



— Impact Report

New Roots Programme 2022

May 2023





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**IMPACT
HUB**

— New Roots at the intersection of inclusion, climate and entrepreneurship

New Roots, an Impact Hub Global programme, powered by GoDaddy and delivered by Impact Hub London and Impact Hub Munich, is a business start up and mentoring programme for entrepreneurs from underserved communities. It aims to demonstrate entrepreneurship as a realistic and suitable option for personal and professional development and job market (re)integration. The programme focuses on providing personalised support to meet participants' self-defined aspirations, and strengthens their entrepreneurial spirit through mentorship, business skills workshops, and peer networking. After four years of successful implementation, in 2022 we added a new lens to the programme: priority was given to solutions that have a net positive impact on the environment and/or address climate justice and adaptation.

In its 4th edition, in 2022 Impact Hub London continued to focus on entrepreneurs from communities experiencing racial discrimination, and extended the possibility to participate in the pre-incubation phase to 50 entrepreneurs, out of which 20 then continued to the 6-month incubation support. Impact Hub Munich in its third edition provided support to women entrepreneurs, prioritising mothers who face additional barriers such as being a single mother, having a migration background, being out of the labour market for a long period, or without access to higher education. Recognising the growing pool of alumni and an ongoing need for support, a pilot to engage these alumni in the form of peer sessions, mentoring and event participation has set the basis for more interaction in the future.

The New Roots Programme ran its support activities between July 2022 and April 2023 at Impact Hub London, and from September 2022 to April 2023 at Impact Hub Munich.

Impact Hub has had the opportunity to support more than 140 underrepresented entrepreneurs through the New Roots program in London and Munich since 2019. Over the years, we have been able to improve the support we provide to the participating entrepreneurs, better respond to their needs, continue to engage alumni of the program, and collect valuable data over time which has been essential for learning. We are grateful to GoDaddy for such continuous collaboration and support.

Petr Skvaril
Global Partnerships & Programme Director, Impact Hub

KEY OUTPUTS

42 participants in full programme

90% graduated

OUT OF THE 38 THAT GRADUATED:

87% are women

79% migrant background and/or from communities facing racial discrimination

In total:

→ **16** mentors (9 male/7 female) provided 12 hours of mentoring per participant

→ **7** GoDaddy employees facilitated workshops

A NOTE ON THE DATA SHARED IN THIS REPORT

All information you can find in this report was collected through a baseline and endline survey, interviews and conversations during the programme. The data from baseline and endline surveys reflects different sample sizes. In the case of Impact Hub London, baseline data was collected from 41 participants of the pre-incubation phase, whereas the endline was collected for 13 of the 18 incubation phase completers. In Munich, baseline was collected from all 20 participants while the endline data refers to 19/20 programme completers (85%). Whenever you see data comparing base-and endline, only the participants with a complete dataset are considered (13 in London, 19 in Munich).

— PROGRAMME SUMMARY

IMPACT HUB LONDON

ELEVATING ENTREPRENEURS THAT CARE FOR PEOPLE AND PLANET



Overview people & community

- Pre-Incubation phase: **50** participants
- Incubation phase: **22** participants (7 male/15 female) / **81%** graduated (5 male/13 female)
- 16** ventures
- 5** GoDaddy employees (workshop facilitators)
- 3** IH workshop facilitators/experts
- 12** mentors

Incubation experience

- 5** workshops
- 4** coaching sessions with GoDaddy staff
- 12** hours of mentoring per entrepreneur
- 6** peer-to-peer sessions
- 6** office hours

Alumni experience

- 4** workshops
- 5** office hours per entrepreneur
- 2** 1-on-1 support per entrepreneur

Background

The [Social Metrics Commission](#) found that nearly 50% of people in families where the head of the household was black are currently living in poverty, with similar estimates for Asian and other minority ethnic people, while white families were much less likely to live in poverty. Camden and Islington are both areas of extreme economic disparity and Islington's neighbourhoods are among the poorest 20% of all neighbourhoods in England (State of Equalities in Islington, 2019). The councils have prioritised supporting ethnic minority residents to start a business as a way out of poverty and to reduce inequality locally. Impact Hub London has been taking an ecosystemic approach to social change, aligning their efforts with the aims of local authorities, and collectively moving towards a more inclusive economy with an emphasis on community upskilling, quality jobs, structural reform and fairly shared wealth on a local scale.

In 2022, New Roots London stepped out of the previous focus areas of Camden and Islington, and expanded its scope to wider London to provide the opportunity to participate to a wider group of budding entrepreneurs from communities facing racial discrimination.

The programme

New Roots set out to support people from minoritised ethnic community backgrounds to overcome structural barriers and in particular to increase, through capacity building, essential knowledge and skills for successful entrepreneurs, boost their confidence and awareness of entrepreneurship as a career path, and to improve access to a network of like-minded individuals. Building on the experience from previous iterations, the London team engaged with community-based organisations to ensure recruitment of participants reached the intended target. While previous cohorts did not have a specific theme, in this edition the team put a focus on sustainable solutions with a direct or indirect impact on the environment through water, clean air, waste and more.

Following the selection process, 50 participants were taken through a blended learning experience that began with an online combination of a pre-incubation learning programme and fortnightly peer-to-peer sessions. The online format meant that participants could adapt their learning experience more easily with family, work, and education duties. During this phase participants increased their knowledge for the early stage development of their business idea. After presenting their Business Model Canvas and Pitch Deck, 20 ventures were selected for the incubation phase.

Mentoring was again a key aspect of the programme and provided highly valued personalised support. This year, thanks to the availability of budget to remunerate support hours, the team managed to recruit mentors largely from the same backgrounds as participants, so they were seen as role models by the entrepreneurs.

Once participants were matched with their mentor they carried out a joint goal setting exercise that guided their 6 months journey together. Some of the entrepreneurs are still in contact with their mentors after the end of the programme and are still completing the support cycle.

Participants were given a membership to Impact Hub London, so that they could continue creating connections with their peers. The final phase of the programme included 4 capacity building workshops by GoDaddy, office hours with an in-house expert/peer sessions, a wrap up peer to peer sessions on pitching and two events that provided the entrepreneurs with an opportunity to showcase their business ideas. It was particularly exciting to have the possibility to carry out the final event in April in person.

Alumni got support in the form of 1:1 support, workshops, office hours with an in house expert/peer sessions, and two showcase events, but were also invited to participate in any of the workshops organised for the current cohort, which gave them the possibility to revisit some of the topics that they still wanted to strengthen.

Working with this New Roots cohort has truly been a privilege. Their ideas, personal stories, strengths, and resilience have been a constant source of inspiration for me. Through our journey together, we have forged strong bonds that I hope will endure for years to come.

