% to 50%.

Participants have increased their professional networks



Access to peers and the support provided by mentors is also repeatedly praised and shown in the satisfaction numbers. Some entrepreneurs are still in contact with their mentors and still have a few hours of support left.

Giving the opportunity for alumni from previous editions to meet with the 3.0 entrepreneurs has been warmly welcomed by all sides, and alumni like Anneka have served as great motivation for participants. Find out more about how Anneka has developed her business since her participation in **New Roots Program 2.0** on p.23.

“My most important takeaway is that even if you are an entrepreneur who works alone, it’s really important to talk to people and network because you never know who can provide a resource, a contact or simply guidance.”

Nicole Als

“I’ve found the mentoring useful. Having them as an accountability person helped me to be more consistent with building my business. They also gave great ideas and helped promote on their own platforms.”

Temí Fajobi

🏠 Ankara Notes

— 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

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



“It was a wonderful evening, full of great women and lots of power and inspiration. **It gives me the energy to keep going every day when I can meet and network with so many inspiring women entrepreneurs.** I took away that just getting a female perspective on problems makes a big difference and we should constantly reinforce, encourage and support each other to bring this female component into the world so that it will soon be part of everyday life and not the exception!”

Janna

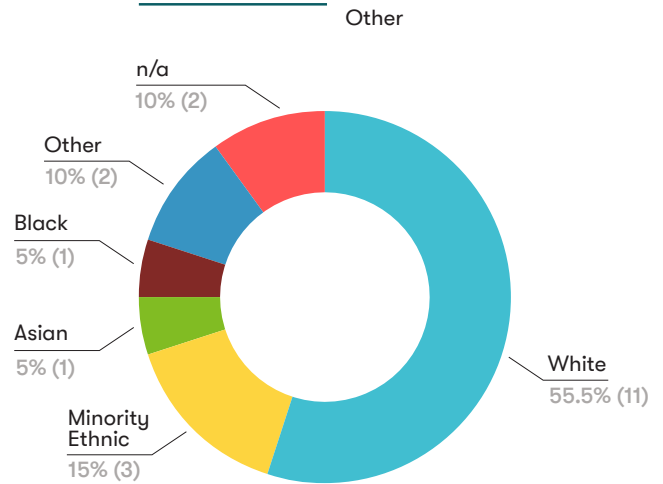
Monkey Minds on final event

Getting to know the entrepreneurs

Inspirational women with inspirational ideas

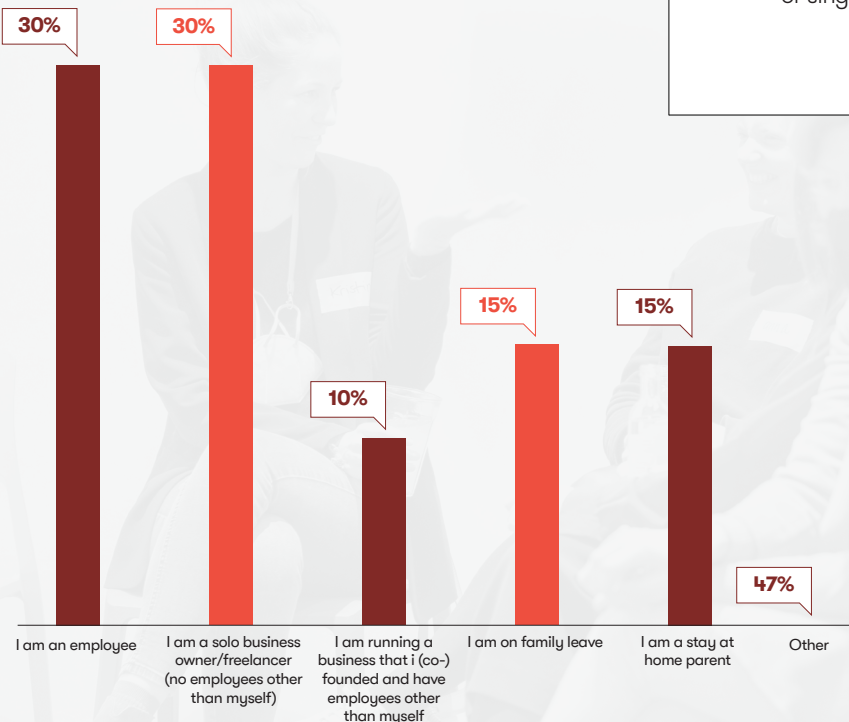
The Munich cohort this year consisted of 20 women from Munich and its surrounding areas working on 18 ideas/ventures. There was a quite level distribution of occupations for this year's cohort, with 30% being employees, 30% solo business owners or freelancers and 30% either on family leave currently or stay-at-home parents. A further 10% is co-running a business. All women had varying degrees of caretaking responsibilities, 40% has a non-white ethnic background.

