

# Migrapreneur

Challenging the entrepreneurial ecosystem for a more inclusive one



# Situation in Germany

- In recent years migrants have been coming to Germany in large numbers
- When they arrive many of them are having trouble finding jobs, they often lack vocational training and accreditation so many are deciding to create their own business instead



# MISSION STATEMENT

Our mission is to help Migrapreneur in their efforts to provide support to international social projects working with migrants, asylum seekers and refugees.



# OUR MAIN OBJECTIVE



Assist Migrapreneur in creating a financial and user acquisition plan to support them through the growth of their company.

# Migrapreneur's objectives

- **Democratization** to access quality information & valuable connections with experts
- Disrupt an industry where Accelerators reject most applicants because they lack experience, market validation etc.
- **Aim for inclusive entrepreneurship:** build platforms that are accessible and open to everybody
- **Create a sense of community:** Have a welcoming ecosystem
- "People are lost in language, not only German, but in bureaucratic language."

# MARKET POTENTIAL

**Initially:** Serve the needs of migrant population, an niche who lack opportunities.

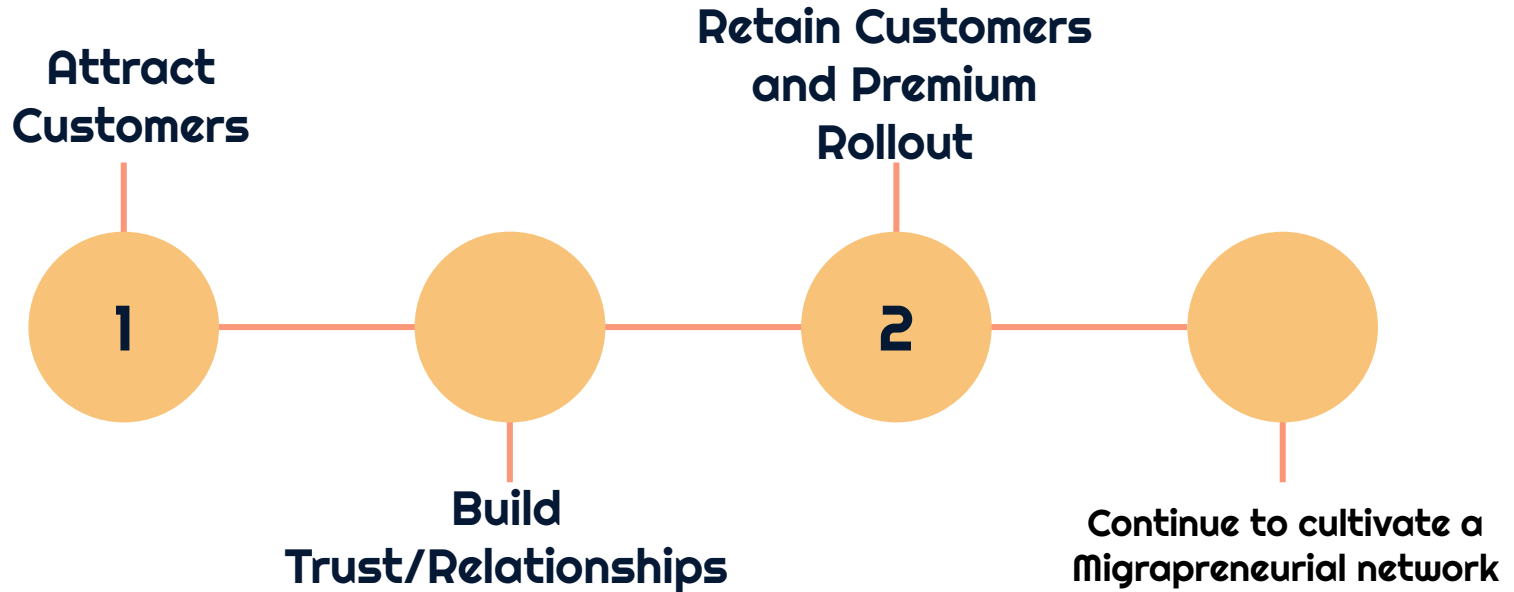
160,000 potential customers

**As the business grows:**  
Serve the needs of entrepreneurs in general, a broader public with very similar needs to the initial target customer

605,000 potential customers

Based on the data of founded startups in Germany by Volk, C (2020).