Virginia Vergara

Programmes Manager, Impact Hub London



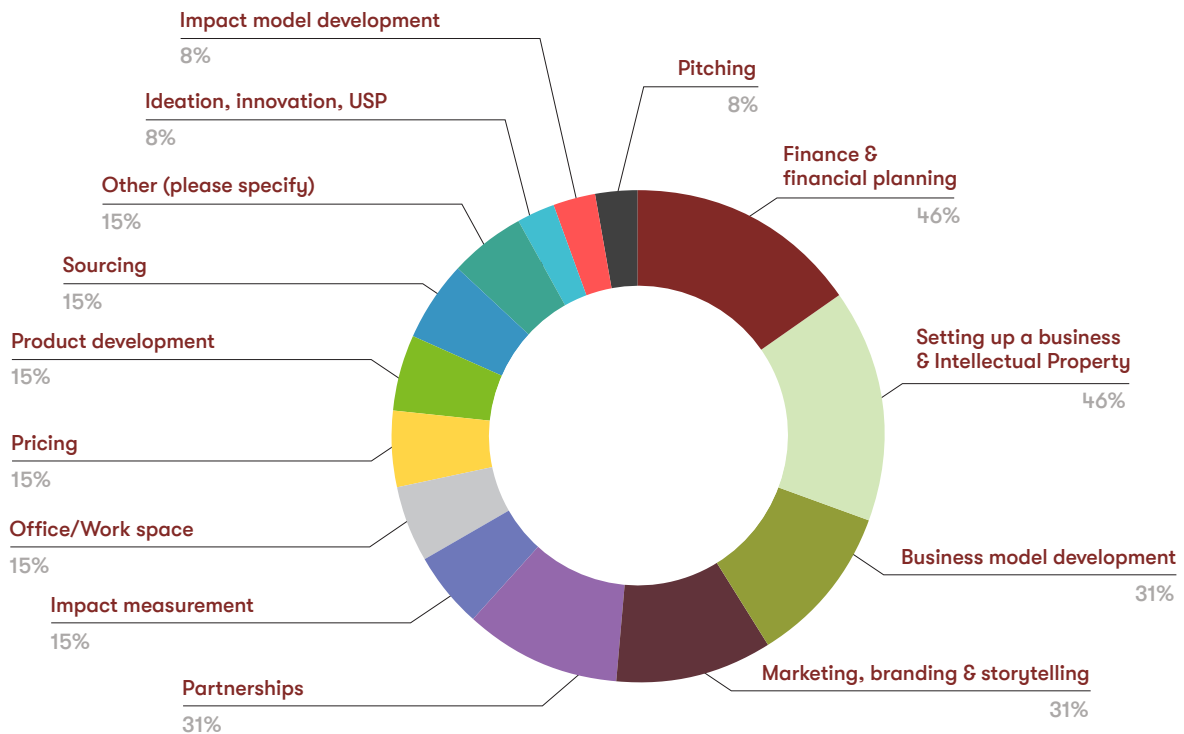
Top 5 favorite program content (in order of frequency)



1st	Mentorship from business experts
2nd	Access & connections is number
3rd	Personal/leadership skills development
4rd	Testing & refining business model
5th	Consultancy support on business topics (finance, legal, marketing etc.)

The most challenging issues facing participants' businesses are as diverse as their background and ages, all of which are closely related to the early venture stages. The most mentioned topics surrounding finance, setting up a business and intellectual property, and business model development, marketing and partnerships respectively.

What are the 3 most challenging issues facing your business?

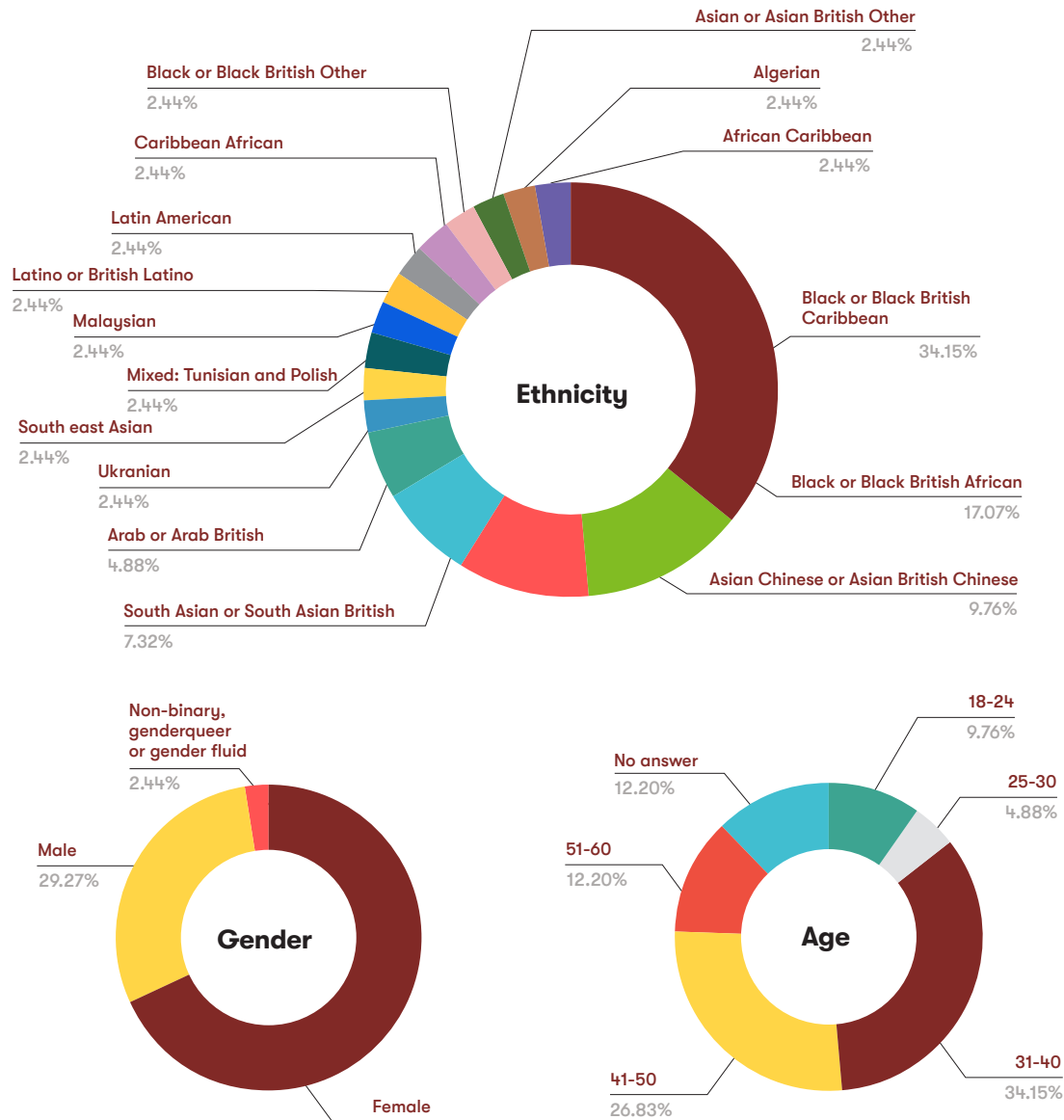


85% Satisfied or very satisfied with support provided by New Roots

Net Promoter Score: **92**

Getting to know the entrepreneurs

An eclectic group from a wide range of backgrounds and ages composed the New Roots London cohort, with 6 non EU-migrants and 6 refugees.