Ethnicity



Our Munich entrepreneurs work in a variety of sectors, the main one being Health & Social care, followed equally by Education & Teaching, Nutrition, Entertainment and E-commerce. 10 of the 17 venture ideas target parents-to-be, and families with children or single mothers.

Current Occupation



Entrepreneur spotlight

Find out more about some of the participating entrepreneurs and their ventures

Anna Diermeier

🏠 Zurück Shop & Studio



Anna Diermeier is a product designer focused on color and material who has been active in the industry since 2007. Motivated to shape a positive future and determined to combine her two greatest interests - textile design projects and ecological responsibility -, she founded Zurück

Shop & Studio in May 2020.

The German zero-waste design online startup is all about upcycling disposed textiles from the hospitality sector and bringing them back into circulation. In addition to that, the shop's products are all made in the country - generating less CO2 consumption by producing locally is one of the venture's main sustainable strategic pillars. Her idea for Zurück came up after attending a Fridays for Future demo, which is part of a greater international climate movement led by youth, and being concerned by the urgency of global warming raised there.

At the beginning of her journey with the virtual shop, she decided to test 30 products. Her first responses were encouraging, but she knew that to further develop the business, it would be necessary to sail the seas of marketing and sales. Anna then decided to take the project to the next level by joining **New Roots**.

For the program, Anna brought the idea of consolidating her studio and, in her words, it was an eye-opening experience. She learned about useful business tools (like the value proposition canvas), worked in groups with other social entrepreneurs, and received relevant feedback. At the end of this process, she was able to better structure and form her offering for Zurück.

Having a clearer view of the audience she wanted to reach and the different phases of a consumer's journey until the closure of a contract, Anna updated the venture's website and communication according to the new proposition. She adopted two new central questions that would lead to the solutions provided at Zurück: "Do you need to make space in your warehouse?" and "Do you want to recycle or upcycle

but don't know how to?". Within a short period of time, companies started sending her requests for the upcycling of their waste.

Talking about the present, Anna continues to learn about the different challenges an impact entrepreneur encounters along the way and is constantly questioning "what worth does my work have?". Zurück's current offer includes products (tea towels, napkins, carrying bags, mask/glasses straps and much more - all made from upcycled material through a zero waste process), and services in the sense that the venture supports companies on the development of personalized sustainable solutions, from their design to the implementation and communication.

Shirli Volk

🏠 Shirli Volk Pastry



Shirli Volk has the ability to give people a comfortable, home feeling, which is very well translated to what she cooks. After 10 years of experience as a pastry chef for third parties, Shirli decided to make a shift in her career by doing things in her

own way. Committed to staying true to herself, she founded her independent label - Shirli Volk Konditormeisterin (which translates to "Pastry Chef") - focused on making and selling vegetarian and vegan pastries, as well as on offering pastry classes for children.

