



# THE ENTREPRENEURIAL REFUGEE NETWORK

[www.wearetern.org](http://www.wearetern.org)

# WHY

Because entrepreneurial refugees face barriers to entry but have not only got dreams but also a wealth of unrealised potential. We see refugee entrepreneurship and business partnerships as a win-win, a means for increasing harmony and economic integration.

# HOW

By leveraging the expertise and goodwill of experienced entrepreneurs and industry experts in Britain to provide a healthy, growth-oriented entrepreneurial ecosystem for refugee entrepreneurs.

# WHAT

A 12 week incubation programme for refugee entrepreneurs, including weekly mentorship, training events, tailored expert advice and access to finance.



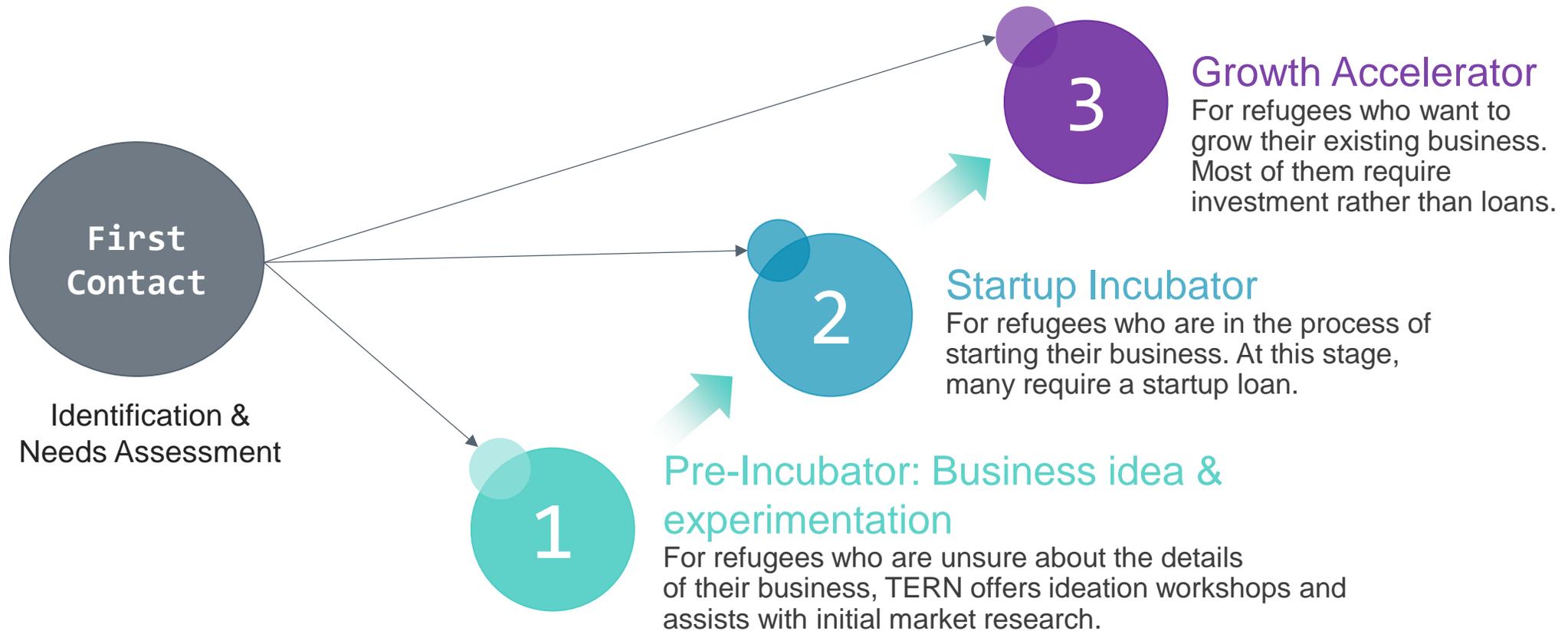
GOLDEN  
CIRCLE

# Pathways

**Needs assessment and 3 different starting points**

At first contact, TERN assesses applicants' needs and entrepreneurial progress. TERN then channels them to start either at stage 1, 2 or 3, or to appropriate referral partners in the employability space.

Participants in our network can progress, step by step, through our support model.