The goal was to have a better understanding of the product offering in line with what consumers would want. We achieved it by creating MVP and then getting user feedback to refine our product for the prototype. The sharing about product market fit and doing market research was very helpful.

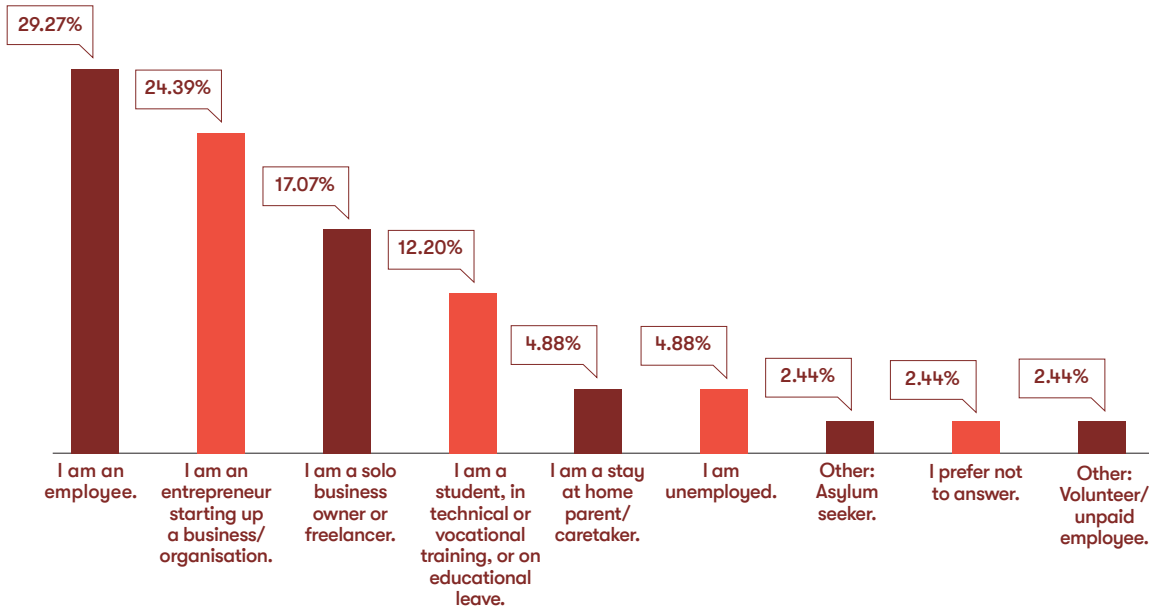
Our second goal was to create outward facing marketing materials, such as a website and social media to raise awareness about our business. We achieved it by creating Instagram and LinkedIn and a website landing page- the GoDaddy support was so important for this and we greatly appreciate that. We also wanted to start considering more about our fundraising strategy- really appreciated the support on crowdfunding.

Belinda N.
Co-Founder Conscious Eats

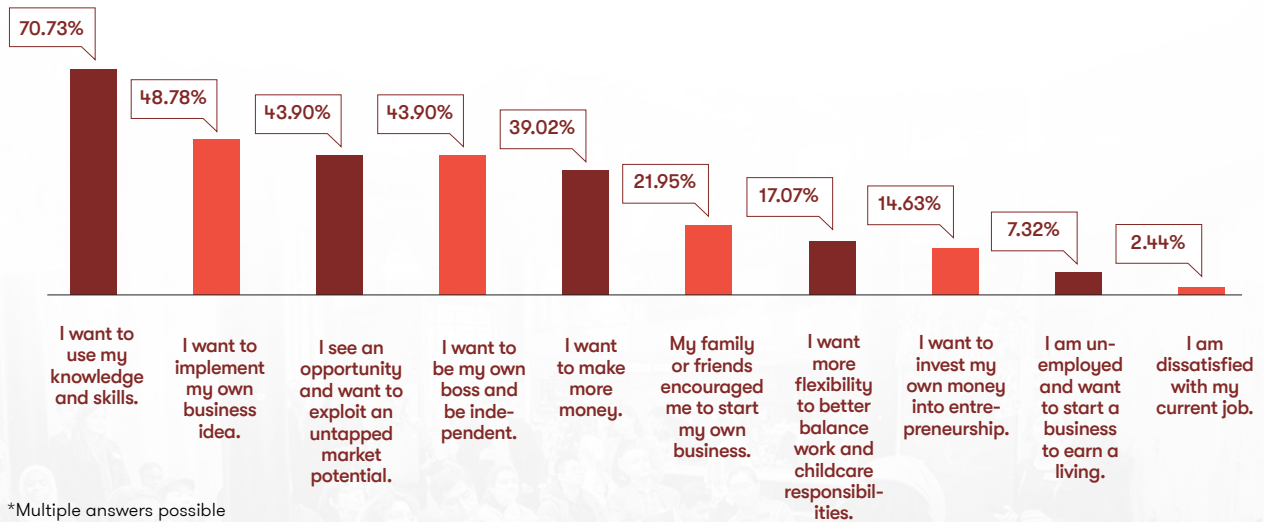


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Current occupation at beginning of programme



When asked about reasons for wanting to start their own venture the vast majority of participants mentioned that they wanted to make an impact in society.

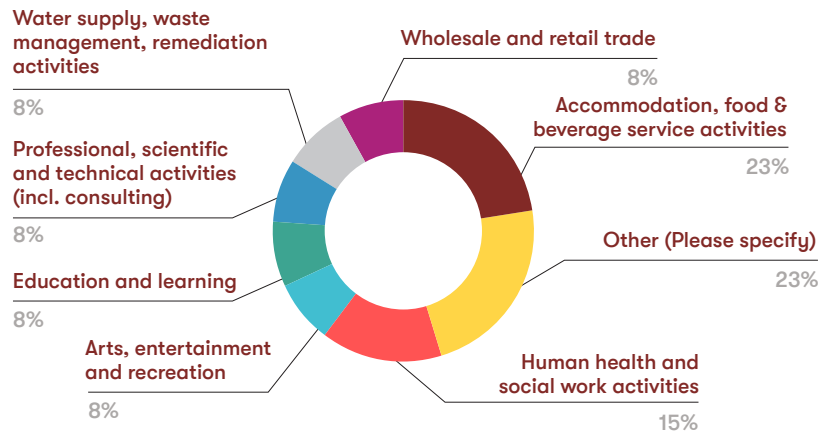


*Multiple answers possible

76% of the **19** ventures participating in the incubation phase were at idea stage, and **26%** had already started up their venture and had some revenue.