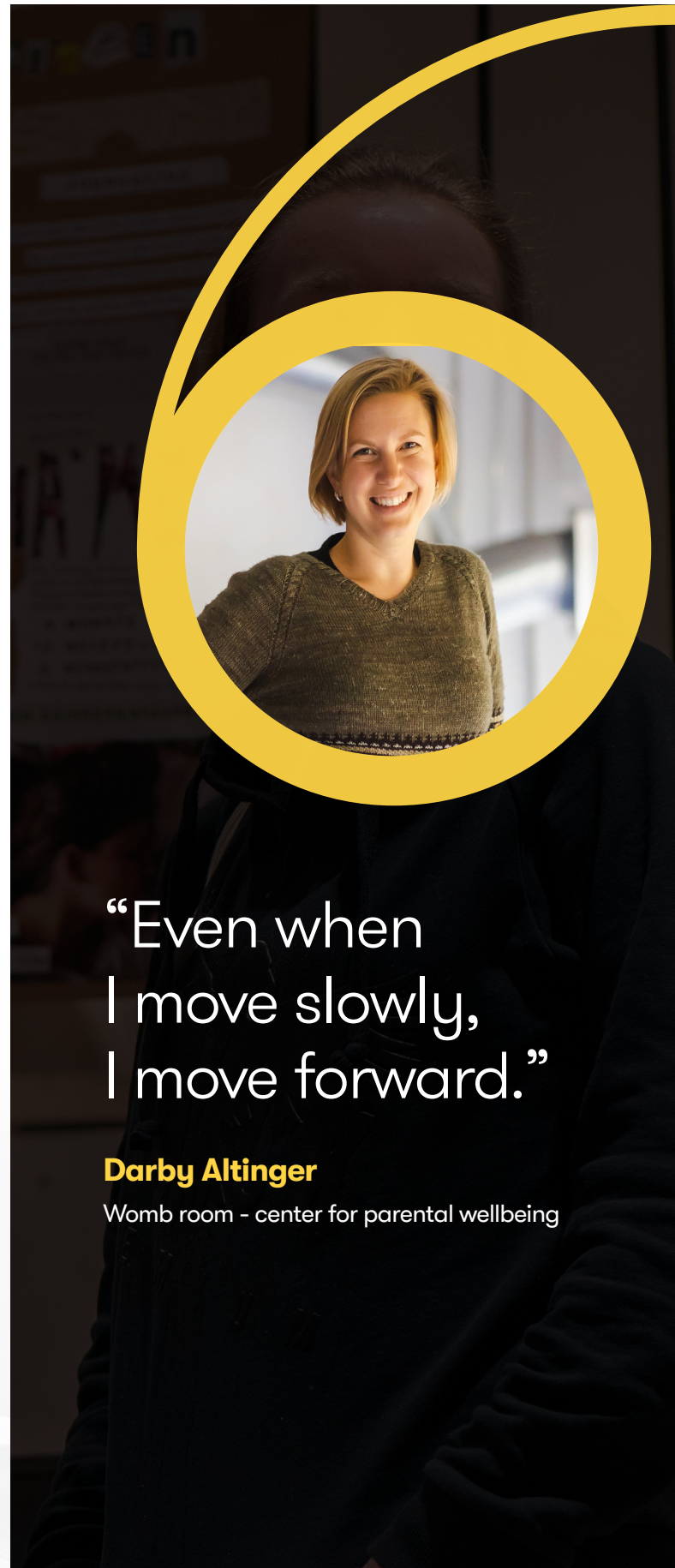
Joining **New Roots Program** was an important step in making that dream come true, as she needed support to give shape to her ideas before concretely moving on to an independent entrepreneurial path. She came for the feedback and the advice from experts, and despite all the challenges faced throughout that journey, she concluded her participation in the program feeling encouraged to make the first moves. Certainty regarding her venture arrived when she first saw her name stamped in the logo designed by a graphic designer. Fast forward to today, the business still has no physical venue - but, as a successful and independent chef, Shirli is on the right track: she is already involved in different projects, has set up a website through which people can make orders for her pastries and keeps happily leading cooking classes for children who are 8+ years old.

Darby Altinger

🏠 Womb room - center for parental wellbeing

Darby is a doula and through her activities she wants to educate, encourage and empower expectant parents and new parents. She wants every mother to know how much love is around her, no matter where she comes from. Many couples Darby works with also have an immigrant background. Darby joined **New Roots Program** with the idea to create a physical space to offer a holistic range of services. **New Roots Program** gave her the fuel, focus, insight and accountability she needed to move her business forward. Her list of accomplishments during the program is impressive and includes successful work on her brand with a logo, a website that links to an e-learning platform, the completion of the physical space where she already gave 4 birth preparation classes!

To make her successes as an entrepreneur visible, Darby now writes “I Did” instead of “To Do” lists. “Looking back is so important and makes you feel well and proud.” Darby has learned that change and developing a business take time and is very mindful of the energy it takes. A new motto is “Even when I move slowly, I move forward.” Her next steps in the entrepreneurial journey involve continuing to work on her focus and set clear targets. Finally, the future also includes finding a way of ensuring important birthing services when Darby herself can't be present to care for her clients.



