



B 4 Beginners

Women entrepreneurship in Poland

This innovative educational course aims to address the growing need for business knowledge among refugee women in Poland. With a 43% increase in displaced women wanting to start their own businesses, our project provides essential support and networking opportunities to help them realise their entrepreneurial ambitions.



The Current Challenge

Knowledge Gap

Lack of understanding about business development in Poland, including management, marketing, and finance.

Fear and Risk

Need to overcome apprehension about starting a new business and taking risks in an unfamiliar environment.

Legal Complexities

Limited awareness of legal requirements and procedures for establishing a business in Poland.

Support Network

Necessity for guidance and networking to successfully implement business ideas in a new country.



Problem Scale

Increased Interest

43% increase in displaced women wanting to start businesses.

Opportunity

Growing demand for entrepreneurship education among refugee women.



43%

Source

CENTRE FOR ECONOMIC STRATEGY

According to the Polish Economic Institute's study, Ukrainians are actively starting businesses in Poland. (25% of all companies with foreign capital)

Our Innovative Solution

1

Educational Support

Provide fundamental knowledge about entrepreneurship, financial planning, and legal aspects tailored for refugee women in Poland.

2

Centralised Digital Hub

Develop a comprehensive platform to streamline access to essential services, resources, and information for aspiring entrepreneurs.

3

Personalised Guidance

Offer tailored recommendations and support based on individual needs and circumstances of each participant.

4

Community Building

Create a forum for networking, knowledge sharing, and collaboration among refugee women entrepreneurs.

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Home + Resourses + Forum +



Marketing materials



Financial reports



Financial reports



Financial reports



Project Management



Project Management

Community Forums



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Serating Tostice

Living and working better

It's better to work for project

Scaling Partners

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Tablet Series



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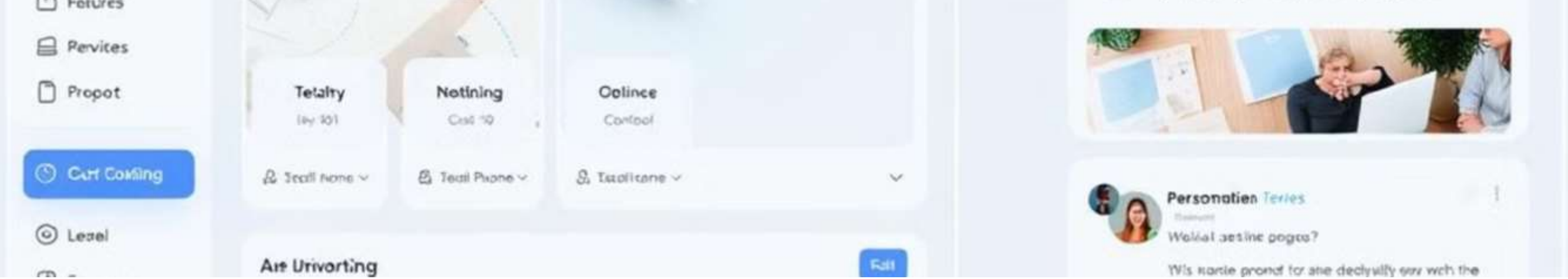
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Technological Innovation

Online Learning

Utilise advanced online platforms and mobile applications to facilitate flexible, remote learning experiences.

Digital Mentorship

Implement virtual mentoring programmes to connect participants with experienced business professionals.

Adaptive AI Learning

Integrate artificial intelligence to create personalised learning paths, allowing participants to progress at their own pace.



Unique Project Features

1 Tailored Approach

Our course specifically addresses the challenges faced by refugee women entrepreneurs in Poland, offering culturally sensitive and relevant content.

2 Holistic Support

We provide comprehensive assistance, combining business education with legal counselling, mentorship, and community support.

3 Digital Integration

By leveraging technology, we offer a centralised hub for resources, adaptive learning, and networking opportunities.

4 Community Focus

Our platform fosters a supportive environment for knowledge sharing and business networking among refugee women.

Key Potential Partnerships

Fundacia Pro Futuro



Visegard Fund



IECM



Fundacia by Deloitte



UA EDUHUB



Business Model

Key Partners

Local organizations that support refugees, especially displaced women.
Polish government bodies supporting entrepreneurship.
Online learning platforms and mobile applications for organizing distance learning.
Mentors and consultants in business, legal, and financial fields.
IT partners to support adaptive learning using artificial intelligence.

Key Activities

Providing fundamental theoretical information in business. Conducting entrepreneurship training sessions. Developing a centralized platform for accessing resources.

Key Resources

Course and platform development team.
Access to digital educational resources and materials.
Support from partners.
IT infrastructure.
Funding.

Value propositions

A comprehensive approach to entrepreneurship training tailored for women, adapted to the needs of displaced individuals.
Practical knowledge and support to overcome the fear of risk and insecurity when starting a business.
Remote learning that allows participants to learn at a comfortable pace considering their life circumstances.
Adaptive learning for a personalized approach.

Customer Relationships

Individual consultations.
Integration support within the community.
Personalized recommendations.
Continuous feedback.

Channels

Online learning platform.
Mobile app.
Social media.
Webinars, online conferences, and training sessions

Customer Segments

Refugee and displaced women who want to start their own business in Poland.
Women with limited business experience who need basic knowledge in entrepreneurship, finance, and law.
Women facing barriers due to language and cultural differences.

Cost Structure

Development and maintenance costs of the online platform.
Content, educational materials, and software licenses costs.
Costs for mentors, teachers, and legal services.
IT infrastructure expenses to ensure stable platform operation.
Marketing and promotion costs to reach the target audience.

Revenue Streams

Fees for access to the full course (with possible partial free access).
Sale of premium access or additional individual consultations.
Sponsorship contributions or partner funding.
Potential grants from governments or international organizations.

Impact and scale



1 year: Launch the course for female entrepreneurs in Poland, 100+ participants.

3 years: Expand the course and enter the Czech and Slovak markets, 500+ participants.

5 years: Develop an educational platform, expand to European markets (Germany, France), 2000+ users.

Next Steps

- 1** — **Analyze Results**

Summarize outcomes and gather feedback from users and experts.
- 2** — **Develop Plan**

Create detailed business plan and review legal standards.
- 3** — **Secure Funding**

Assess potential funding sources and prepare investor pitches.
- 4** — **Test Launch**

Conduct beta testing with select group of refugees.

M.	Expenses (UAH)	Revenue (UAH)	Notes
1	170 000	0	Content development, website, registration
2	127 500	0	Material preparation, marketing
3	127 500	0	Website launch, advertising
4	136 000	170 000 – 255 000	First group of students
5	136 000	170 000 – 255 000	Increase in student numbers
6	136 000	212 500 – 340 000	Continuous advertising
7	144 500	425 000 – 637 500	Growth in student enrollment
8	144 500	425 000 – 637 500	Break-even point reached
9	144 500	510 000 – 722 500	Stable income
10	144 500	510 000 – 722 500	Audience growth
11	153 000	552 500 – 765 000	Peak profit period
12	153 000	595 000 – 850 000	Market position consolidation



Meet Our Team



Sherstiuk Maria

Team Lead, bringing experience in project management.



Kutasevich Anna

Specialist in business development and marketing strategies



Strilets Anna

Expert in financial planning and legal aspects of business operations.



Yakymchuk Victoria

Experienced in developing educational content and e-learning platforms.

Contact: kytasevishanna12@gmail.com



Bilous Anastasia

Creative Content Manager

Chuiko Maria

Personal Development and Productivity Coach