NEW ROOTS PROGRAMME 2023

The main sectors entrepreneurs engage in are the following, and a range of environmental and social issues that are tackled, with Sustainable Communities and Resilient Cities addressed in almost half of the participating ventures!



What social or environmental issues are you aiming to address through your activities?	Percentage
Sustainable Communities and Resilient Cities	45.10%
Health and Well-being	39.22%
Sustainable Food and Agriculture	37.25%
Equality, Equity, and Social Justice	35.29%
Poverty Alleviation	33.33%
Education and Lifelong Learning	29.41%
Gender Equality and Women Empowerment	29.41%
Responsible Consumption and Production	29.41%
Climate Change and Climate Action	25.49%
Strengthen Partnerships for the Sustainable Development Goals	25.49%
Decent Work and Sustained, Inclusive, and Sustainable Economic Growth	21.57%
Peace, Justice, and Accountable and Inclusive Institutions	19.61%
Healthy Environment, Terrestrial Ecosystems, and Biodiversity	15.69%
Clean Water and Sanitation	7.84%
I don't know yet	7.84%
Affordable and Clean Energy	5.88%
Resilient Infrastructure, Inclusive and Sustainable Industrialization, and Innovation	5.88%
Ocean Conservation and Sustainable Use of Marine Resources	3.92%
Other (Please specify)	1.96%

*Multiple answers possible

Entrepreneur spotlight

Find out more about some of the participating entrepreneurs and their ventures

Falilat

Founder of [In the Air](#)

Falilat is on a mission to combat air pollution and improve community health. With her groundbreaking business, In the Air, she has developed innovative tiles that absorb pollutants and change colours when reaching capacity. These tiles can be smashed and recycled as floor or kitchen tiles, offering environmental benefits and paving the way for healthier societies.

Willing to make a positive social impact, Falilat entered New Roots in the hopes of transforming her business idea into a reality. More concretely, she sought to refine the scope of her project, as well as her presentation skills, gain more understanding of the market and learn how to apply for grants.

The programme became a turning point in Falilat entrepreneurial journey. With guidance from the programme manager and advisors, she gained clarity about her business idea and crafting a solid business plan. She also received ongoing mentorship that proved invaluable at every stage. Falilat, like many entrepreneurs, faced moments of self-doubt and imposter syndrome. However, New Roots provided more than just technical business advice. It reminded her of the significance of her work and rebuilt her lost confidence, especially as a woman of colour. The support and guidance from the New Roots team made a world of difference.



I just wanted to say thanks again and how grateful I am for your support with the course. I won my first grant! I used and presented the pitch that we worked on during the programme. It's only a small grant but everyone was really impressed with my pitch!

Falilat

Founder In the Air

NEW ROOTS PROGRAMME 2023

Ingrid

Founder [Paletartuk](#)

Ingrid operates a thriving artisanal ice cream and desserts business specialising in Latin American flavours: Paletartuk. Her small family company, predominantly run by Latin American women, offers a diverse range of 17 ice cream flavours that skillfully combine traditional spices for unique taste experiences. Inspired by the mother's expertise in crafting homemade ice cream in Colombia, the business has evolved from using basic plastic cups to embracing sustainable practices with biodegradable and 100% compostable packaging.


Before joining the programme, Ingrid faced logistical challenges and struggled with decision-making. She was torn between focusing on store sales or diving into the festival scene, leaving them unsure about the next steps to take.

However, the New Roots programme stepped in as a guiding light. Through valuable support and advice from fellow entrepreneurs, Ingrid gained invaluable insights that helped them make informed choices and boosted their confidence. The programme also equipped them with essential knowledge in finance, self-assessment, and accounting—previously uncharted territories. This newfound expertise allowed her to prioritise aspects like trademarks, accounting services, and building crucial connections in Europe.

Despite concerns regarding competition and idea replication, Ingrid found comfort in the unwavering support of the New Roots programme. She currently aspires to expand Paletartuk's market presence, with ambitions to participate in prestigious events such as Glastonbury and explore international opportunities.

Programme Outcomes

92% of participants report that their strategy for developing their venture either has become much clearer or even completely clear as a result of participating in the programme.



The community inside the hub, the experience of other startups and mentors who believed in our startups became very interesting and useful for me. The organisers of this course helped a lot during 9 months, supported and advised. My goals were to understand how to start my business in Britain, how to make it really useful and successful, to conduct a deep market analysis, all these goals I achieved thanks to this course.