“Even when I move slowly, I move forward.”

Darby Altinger

Womb room - center for parental wellbeing

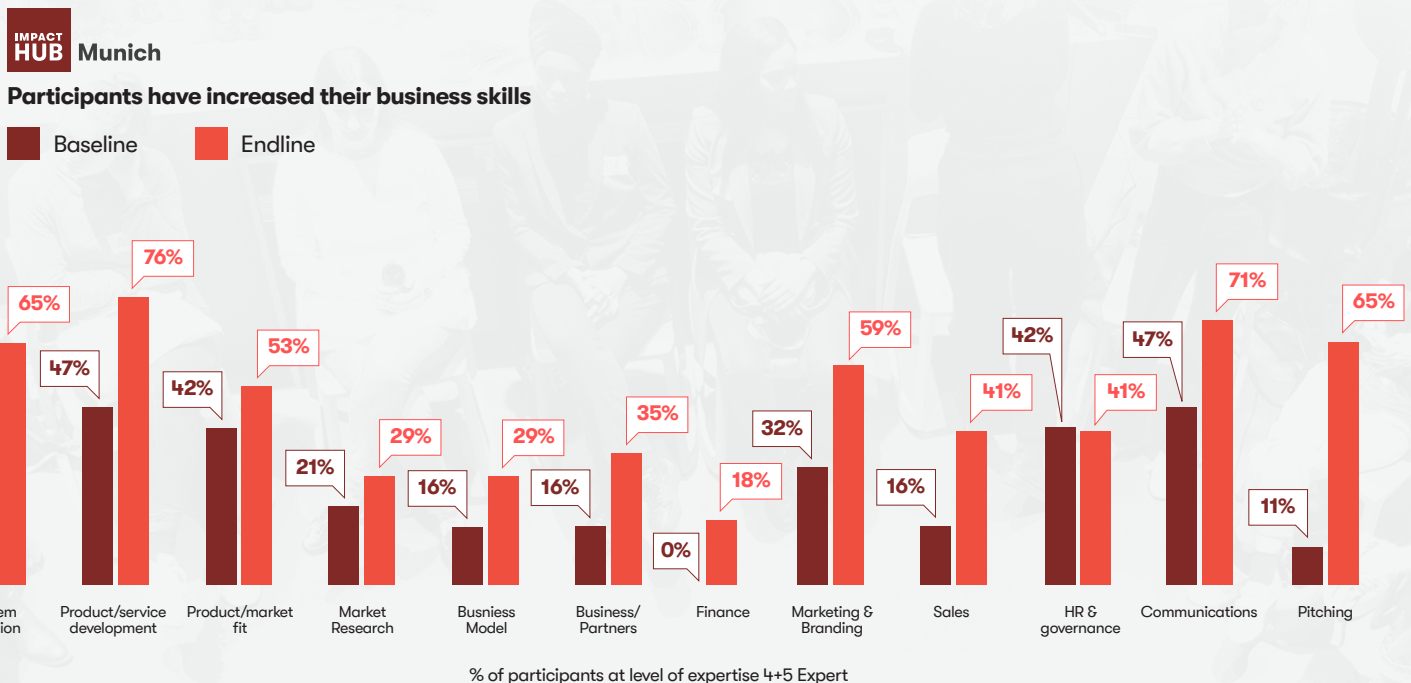
Program Outcomes Business Skills & Knowledge

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



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.”

Program Outcomes Leadership Skills

In Munich, 82% agree or strongly agree on their confidence to refine an actionable project idea, compared to 58% at the beginning of the program, and 53% report that they are either clear or very clear on their next steps. This clarity rose from only 5% at the beginning of the program. 71% of the women entrepreneurs now either agree or strongly agree that they are motivated to become an entrepreneur, which also shows a sound increase from 53% at the beginning. It's also 71% that plan to continue developing their business idea at least part-time and another 18% will fully dedicate their time to their business.

At the end of the program there were slightly less women agreeing or strongly agreeing that they reflect and learn from experience, decreasing from 63% to 59%.