**We have just started the 1<sup>st</sup> version of our pre-incubator pathway:**  
**In partnership with ice cream Superstars Ben & Jerry's**

We work with Ben & Jerry's for a combination of income generating activity + entrepreneurship training to help refugees set out on a path towards financial and professional independence.



The programme combines:



Sales training +

Summer job +

Entrepreneurship training

View detailed programme: [bit.ly/iceacademy](https://bit.ly/iceacademy)



# On the job immersion with Ben & Jerry's plus business development workshops

## Preparation session

During a two day boot camp, refugees will learn the basics of how to work and sell in a Ben & Jerry's ice cream business.

## Business & sales immersion 'on the job'

Refugee will be employed at a Ben & Jerry's ice cream vendor business in an attraction park. They will work in a team and sell directly to customers.

In weekly sessions, they will discuss lessons learned with fellow participants and the TERN team.



## Develop idea

### ICE Lab 1: Business idea

In a TERN workshop, refugees develop their own business idea together with input from experienced entrepreneurs.

### ICE lab 2: Market Research

TERN coaches refugees in market research. They carry out their customer and competitor research and gain feedback.

### ICE lab 3: Refine business idea

Refugees take their completed research into a TERN workshop and refine their business idea with the new insights.

## Test & improve idea

### ICE lab: 4 Create testable Product

Refugees develop their minimum viable product and make it ready to test.

### ICE lab 5: Test with real customers

TERN organises a workshop with visitors who will be their test customers. They collect feedback.

### ICE lab 6: Improve with feedback

The collected feedback is used in a TERN workshop to refine their business idea further.

## Make choices

### ICE Lab 7: Make career decisions

In a final workshop, refugees are informed about their options for continued support after the programme ends.

### Option 1: Meet potential employers.

### Option 2: TERN incubator

With their own, well researched business idea, refugees can choose to enter the full TERN business mentoring programme.

# STEP 2, INCUBATOR & STEP 3, ACCELERATOR

During the **boot camp**, refugee entrepreneurs are matched with their mentor.

The **mentor support** period lasts 12 weeks, after which they access **loan finance** (if required).

After the **business is started**, refugee entrepreneurs gain access to a 12 week **growth coaching** programme. At the end of this programme, TERN matches the refugee entrepreneur with **mainstream finance**.





# TERN's 1st Flight

TERN's first full programme kicked off on February 5<sup>th</sup> 2017 featuring 15 refugee entrepreneurs and 15 mentors.



# TERN works with experienced supporters to help refugee entrepreneurs succeed

TERN's Incubator model works with three different specialist volunteer roles to support participants.

See the next slide for a description of all three roles, mentor, expert advisor and business buddy. Crucially, our model relies on the interplay of all three roles, giving each supporter a clear role and maximising their value add to the refugee business.



## One-on-One MENTORS

TERN assigns every refugee entrepreneur a personal mentor. Together, they hold weekly 60-90 minute meetings.

In the meeting, the mentor provides feedback, addresses challenges and helps the mentee build, refine and validate their proposition and business plan.



## EXPERT ADVISORS

As our 1-1 mentors can't always cover all areas of expertise, TERN maintains a pool of expert advisors who give participants tailored advice sessions (online or face to face) at the point of need.

TERN experts cover legal matters, accounting, marketing, social media, pitch readiness, cash flow, ops, etc.



## LOCAL BUSINESS BUDDIES

We hope to match refugee entrepreneurs with entrepreneurs in their local area and chosen business domain. These 'business buddies' facilitate access to networks and routes to market – and provide refugee entrepreneurs a low risk environment to test and validate their Minimum Viable Product.

Some buddies become more closely involved as business partners of the refugee business.

# HOW DO THE EXPERT ADVISOR SESSIONS WORK?

## 1 EXPERT REQUEST

The mentor and refugee entrepreneur identify a skills / knowledge gap that they need expert advice on. They inform the TERN team, specifying the area of need and what specific issues they face.

## 2 MATCH EXPERT & FACILITATE WORKSHOP PREP

TERN matches the mentee with a relevant expert from our advisor pool. We facilitate the scheduling of the advice session and provide the advisor with a summary of issues to address and a participant profile.

## 3 WORKSHOP SESSION

Either the mentee or the mentor and mentee attend the tailored advice session, which can be held online or face to face, depending what is convenient for the expert and participant.

## 4 ONLINE FOLLOW UP

At the end of the session, the mentor and mentee are put in touch so that the mentee can present their progress after the session and get a review of progress made by the expert advisor.