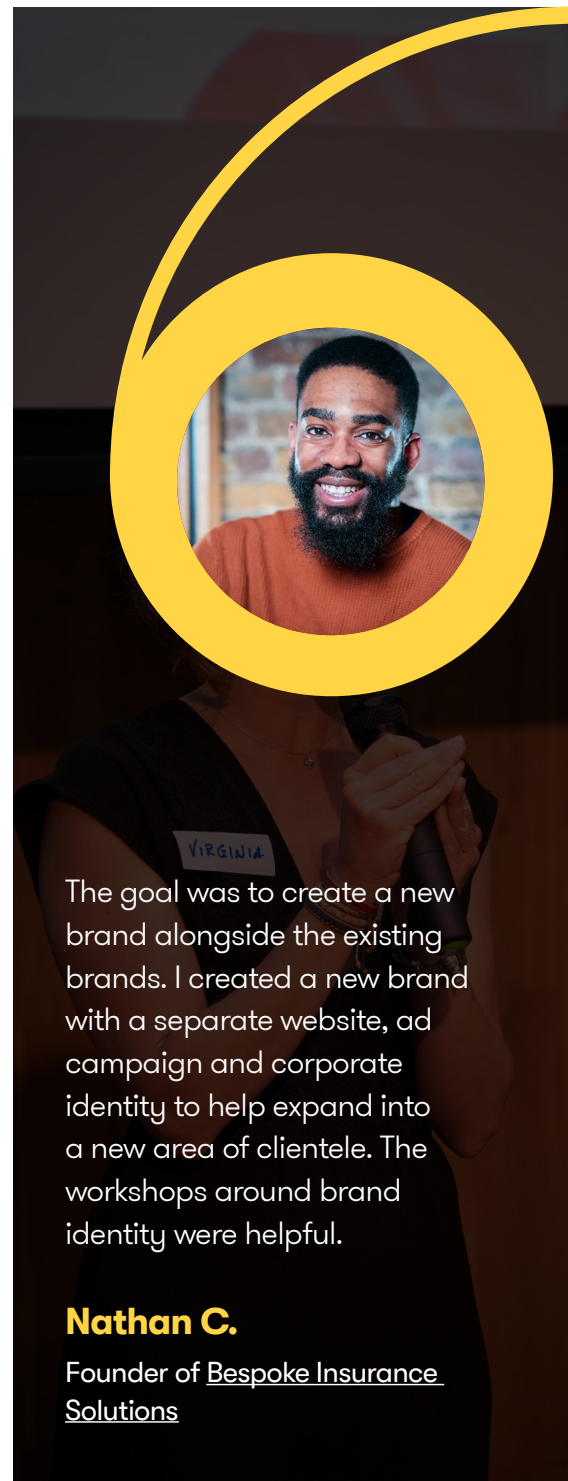
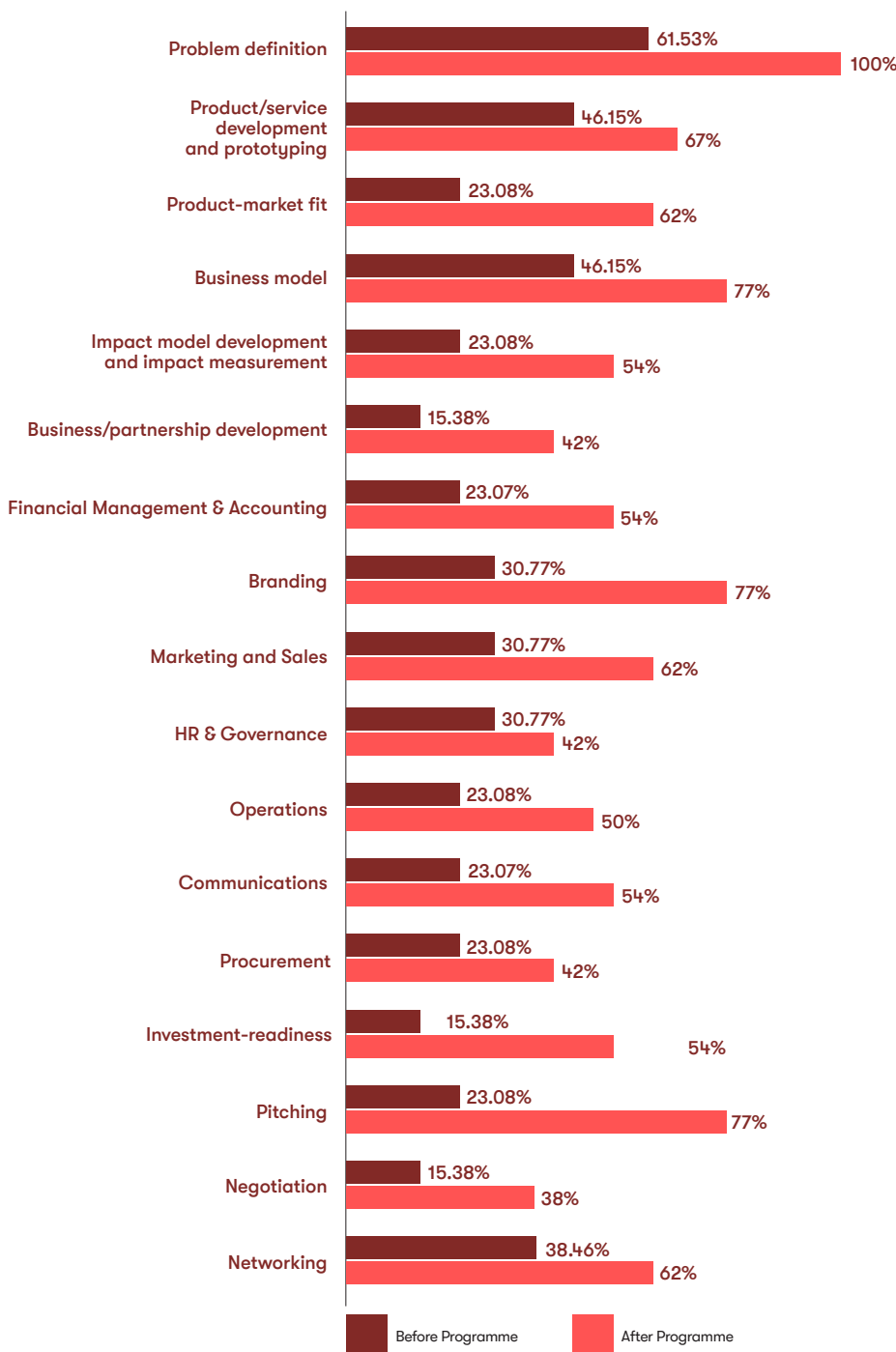
Yevgeniya Z.

[FESTA Delivery](#)

Business skills & knowledge

New Roots supported programme participants to improve in a wide range of business knowledge and skills, but most notable at the end of the programme all participants considered their knowledge on the problem definition to be very good or expert compared to 62% at the beginning of the programme, and 77% considered the same for market research, business model, branding and pitching.

Business Knowledge



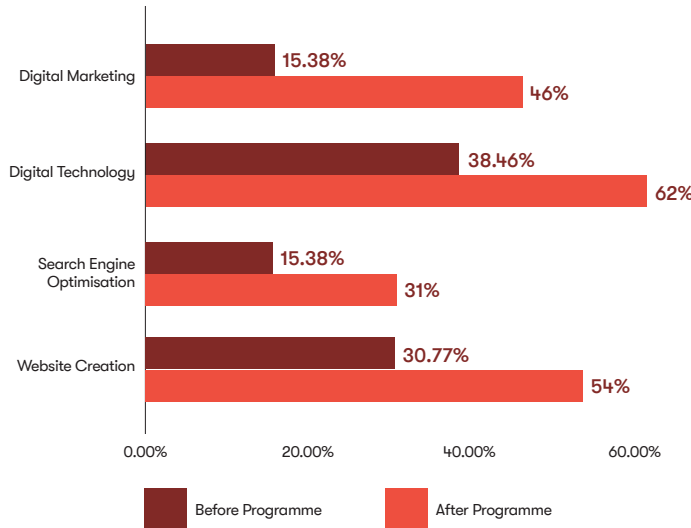
The goal was to create a new brand alongside the existing brands. I created a new brand with a separate website, ad campaign and corporate identity to help expand into a new area of clientele. The workshops around brand identity were helpful.

Nathan C.