“In October, I had no idea what self-employment could look like. I only knew what I had been most excited about in my studies. **Now I can clearly see the path ahead of me to become a freelance writing coach.** I have concrete ideas and am working on the concepts. I have a name for my business and a website!”

Elisabeth Jocher

🏠 Schreibmoment

IMPACT HUB Munich
Participants have increased their leadership skills

■ Baseline ■ Endline

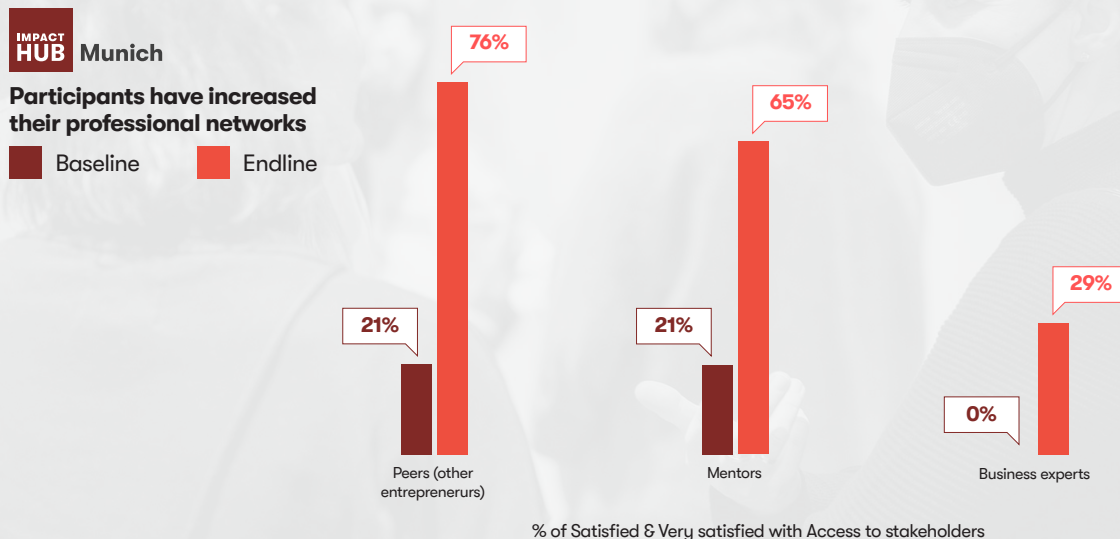


Entrepreneurship

Program Outcomes

Professional networks

Overall, all participants consider that **New Roots Program** has supported them to significantly increase their access to peers, mentors and business experts. Our entrepreneurs from Munich are also particularly happy about their access to peers, with 76% reporting that they are either satisfied or very satisfied with their access to other entrepreneurs, compared to 21% at the beginning of the program.



88% agree or strongly agree that engaging in a community of peers has strengthened their own entrepreneurial motivation.

There has been particular praise for the support mentors have provided in the process: 65% of Munich participants are either satisfied or very satisfied with their access to mentors. It is only in rare cases that conflicting commitments have made it difficult to make the best of the mentor relationship.

Afi Kreyling

🏠 Miniglottte

“My mentor was of great help particularly with my specific challenges!”

Of the Munich cohort, 9 alumni continue to be active members of the **Impact Hub** and treasure the opportunity this provides them for ongoing networking and being able to bounce ideas off peers. Alumni also participated in showcasing events in both **Impact Hubs**.

Jeanette de Pauli

🏠 Jeanette Kocht (New Roots Program Alumni)

“It was incredibly impressive and motivating to see how ideas we discussed 1.5 years ago during the New Roots program have now been implemented and are actually on the market!”

Alumni stories

We also followed participants from **New Roots Program 1.0** and 2.0, to see how their venture has developed since.

Annika Russell

🏠 Enjoy Early Years & Jeka Play



Annika Russel has worked in a variety of roles in the field of primary and early years education for over 20 years across the United Kingdom, from teaching to policy consulting. By aligning her vast experience, skills and passion for

high quality, inclusive physical and emotional educational environments, she founded Enjoy Early Years (EEY) and JEKA Play in 2020.