# PHASES



# Phase 01

## FREE SERVICES



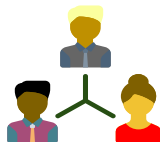


# FREE SERVICES



## Information

Articles curated by  
professionals in the field



## Network

Connect and build  
support systems  
between entrepreneurs



## Modules

A gamified list of steps  
that can be followed  
sequentially for success



## List of non-profit & gov't organizations

Fund migrants

# Phase 1 Monetization

## Commission + PPC and Ads

- **Commission:** discounted percentage from the final one, in order to test key variables, such as willingness to pay.
- **Advertising:** Largest revenue source, provide ads that would be useful to consumer, also use ads to potential build relationship with specific (and random) companies (quality companies)

# Phase 02

## FREE & PREMIUM SERVICES

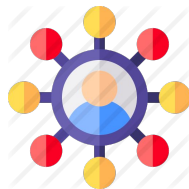


# PREMIUM SERVICES



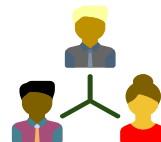
## Convenience

Access to angel investors & other private investors.



## Access to services

Accountant, financial advisor, lawyer, digital marketing expert, banking, consultants etc



## Premium Networking

Specific contacts of external services and references they have. (Ex. Lawyers-notaries)



## Specific modules

Complementary and more focus modules



## Additional articles

Target and complex articles, possibility to become a writer.



## Market place

Be part of our marketplace

# Phase 2 Monetization

- **Commission fee:** Main revenue source, partner with companies that would be helpful to consumer (accountant, financial advisor, hiring a lawyer, charge for the generated leads)
  - Companies will pay since our users will drive traffic to their services
- **Listing fee:** allow companies to post specific products (or services) on site
  - Ex: opening a bank account
- **Subscription:** PREMIUM
- Once users feel that our services have helped them grow their business, they will be inclined to pay for premium services to help business even more
- Premium networking and premium information will be available
  - **Networking** : Can connect with those (accountant, financial advisor,, hiring a lawyer, charge for the generated leads)
  - **Information:** Additional articles only available to premium users

# Brand Image

- **Improve and build society**
- Make migrant entrepreneurs businesses **as well rounded as possible**, by providing the best **support** to migrants
- We want to be able to put migrants **in control of their own future** by giving them the tools to change it.
- **Warm and welcoming:** Create a **migrant ecosystem** and learn from know-how.
- **Sense of community:** Migrants feel at home and **thrive in their new environment**.

# ADVERTISING AND PROMOTION

**Initially: Target the migrant entrepreneur population**



## **Advertising**

- Digital advertising: Instagram, Google ads, LinkedIn, Facebook groups, Xing



## **Promotion – Organic Growth**

- Organizing events: talks, webinars, on content from module #1.
- Targeting migrant specific groups at universities, and existing migrant organizations\* such as:
  - International Organization for Migration

# Advertising

## Bronze (1)

Banner Advertising



## Silver (3)

Banner Advertising

Profile of Business

Links Directed to  
Business Page



## Gold(5)

Banner Advertising

Links Directed to  
Business Page

Newsletter  
Video Upload in  
platform

Prime Positioning  
on Platform





# How are we going to generate our first revenues?

## Key differentiation variables

- **Content wise:** high quality content that always has a practical focus.
- Build a differentiated interactive platform in which entrepreneurs are taken from point A to point Z in a series comprehensive and easy-to-follow steps for setting up a company in Germany.