Founder of Bespoke Insurance Solutions

Digital skills

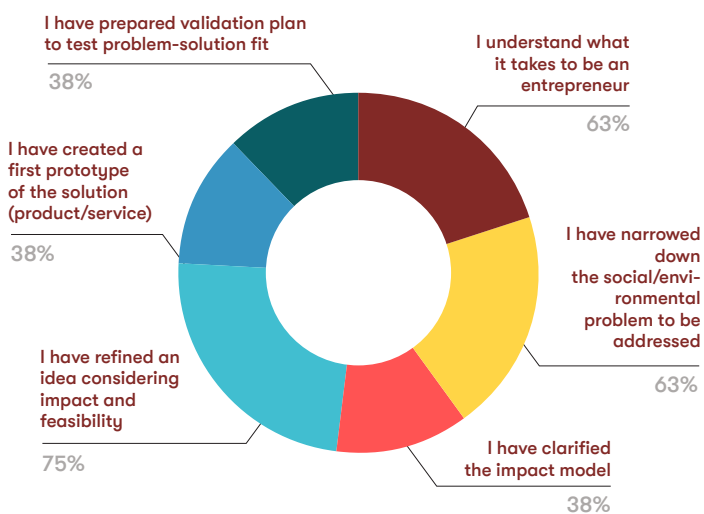
The digital content of the programme that was provided by GoDaddy also showed great results, with 62% of participants defining their knowledge on digital technology as very good or even expert at the end of the programme.



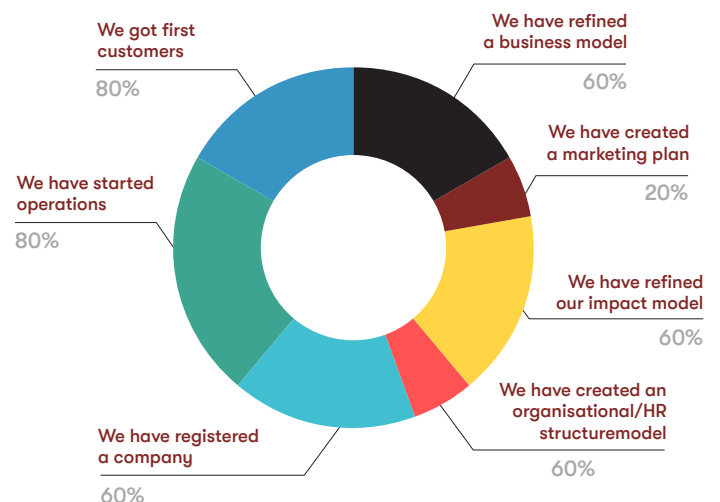
When it comes to assessing their own business outcomes, participants reflected on a set of statements that differ slightly between the two different stages of participation. For idea stage participants, a high percentage (75%) saw significant improvement in refining their idea considering impact and feasibility, while at the start-up stage 80% have seen significant improvement in starting operations and getting first customers.

See below for an overview of the percentage of participants reporting significant or very significant improvement in their business outcomes.

Business Outcomes Idea Stage



Business Outcomes Start-up Stage



To sell to customers. The Xmas market was very helpful in testing the product. I made sales at the wrap up event which made me a business woman proper and this I am very thankful for as it has spurred me on to become successful.

Linda Anna
 Founder of Liv Foods



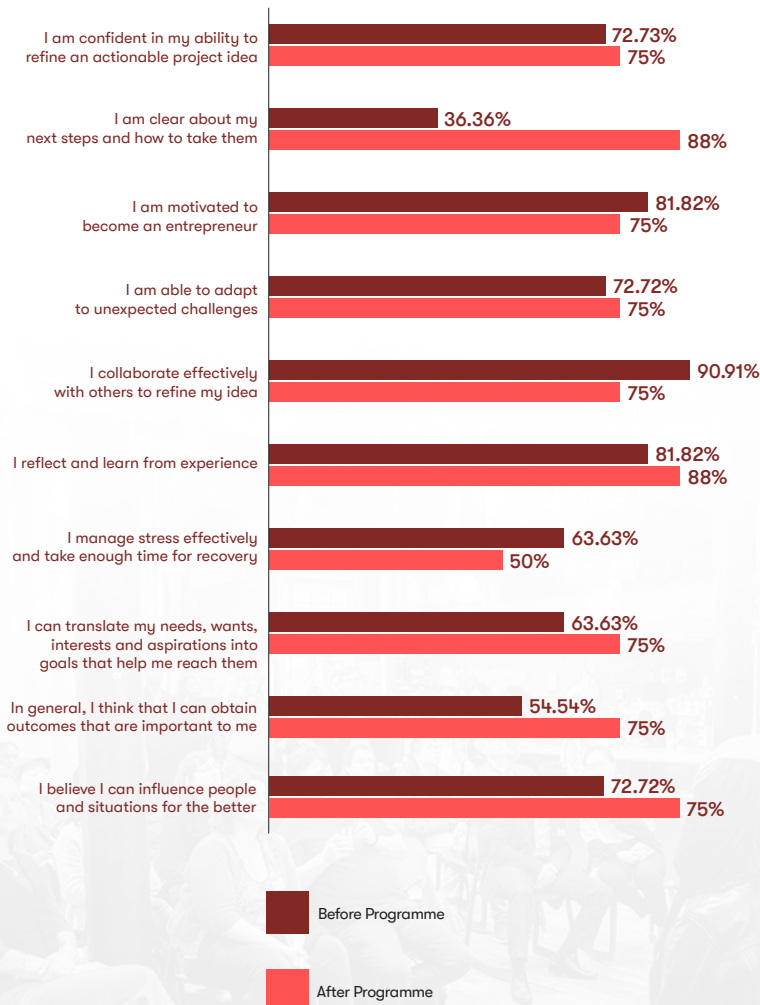
Leadership skills

Leadership skills are an important foundation for success. This edition's participants have shown great improvement in a range of leadership skills, and particularly when it comes to the clarity of next steps good progress was made: an impressive 88% of the idea stage and 100% of the start-up stage participants agreed or strongly agreed that they were clear about their next steps and how to take them, compared to only 36% and 50% respectively at the beginning of the programme.