EEY is dedicated to develop a broader work with other educators, communities and authorities in the creation of learning

environments that advocate for the unique child and the staff that care for them, JEKA Play provides an exclusive furniture collection that helps in that same mission, but targeting mostly opening nurseries and providing education services to the most disadvantaged communities.

Entering the entrepreneurial journey can often feel like a lonely mission, and that's why Annika decided to join a previous edition of **New Roots**. Aiming at networking and connecting to peers, specifically peers from black and ethnic minorities, was an important part of that decision as well.

Since the end of the program, Annika has been putting to use all the learned lessons and transforming them into new opportunities: in addition to establishing better carved products and services for her two ventures, she already launched their prototypes. At the time of **New Roots**, she had never pitched and was not sure about how to connect her ideas to an actual product. Now, she says that the narrative has turned into something natural - in that sense, "having a mentor was incredibly useful", states Annika.

To other budding entrepreneurs with a BAME background, Annika recommends:

"Don't let the barriers discourage you. If I did, I wouldn't be where I am today, my product would still be on paper. And do not compare yourself with others, because it is the thief of all joy, it will be a stumbling block. I used to do this, look at the result of people's work, get discouraged and think what the point was in even starting. But now, I look at myself and see that my product isn't only on paper anymore, it's real."

Annika Russell

Enjoy Early Years & Jeka Play

Natasha Pencil

Treble Drinks



An impact entrepreneur passionate about sustainability, zero waste and tackling poverty through socio-economic empowerment - that's Natasha Pencil. Along with her business partner, she combined those passions and translated it to Treble Drinks.

Treble Drinks is an enterprise dedicated to produce healthy beverages made of cashew apples that would otherwise be wasted as a by-product of the cashew industry. Whilst rescuing delicious and nutritious fruits that could go to waste and pushing for a zero food waste industry, the business idea also targets the provision of an extra source of income for small-scale farmers in Tanzania.

As an alumni of **New Roots Program** and other incubation programs, Natasha is struggling to secure funding to get the venture off the ground. Other challenges include expenses with communication and mediators of the process to collect the fruits; that's why her plans for the near future are all about persisting on getting funding.

Simone Widemann

Urlaubskind



Simone Widemann is the face behind Urlaubskind, an enterprise dedicated to proposing beautiful and practical products for a stress-free family holiday. Focused on making parents' lives easier when away from home, the virtual shop sells from children luggage to group

games, from sand toys to bed fall protectors.

Protecting the environment and creating a secure future worth living for the kids is also an important aspect of Urlaubskind, so when selecting brands to partner with, Simone always opts for companies that use recycled materials and guarantee fair production conditions.

Mother of 2 children and an enthusiastic traveler, the idea for Simone's business came about in 2019 when she decided to think about how to combine the extensive professional experience in e-commerce with her passions. The entrepreneur had already been reflecting on becoming an entrepreneur for two years, when she decided to participate in **New Roots Program** - that's when the thoughts were put down to paper and brought into reality.

Joining the program was not only a milestone in terms of giving her first steps as an independent business owner, but also in terms of community. As Simone keeps walking the entrepreneurial path, she is understanding that it's not an easy one. It takes time to get your word out there and the challenges are several, but having conversations on the struggle with other entrepreneurs and supporting each other can be groundbreaking.

Simone's advice for others is:

“Make sure to exchange your experience with others, ensure community and conversation, especially with other female entrepreneurs. Be brave, try out things and get in touch with other women. Our great strength as women is that we support each other.”

Simone Widemann

Urlaubskind

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



María Isabel Proaño

🏠 Delande

Originally from Ecuador, María Isabel Proaño is the founder of Delande, which is an acronym from “De Los Andes” (or From the Andes, in English). Delande started as a young consultancy company that supports the German fashion industry in becoming more sustainable and transparent, and developed into pop-up stores that sell fashion items made of alpaca wool as main raw material.

Regarding their sustainability-driven mission, María Isabel adds that “the wool comes from producers in Ecuador, so we are particularly concerned about the animal-friendly rearing of alpacas and the guarantee of fair working conditions in manufacturing. In particular, we promote the integration of women with children into professional life in cooperation with foundations and cooperatives in Ecuador”.

