

# Migrapreneur

CHALLENGING THE ENTREPRENEURIAL ECO-SYSTEM  
FOR A MORE INCLUSIVE ONE.



## CONTEXT

Creating a company in Germany is a complex and sometimes confusing endeavor. Moreover, running a company is equally if not harder and a lot of this has to do with a lack of digitalization and resources. If all of this is true for locals, imagine the outlook for migrants. It's an uphill battle that they must face with scarce resources and multiple limitations.

At **Migrapreneur** we want to level the playing field through a platform full of resources that will help migrants know how to better navigate the hurdles and challenges of the entrepreneurial life. Ultimately the platform will have such valuable content that even locals might end up using the resources.

The first phase consists of a digital magazine with articles, lists, links, interviews, guides and all sorts of content tailor-made for migrant entrepreneurs. Our objective during this phase is to undergo customer validation, gather data and create a base of potential users for the upcoming products.

In phase two we will create a platform where entrepreneurs and small/medium businesses can kickstart, track and manage the tasks, strategies, and activities necessary to create and/or grow & manage a business in Germany.

The backbone of the platform will come in the form of an interactive guide where migrapreneurs will be shown the series of steps they must undertake to successfully create a company in Germany. Once the company is created or for already existing companies there will be available a set of diverse modules covering a wide range of actions and strategies aimed to cover day to day operations and necessities of any company as well as pursuing growth. These modules will become the journey of the entrepreneur, the idea is that these entrepreneurs will have access to each module to experts that can help them tackle whatever tasks and/or strategies are described in the module. The list of offered products/services is massive, think of lawyers, accountants, banks, office space, payment solutions, software and consultants.

## CASE

On one side we will have the users of the platform on the other the partners/suppliers. Our users' trust is the most valuable asset. The content and guidance that we share with them must be trustworthy, unbiased, and void of any interest other than the user's success. The users must never feel that we are pushing them towards acquiring certain products/services with specific companies.

At the same time our partners are the keystone to get this going, not only will they help to create the content of their relevant fields, but they should also pay in some way to be on the platform and be showcased among such a selected audience. We have already several industry leaders fully on board and willing to participate in the platform.

## QUESTIONS

### **Question One – Monetization**

There are several monetization strategies that could be implemented on the platform. Some of them could be the following:

- Subscription-based - for users and/or partners.
- Commission- Every time a user hires or buys something from one of the partners Migrapreneur would get a part of it.
- Listing fees- Charge partners to be listed on the platform, there can be premium listings as well.
- Advertising- Select a group of companies to become paying sponsors.
- Pay per lead - Since many of the services and products cannot be purchased on the platform (e.g., opening a bank account, hiring a lawyer, charge for the generated leads.)

What monetization strategy should Migrapreneur follow? Is there a combination of strategies that could work even better?

### **Question Two - User Acquisition and Activation Rate**

How and where should Migrapreneur target its future users?

Should we only target migrant entrepreneurs and business owners, or should we target locals as well?

What resources (money, time, headcount) would you ask for to develop and deliver your strategy?

Present a comprehensive strategy where you are impacting positively the number of sign-ups, referrals, users completing at least one module and finally users completing a purchase.

## USEFUL SOURCES

[Migrants in Germany: More entrepreneurial, but often out of necessity](#)

[Migrant start-ups support entrepreneurial activity in Germany](#)

[Potential of Startup Migrants in Germany](#)

[German Migrants start 170,000 new businesses each year](#)