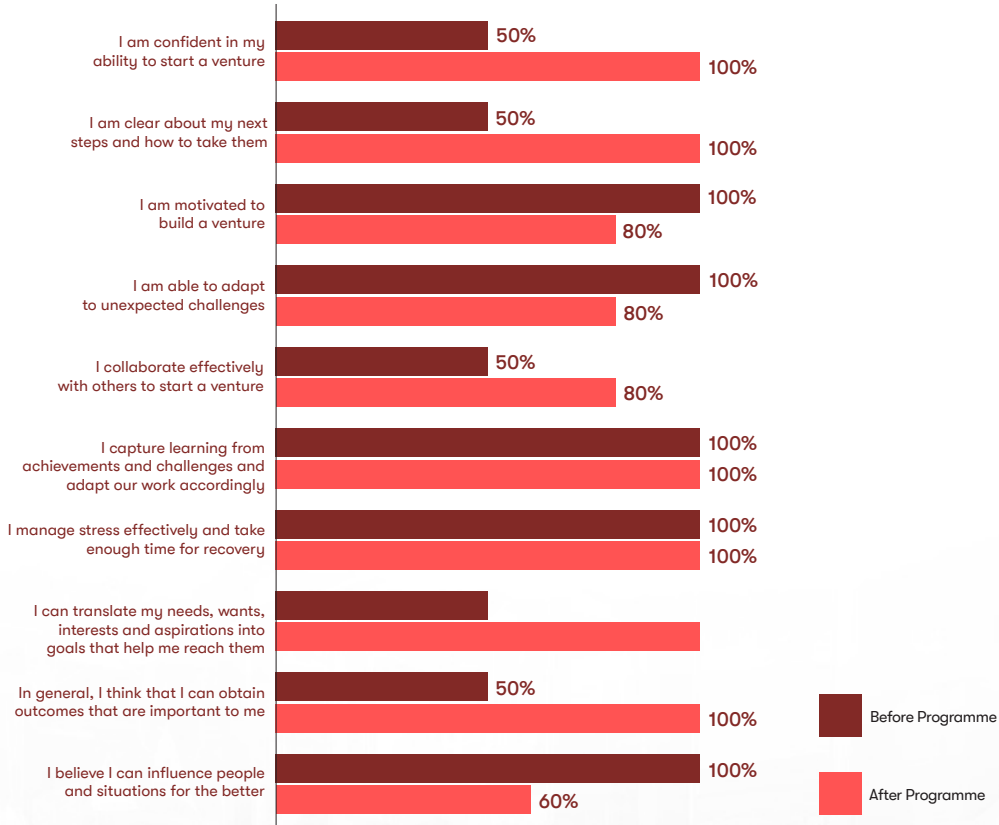
As we have also seen in other editions, the percentage of participants rating themselves highest on their motivation to be an entrepreneur slightly decreases. This is an effect that can be expected when at the early stages of the entrepreneurial journey. External factors and life circumstances also tend to influence the way people assess their own skills, and not necessarily are all leadership skills actively developed as part of the New Roots programme.

See below for an overview of the percentage of participants that rated themselves highly across a range of leadership skills.

Leadership Skills Idea Stage



Leadership Skills Start-up Stage



New Roots was a stepping stone for me and gave me a sense of accomplishment. It provided me with the confidence to explore new opportunities and take on new challenges, even though progress may have been slow.

Dave
Founder of Art Inspire



Professional networks

More than three quarters of the New Roots participants (77%) deemed the Access & connections to peers (other entrepreneurs) and to the Impact Hub community and the mentorship from business experts received as useful or very useful, which confirms findings from other experiences and is reflected in the increase of satisfaction with access particularly to peers and mentors.

Percentage of participants being satisfied or very satisfied with their access to following stakeholder groups	Before programme	After programme
Peers (other entrepreneurs)	50%	92%
Mentors	42%	92%
Business experts	36%	54%

The percentage of participants that feel supported or highly supported by business support organisations in entrepreneurial endeavours shoots to double (from 31% to 62%), and by peers it shows an increase too (from 38% to 54%).

Percentage of participants feeling supported or highly supported by the following people	Before programme	After programme
Peers (other entrepreneurs)	38%	54%
Family	46%	31%
Friends	69%	62%
Business support organisations (incubators, accelerators, startup support networks, etc.)	31%	62%

I want to start off by saying thank you for organising such an amazing experience. Not only did ConsciousEats significantly benefit from it, but so did ourselves, Belinda and I. As entrepreneurs, the New Roots programme instilled in us various skills and mindsets that are essential to our future line of work. With the tips and advice from Nohelia and Sarah (mentors), we learnt the people skills required to navigate such an industry and get to where we need to be.

Avyay
Co-founder of ConsciousEats



NEW ROOTS PROGRAMME 2023

“

I was drawn to Empower because of the ethos of helping entrepreneurs without a technical background or resources the opportunity to get their business online - as this can make such a difference! I liked the chance to connect with our customers, use our products, and hear first hand from them their questions and challenges.

Katherine Khoo

GoDaddy volunteer

“

The journey towards creating any business is never linear. Creating a purposeful and sustainable business model from the outset is even harder, especially for individuals from underrepresented backgrounds where access to business mentors and finance can often be less accessible. It's been rewarding for me to help guide and impart my own experiences (including failures and successes) to my mentee as they lay down solid foundations for a business that is being built with purpose - for the planet and people - at its forefront.

Rupa Wincell

Mentor & Founder of Kri Skincare

“

Connecting with the entrepreneurs from the Impact Hub London New Roots programme has been an incredible experience. Their ideas, resilience, and creative approaches have infused my life with a refreshing breath of fresh air. Not only are they making an impact in their respective marketplaces and communities, but they've also inspired me with their unwavering determination and innovative thinking.

Santiago Hernandez

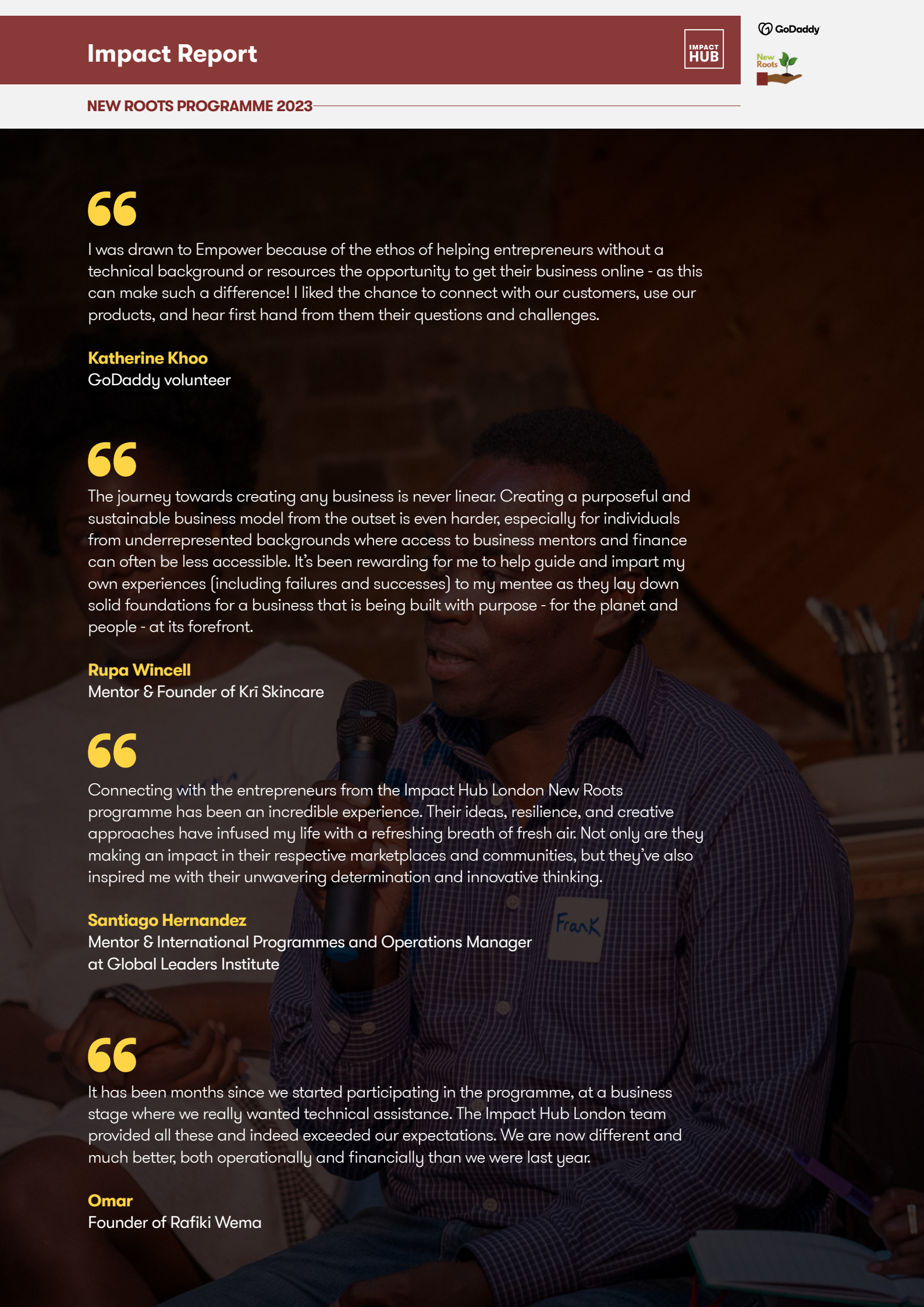
Mentor & International Programmes and Operations Manager
at Global Leaders Institute