Her story in the textile industry goes back to her family, as both her grandfather and father worked in the sector. Her dad retired and tried to support the workers of his own company, but the Covid-19 pandemics made it even more difficult to keep the collaborators. With no secured contracts, the women who worked there did not have an income anymore. María Isabel tried to find a solution and **New Roots Program** happened to come along exactly during that time.

An alumni of the program, María Isabel pointed out that

participating in it had a great impact on her entrepreneurial development, especially considering all the encouraging support, the wise feedback and the new resilient perspectives awakened by its community of women entrepreneurs. It was through this journey that she was able to further develop her idea and feel confident enough to officially found Delande. “I would recommend the **New Roots Program** program to all women who have an idea or entrepreneurial dream but did not dare to pursue it yet or do not know how to start making it into reality”, says her.

After the program, despite all the challenges, she was able to set up a couple of pop-up stores in different places and understand what are the best ways to operate sales. In the near future, Delande is having another pop-store opened and will release a collection that should be ready for Christmas shopping - María Isabel is particularly enthusiastic about the possibility of putting the products out there that remind people of her home-country.

Additionally, next steps include figuring out the logistics of sizes (which are different in Ecuador and Germany) for her products, working on an online shop, finding alternatives to sustainable shipping and setting up a crowdfunding campaign. Extending her current work with foundations and cooperatives by creating her own NGO that provides support to Ecuadorian women with capacity-building is also in her plans. Finally, her words for women who have the dream to become entrepreneurs, especially the ones who are mothers, are:

“It’s a beautiful journey, but it also demands us to be brave. We need to give ourselves the time to make our dreams reality. Dreams do not go away just because you’re a mother - it’s not always easy, but once you decide for it you can manage to get there.”