## Phase scheme at launch

**Phase 1:** provides a selected number of pioneer partners and customers to have access to Migrapreneur's premium services for a limited period of time

**Phase 2:** will consolidate final monetization strategies, which will be adjusted with testing data from phase 1.

Benefits from this approach: Generating traffic, generating our own data and testing the market

# Phase 1

B2B: Pay Per Click +  
Advertising

Revenue: \$ 60.100

# Phase 2

B2B: Listing fees +  
Commission fee

B2C: Subscription  
(premium)

Revenue B2B: \$ 13.910.400

Subscription: \$ 12.182.400

# Summary

## Monetization

- Phase 1
  - **B2B:** Commission + PPC+ Ads
- Phase 2
  - **B2C:** Subscription
  - **B2B:** Commission + Listing Fees + Ads (None premium) + PPC

## Target

- Migrants and Locals

## How to target

- Promotion
- Referral program
- Loyalty program
- Community creation

## Resources

Computer programmer  
Markter  
Content generators  
Financial team

# THANKS!



# Appendix: Subscription model

Price (USD)	Entrepreneurs	
	Percent	People
2	3%	1.440 Student
5	75%	36.000
10	22%	10.560

	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032
Revenue (5)	\$ 2.194.560	\$ 2.282.342	\$ 2.373.636	\$ 2.468.582	\$ 2.567.325	\$ 2.670.018	\$ 2.776.819	\$ 2.887.891	\$ 3.003.407	\$ 3.123.543	\$ 3.248.485
Revenue (10)	\$ 1.301.760	\$ 1.353.830	\$ 1.407.984	\$ 1.464.303	\$ 1.522.875	\$ 1.583.790	\$ 1.647.142	\$ 1.713.027	\$ 1.781.548	\$ 1.852.810	\$ 1.926.923

# Appendix: Commission



	Price	People	% fee
Lawyers	190	70%	5%
Accountant	200	80%	5%
Consultant	300	20%	5%
Digital Marketing	100	30%	5%
Banking	200	20%	5%

	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032
Lawyers	\$ 3.830.400	\$ 3.983.616	\$ 4.142.961	\$ 4.308.679	\$ 4.481.026	\$ 4.660.267	\$ 4.846.678	\$ 5.040.545	\$ 5.242.167	\$ 5.451.854	\$ 5.669.928
Accountant	\$ 4.608.000	\$ 4.792.320	\$ 4.984.013	\$ 5.183.373	\$ 5.390.708	\$ 5.606.337	\$ 5.830.590	\$ 6.063.814	\$ 6.306.366	\$ 6.558.621	\$ 6.820.966
Consultant	\$ 1.728.000	\$ 1.797.120	\$ 1.869.005	\$ 1.943.765	\$ 2.021.516	\$ 2.102.376	\$ 2.186.471	\$ 2.273.930	\$ 2.364.887	\$ 2.459.483	\$ 2.557.862
Digital Market	\$ 864.000	\$ 898.560	\$ 934.502	\$ 971.882	\$ 1.010.758	\$ 1.051.188	\$ 1.093.236	\$ 1.136.965	\$ 1.182.444	\$ 1.229.741	\$ 1.278.931
Banking	\$ 1.152.000	\$ 1.198.080	\$ 1.246.003	\$ 1.295.843	\$ 1.347.677	\$ 1.401.584	\$ 1.457.648	\$ 1.515.953	\$ 1.576.592	\$ 1.639.655	\$ 1.705.241
Total	\$ 12.182.400	\$ 12.669.696	\$ 13.176.484	\$ 13.703.543	\$ 14.251.685	\$ 14.821.752	\$ 15.414.622	\$ 16.031.207	\$ 16.672.456	\$ 17.339.354	\$ 18.032.928

# Appendix: Listing fees

	People	Price
Premium package	15%	20

		2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032
Revenue	\$	1.728.000	\$ 1.797.120	\$ 1.869.005	\$ 1.943.765	\$ 2.021.516	\$ 2.102.376	\$ 2.186.471	\$ 2.273.930	\$ 2.364.887	\$ 2.459.483	\$ 2.557.862

# Appendix: Advertising

	# Packages	Packaging ads	
		Price	
Bronze	5	1000	
Silver	2	2000	
Gold	1	5000	

	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032
Revenue	\$ 60.000	\$ 61.800	\$ 64.272	\$ 66.843	\$ 69.517	\$ 72.297	\$ 75.189	\$ 78.197	\$ 81.325	\$ 84.578	\$ 87.961