# PROGRAMME TIMELINE – TERN pilot

Legend



1-1 Mentoring session



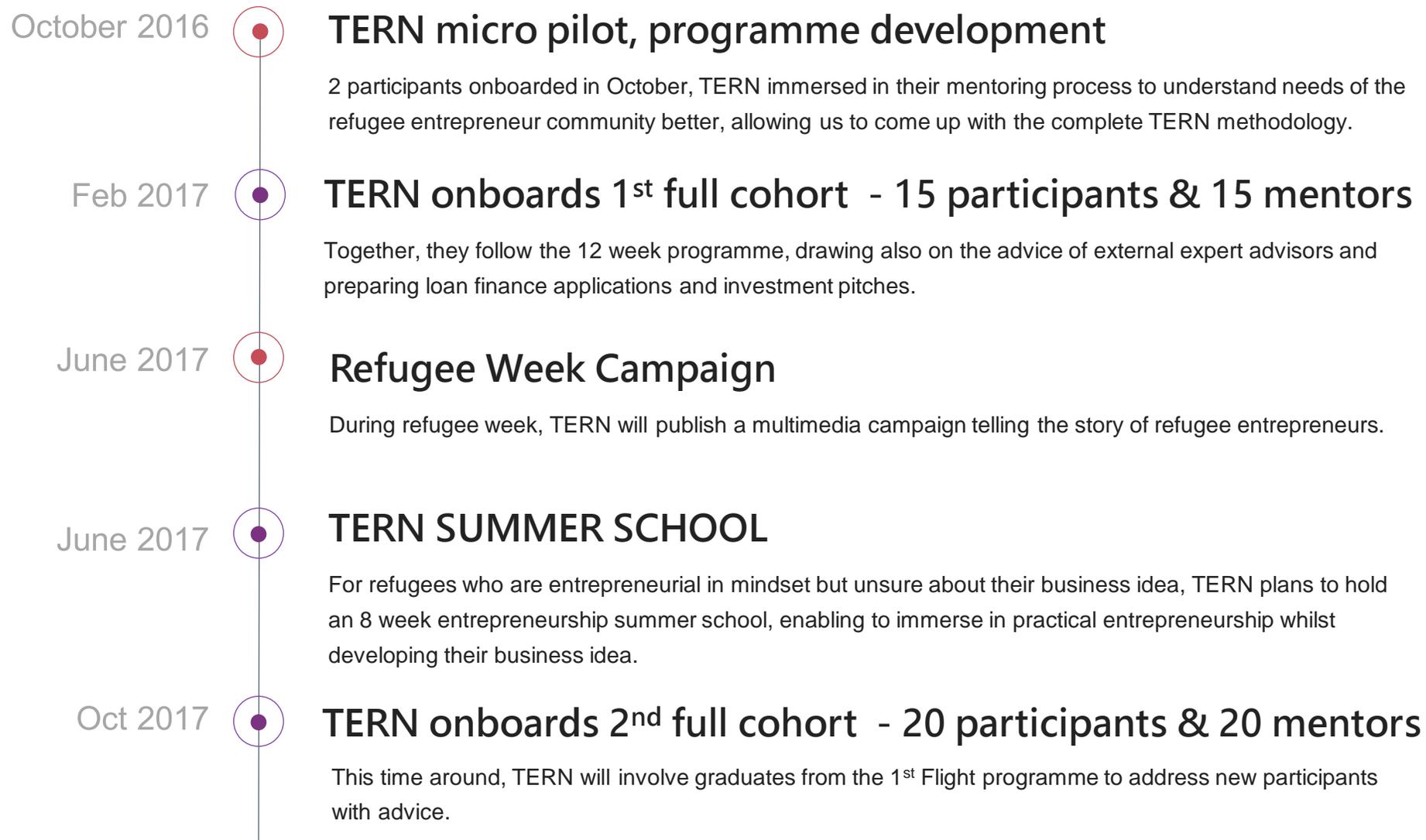
Expert advisor session



Special events with TERN

FEBRUARY			MARCH				APRIL				May		
 Bootcamp 5 <sup>th</sup> of February			 Mid-way check-in				 Closing event						
 Week 1	 Week 2	 Week 3	 Week 4	 Week 5	 Week 6	 Week 7	 Week 8	 Week 9	 Week 10	 Week 11	 Week 12		
			 1st Expert Advisor Session (timing flexible)					 2nd Expert Advisor Session (timing flexible)			 Trial pitch		
											 Finance application		
											 Final Evaluation		

# TERN TIMELINE





# CASE STUDIES

A look at some examples of current and past TERN participants.