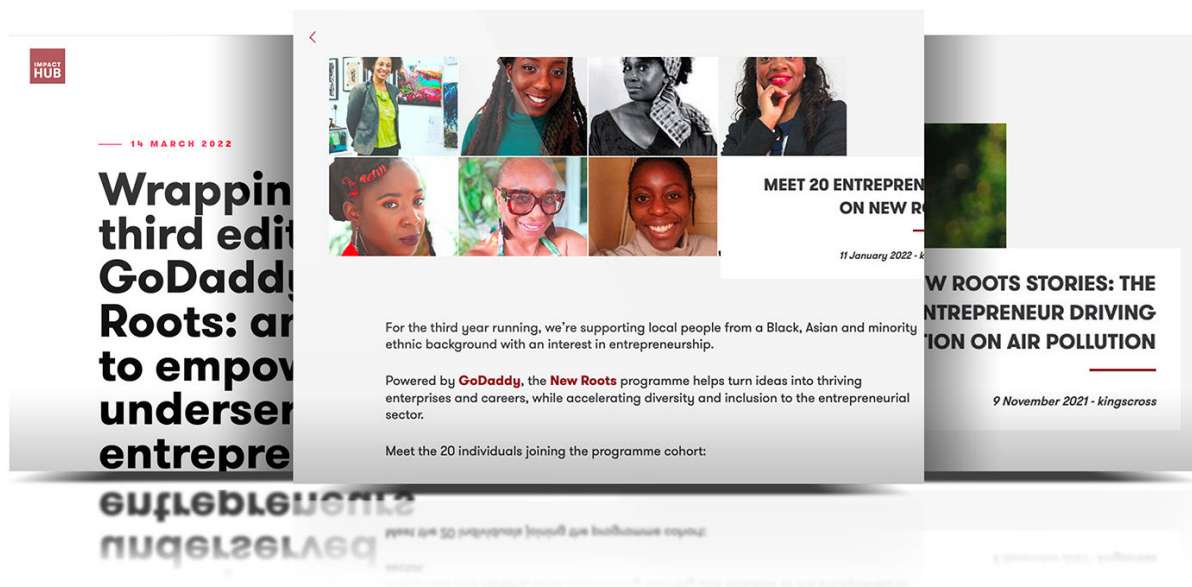
María Isabel Proaño

Delande



Our entrepreneurs were also featured in blogs and videos

- **Impact Hub King's Cross** - short bios from the entire cohort:
<https://kingscross.impacthub.net/meet-20-aspiring-entrepreneurs-on-new-roots/>
- **New Roots Program Stories: *The Entrepreneur Driving Action On Air Pollution:***
<https://kingscross.impacthub.net/the-entrepreneur-driving-action-on-air-pollution/>
- **New Roots Program Stories: *Helping Communities Talk About Ethnic Identity***
<https://kingscross.impacthub.net/new-roots-stories-helping-communities-talk-about-ethnic-identity/>
- Video Better Incubation, showing two **New Roots Program** participants - ***Working with young people in London:***
<https://www.youtube.com/watch?v=lCxxoEWe7So>
- Blog on edition 3: ***Wrapping up the third edition of GoDaddy's New Roots: an initiative to empower underserved entrepreneurs:***
<https://impacthub.net/new-roots-empower-underserved-entrepreneurs/>
- Roxana Díaz's Peru Natural is featured on the Green Style Brand Directory:
<https://greenstyle-muc.com/peru-natural-upcycled-in-bavaria/>



Summary

Leading the way to their own future: New Roots Program participants do this with increased confidence and clarity

The 3rd edition of **New Roots Program** has shown **positive outcomes throughout** despite the additional challenges presented by the pandemic.

Ongoing flare-ups of Covid 19 meant that in-person activities needed to be limited throughout, and it meant additional weight on many participants' shoulders and having to miss activities due to illness or caretaking responsibilities. The program had taken this eventuality into account already during the planning stage and successfully carried out the program in hybrid format.

Overall, participants in Munich and at King's Cross were very happy with the program and its services: **97% would**

recommend the program to others.

One of the strong suits of the **New Roots Program** program has been that **it has responded to participants' need for clarity in their business endeavors**, which is clearly shown by the 75% of participants that by the end of the program either agreed or strongly agreed that they now were clear about the next steps to take, compared to 37% at the beginning of the program.

All participants consider that **New Roots Program has supported them to significantly increase their access to peers, mentors and business experts.** There has been particular praise for the support mentors have provided in the process, both from the current cohort - 50% of King's Cross and 65% of Munich participants are either satisfied or very satisfied with their access to mentors - and alumni, and some entrepreneurs continue to be in contact with their mentors.

“By working with diverse founders, the **New Roots** Program has been able to provide support, mentorship and introduced us to a wide community, which we wouldn't have had access to otherwise. I am extremely grateful to the **New Roots** Program team, **GoDaddy**, and **Impact Hub** King's Cross.”

Bejesholo Aikhomun

New Roots Program 3.0 participant Impact Hub King's Cross

Outlook

Continuously building on learnings - what to expect from New Roots Program 4.0?

In edition 3.0 we had a wide range of learning, and were reinforced by the positive feedback that participants and alumni alike provided. All core components will remain, but we aim to further improve this important program in the following ways:

- We will continue providing the program in a hybrid format, so as to provide the flexibility that participants need to make the most of this opportunity. At the same time, the program needs to ensure enough in-person contact as this is a major driver of engagement.
- We will ensure that in London and Munich there will be more in-person contact than last year, and pay particular attention to creating an environment where a community and trust can be built between the participants from the get-go.
- Build a community, create a long lasting support system: This means that the feeling of community should transcend each single cohort. We will build on the great experience of involving alumni and continue inviting them to share their experience at events. So as to maximize their likelihood of success, we will pilot ways in which alumni can maintain their engagement with their program, but also ways to continue supporting them after the end of the program.
- We are aware that one of the big ongoing barriers is the lack of access to finance for Londoners with BAME backgrounds and mom entrepreneurs in Munich alike. In order to contribute more meaningfully to finding a solution we are actively looking for more connections with funding opportunities.



**Thank you for your
ongoing support!**

— Impact Report

New Roots Program

May 2022

**IMPACT
HUB**



REPORT CONTRIBUTORS

Impact Hub King's Cross Team

Emma Lange, Samira Gomes,
Winifred Adeyemi

Impact Hub Munich Team

Johanna Rapp, Anna Röger, Carolin Nötzold,
Jakob Assmann, Lea Klein

Impact Hub Global Team

Christine Moser, Mariana Silverio, Madalina
Neagu, Sarah Stamatiou Nichols

— Impact Report

New Roots Program

May 2022

**IMPACT
HUB**

TeamB SASU & Makelt & YesAnd.
PopCom & Yes & WeAreRockets & NightGnorw.