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TEMPLATE FOR COLLECTION OF BEST PRACTICES

Code of the good practices

Country	Progressive number	Value chain code
NL	02	E, B, F

BACKGROUND INFORMATION

This template is a tool developed within the project Express: EXchange of Practices for Refugees and migrants' Self-entrepreneurship, an Erasmus + project, under Key Actions 2/Exchange of best practice. The aim of the project is to empower young migrants and refugees, creating and/or strengthening - where existing - supporting services for the development of self-enterprises by this target population.

The practices collected within the project will be shared with practitioners/organisations working with young refugees and migrants and will constitute the content of a Learning, Teaching and Training Activity to be delivered to partner organisations.

Practice collected by the Academy of Entrepreneurship

STEP REPRESENTED IN THE VALUE CHAIN FOR SELF-ENTREPRENEURSHIP

(please select 1 or more field in which the practice can be considered as representative. It is important to select the prior field, but others can be selected as secondary)

- A. Competence assessment of young migrants/refugees**
- B. Training on self-entrepreneurship**
- C. Mentoring scheme**
- D. Informative campaign**
- E. Networking activities**
- F. Support to access financing/social financing**
- G. Other: (specify) _____**



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GENERAL “TECHNICAL” INFORMATION

TITLE:	Investor Pitch Event in collaboration with investors networks (current example: collaboration between Forward Incubator & ABN AMRO BANK titled Money Moves Forward)
COUNTRY:	The Netherlands
TYPE OF INITIATIVE:	<i>Programme – training and event</i>
ACTORS:	Forward Incubator and its community of entrepreneurs and investors. Forward Incubator (2017) is a non-profit registered in the Netherlands empowering entrepreneurs with a refugee background to start their own business. ABN AMRO BANK invites its network of wealthy individuals through its department of informal investments.
BUDGET:	About 12.000 EUR.
FINANCING SOURCE:	The event is financed partially by a contribution of ABN AMRO BANK and the in-kind contribution of Forward Incubator of its human resource and external trainers.
DURATION:	Recruitment phase: 1 month Training phase: 2 months. During this period Forward Incubator also markets the event to attendees and the ABN AMRO network. Event: 1 day
DATE /YEAR:	December 2019-now
GEOGRAPHICAL COVERAGE:	<i>National</i>
SDG COVERED:	4. Quality Education 8. Decent work and economic growth Reduced Inequalities 17. Partnerships for the Goal
SOURCE:	www.forwardincubator.com https://www.facebook.com/CirclNL/videos/703498130056735 https://forwardincubator.com/our-startups/
MOTIVATION/SELECTION CRITERIA:	Though it is a relatively new initiative, this practice has proven results for the target population . It is also a practice of co-creation between



corporates and civil society, engaging a large community in an organised way.

“CONTENT” INFORMATION

<p>ADDRESSED NEEDS (VALUE/MAIN GOAL):</p>	<p>Refugee entrepreneurs often need guidance to understand the investment climate in their new host country and to prepare thoroughly for a pitch for a group of investors. This is what Forward Incubator provides.</p> <p>They provide and facilitate the connection with investors through the event and through the collaboration with ABN AMRO. Moreover, the organisation supports the entrepreneurs after the event to get to sound agreements for selling shares or obtaining loans or convertible loans.</p> <p>Finally, the event also showcases the invest ability of start-ups led by refugees, which is important from an awareness perspective.</p>
<p>TARGET POPULATION/BENEFICIARY:</p>	<p>Entrepreneurs with a refugee background in the Netherlands and abroad. Since 2020, Forward Incubator also offers opportunities for start-ups located outside of the Netherlands, as long as entrepreneurs are displaced.</p>
<p>LOCAL CONTEXT:</p>	<p>Migrant entrepreneurs often lack the access to capital as well as networks to obtain capital from external sources, and investors that can provide such capital.</p>
<p>SHORT DESCRIPTION OF THE PRACTICE/MODEL:</p>	<p>Training programme for participating entrepreneurs and networking event (pitch event) with entrepreneurs and investors. Forward Incubator prepares 6 promising startups owned by entrepreneurs with a refugee background to present their startup with a 5-minute pitch during the event. Consequently, the audience of investors can ask questions to the pitching entrepreneurs, join individual conversations with them and get in touch.</p> <p>The networking event is organised by Forward Incubator and ABN AMRO BANK. Forward Incubator focuses on the recruitment, selection and training of the start-ups that present their business to the network of investors. Forward Incubator recruits these participants from its network of alumni and current program participants, as well as its broader community.</p> <p>ABN AMRO BANK invites its network of wealthy individuals through its department of informal investments.</p> <p>In addition, Forward Incubator invites its own network of investors, entrepreneurs and sponsors.</p>



<p>MONITORING PROCESS:</p>	<p>For the monitoring of the activity, Forward Incubator has a contact form for investors, other professionals & experts to get in touch with the pitching start-ups. The following key metrics are used to keep track/measure the progress toward achieving the event objectives:</p> <ul style="list-style-type: none"> - the number of people filling out the form and the subsequent matches realized between investors & entrepreneurs - Amount of follow-up meetings - Amount of follow-up investments - Amount of follow-up customers - Amount of follow-up partners - Attendees at the event - Number of investors at the event
<p>IMPACT & RESULTS:</p>	<p>Proven results:</p> <p>2019: in 2019 two start-ups obtained investment totalling 33K EUR. In total, 7 entrepreneurs pitched and 100 people attended the event. Moreover, ABN AMRO published two videos to introduce and summarize the event.</p> <p>2020: another 5 start-ups pitched for an audience of 120 people, of which more than 30 investors. It is expected that 3 start-ups achieve an investment through the event.</p>
<p>SUSTAINABILITY/VIABILITY</p>	<p>ABN AMRO and Forward Incubator will evaluate their partnership in January 2021. The expected outcome is that from 2021 onwards 2 events per year will take place. One of the events will be themed, for example with a focus on refugee women.</p> <p>In terms of viability: it is feasible for Forward Incubator to run these events and facilitate during the aftermath for a total amount of 12.000 EUR per event.</p>
<p>SUCCESS FACTORS:</p>	<ol style="list-style-type: none"> 1. Invest in preparation of the entrepreneurs by the best pitch trainers 2. Invest in marketing of the event to a relevant community 3. Ensure close coordination during the (online) event for a great attendee experience
<p>NETWORKS/ACTORS SUPPORTING THE PRACTICE:</p>	<p>Startups Without Borders: support in marketing of event Jusoor: support in recruitment of participants outside of the Netherlands.</p>
<p>ASSOCIATED RISKS:</p>	<p>The follow-up between investors and entrepreneurs is crucial. This needs to happen immediately and diligently in order to be successful.</p> <p>There is a dependency on the investor network as an implementation partner. It is important to make sure that this collaboration is as smooth as possible.</p>

Working methodology: Desktop research, communication with Forward incubator.



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Notes for collectors:

1. Please, catalogue your practice in the file name as follows: Country acronym _ letter of the value chain represented _ nr. of the practice _ name of the practice. (e.g. SE_A_1_aaaa). This will support in the reporting phase.
2. Please indicate the working methodology used to collect the practice (e.g. interviews, web research, direct compiling of selected organisation, etc.)