## Faith Gakanye

Nottingham based Zimbabwean social entrepreneur, focused on ethical clothing and decor.

**Aim:** *‘To brighten up the skies of the UK with African colours.’*

**Business:** Fagee Fashion, registered

**Loan amount:** being reviewed during mentoring, initial estimate is £28k, hence TERN would look to secure an additional loan source on top of what, our partners, RESTART can provide.

**Most immediate needs:**

1. Structured mentorship
2. Access to improved sewing machines & storage space
3. Loan capital for sewing machines
4. Advice on social enterprise proposition & fair trade standards

**Bio:** In 2002, Faith moved to the UK from Zimbabwe, forced out by the political and social unrest in the country.

Faith’s business *Fagee Fashion* incorporates traditional African fashion designs into modern urban.

Now, Faith wants to turn *Fagee* into a social enterprise. Already, she provides décor and outfits for nursing home staff – to bring more joy through colours to patients. Also, she want to use *Fagee* to empower and upskill other refugees.

*Fagee* reported a £15,000 profit last year, but due to a lack of credit history, Faith struggles to access mainstream finance to scale her business.



## Ahmad

London-based Syrian from Aleppo, catering entrepreneur, looking to start a restaurant following the success of Aleppo Supper Club

**Aim:** *‘Soon, to open a big restaurant, show people our art & culture & help other refugees to do similar projects.’*

**Business:** Syrian food soiree business, then eventually, a Syrian social club & restaurant

**Loan amount:** tbd during mentoring

**Target for loan application:** tbd

**Most immediate needs:**

1. Business strategy and awareness of the lean start-up model
2. Business networking in the social café and dining experience domains
3. Business registration
4. Marketing & Social media strategy
5. Further refine the brand

**Bio:** Ahmad is an entrepreneurial Syrian who has only been in the UK for 18 months. He speaks good English due to his many business travels before the war in Syria. He has had experience adapting to other cultures, having spent a lot of time in Brazil to nurture business contacts.

In the UK, so far, Ahmad has volunteered with various charities and worked as a translator/tour guide at museums for Arabic speaking customers.

Ahmad wants to eventually start a restaurant and social space where British people, other migrants and refugees can come together, to share food, culture, dance and music. He wants to develop a café with activities for the whole family – but for now, he will start with the Aleppo Supper Club and incrementally increased brand awareness.



Aleppo  
Supper Club  
**LAUNCH**  
FRIDAY 21<sup>ST</sup> APRIL  
7PM - 10.30PM  
[billetto.co.uk/en/events/aleppo-supper-club](http://billetto.co.uk/en/events/aleppo-supper-club)

The poster features a large, semi-transparent yellow circle with a textured, marbled appearance. The background of the entire poster is a close-up of a golden-brown, crispy fried onion or breadcrumb topping. The text is centered within the yellow circle in a clean, white, sans-serif font.





# IN THE PRESS



## THE GUARDIAN

Refugees turned entrepreneurs:  
'I needed to think about the future'

<https://www.theguardian.com/small-business-network/2017/feb/28/refugees-turned-entrepreneurs-future-business-persistence>



## HUFFINGTON POST UK

From Asylum Seeker To Job Creator:  
Refugees Could 'Make Our  
Societies Great Again'

[http://www.huffingtonpost.co.uk/maximilian-yoshioka/refugee-jobs\\_b\\_14660688.html](http://www.huffingtonpost.co.uk/maximilian-yoshioka/refugee-jobs_b_14660688.html)



## Coming soon: Telegraph and CNN stories

TERN is going to be featured in the Telegraph and on CNN in the near future, with two stories in the making right now! Stay tuned – [follow our Facebook Page](#) and you'll be the first to know when the articles/stories are released.

# OUR CORE PARTNERS

Nonprofits, Entrepreneurship support, Social Finance and Private Sector partners

## Refugee-focused Nonprofits



## Social Finance Providers



is TERN's dedicated loan partner

TERN is also an Affiliate of



## CSR



# Mentoring coverage

Our partners are operational in many countries, delivering refugee entrepreneurship support programmes across Europe.