“

It has been months since we started participating in the programme, at a business stage where we really wanted technical assistance. The Impact Hub London team provided all these and indeed exceeded our expectations. We are now different and much better, both operationally and financially than we were last year.

Omar

Founder of Rafiki Wema



Alumni story

We followed up with an alumni to see how her business has developed since she first participated in New Roots in 2020.

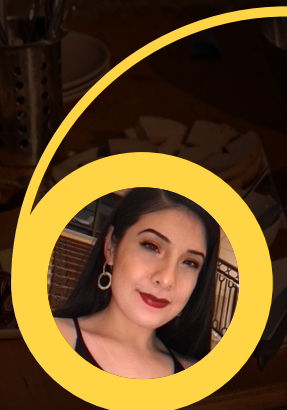
Deeply influenced by their Kurdish heritage, Zey immersed herself in the vibrant Kurdish House London community based in Impact Hub London five years ago and organised recruitment events, including for the inaugural New Roots cohort. In 2020, she embarked on their own journey within the New Roots programme and started developing the idea of Displaced, a community-focused organisation dedicated to facilitating workshops for diverse youth.

Zey's primary objective is to reignite the cultural richness and experiences within young adults by fostering engaging group conversations that are both enjoyable and therapeutic. Recognizing the challenges faced by ethnic minority entrepreneurs, her decision to return to New Roots was driven by the involvement of an additional consultant in the New Roots programme delivery team who shared a similar background. This support was invaluable in navigating the complexities of the business world while preserving authenticity and cultural expression.

A key goal for Zey was to find a sustainable income model that didn't rely on charging workshop participants. Through the New Roots programme, she received practical support that sparked innovative thinking in generating products and services. One notable success was the development of a card game designed to initiate difficult conversations in a more intimate setting. This game facilitates the exploration of challenging or traumatic topics, fostering connections with reduced resistance. After pausing Displaced for a few months, Zey came back to participate in the New Roots alumni pilot programme, which generated a major shift in her business model: she went from planning to rely on grant funding to understanding the value of bidding for contracts for her impact and purpose driven solution. What is more, she has already won bids!

I'm hiring my own mother for some of the work that I'm doing because she has her own experience. She fled war herself and became a social worker in the UK. I'm training her to be a facilitator. It's crazy. I didn't think she would have thought her 25 year old daughter would be hiring her!

Zey Binboga
Founder of Displaced



— PROGRAMME SUMMARY

IMPACT HUB MUNICH

BUILDING A SUPPORTIVE ENVIRONMENT FOR BUSINESS IDEAS TO THRIVE



Overview people & community

- 20 participants
- 18 ventures
- 2 GoDaddy employees engaged
- 10 IH workshop facilitators
- 4 mentors

Incubation experience

- 8 workshops
- 12 hours of mentoring per entrepreneur
- 6 peer-to-peer sessions
- 3 Pop up market, community christmas party, closing event "Reinventing Entrepreneurship"
- 4 coaching sessions with GoDaddy staff

Alumni experience

- 20 alumni engaged through Monthly peer to peer Support Sessions, Pop Up Market

Background

Within the generally privileged context of Munich and its comparatively well developed entrepreneurial ecosystem, people from marginalised groups are very much overlooked and are not provided with support tailored to their needs, background and personal situation. Building on the experiences from the first two cycles, Impact Hub Munich continued focusing on mothers of all ages with an entrepreneurial spirit and an idea for starting up a small business; single or as a team.

The programme

In a hybrid of virtual and in-person activities, participants were guided to turn their idea into a business plan, create prototypes and carry out market tests.

The programme started off with 4 days of in-person workshops that allowed all participants to get to know each other and build some initial relationships while actively turning their ideas into more concrete propositions and working on their target market.

The workshops were directly followed by pairing up with mentors who provided the one-on-one support the entrepreneurs needed to continue to refine their ideas, and GoDaddy capacity building workshops, skillsharing sessions and peer-to-peer sessions were interchanged in a 6 month period. Showcasing events, like the pop up market and the final event “Reinventing Entrepreneurship” not only provided our entrepreneurs with the opportunity to showcase their own ideas but also to find out about New Roots alumnae’s businesses.

For the entrepreneurs in Munich, New Roots **has motivated them to believe in their own ideas** and brought them a network of like-minded persons with similar circumstances.

After completing the program, ongoing support is crucial to help participants navigate the next steps in their entrepreneurial journey. We have tested various components of alumnae support offerings that we plan to further provide to all program graduates in the next rounds. Active community building, regular peer-to-peer networking and skill share sessions are its overall purpose. It shall foster the participants’ networks and resilience and support them in building up deep, reliable relationships with each other.

It was a true privilege for my colleagues and myself to witness part of the entrepreneurial journey of the third cohort of the New Roots programme in Munich and to build a supportive environment for our participants to start and develop their business ideas. We have carefully curated a community of experts, mentors and peers who are not only passionate about sharing their knowledge but are also deeply invested to help the entrepreneurs find their individual ways of doing business.

It was also great to see how the participants grew together as a group, built collaborations and helped each other with all their resources and ideas. Lastly, our commitment does not end with the end of the programme. We continue to provide ongoing support to our alumni, through workshops, peer-to-peer sessions, visibility and our network.

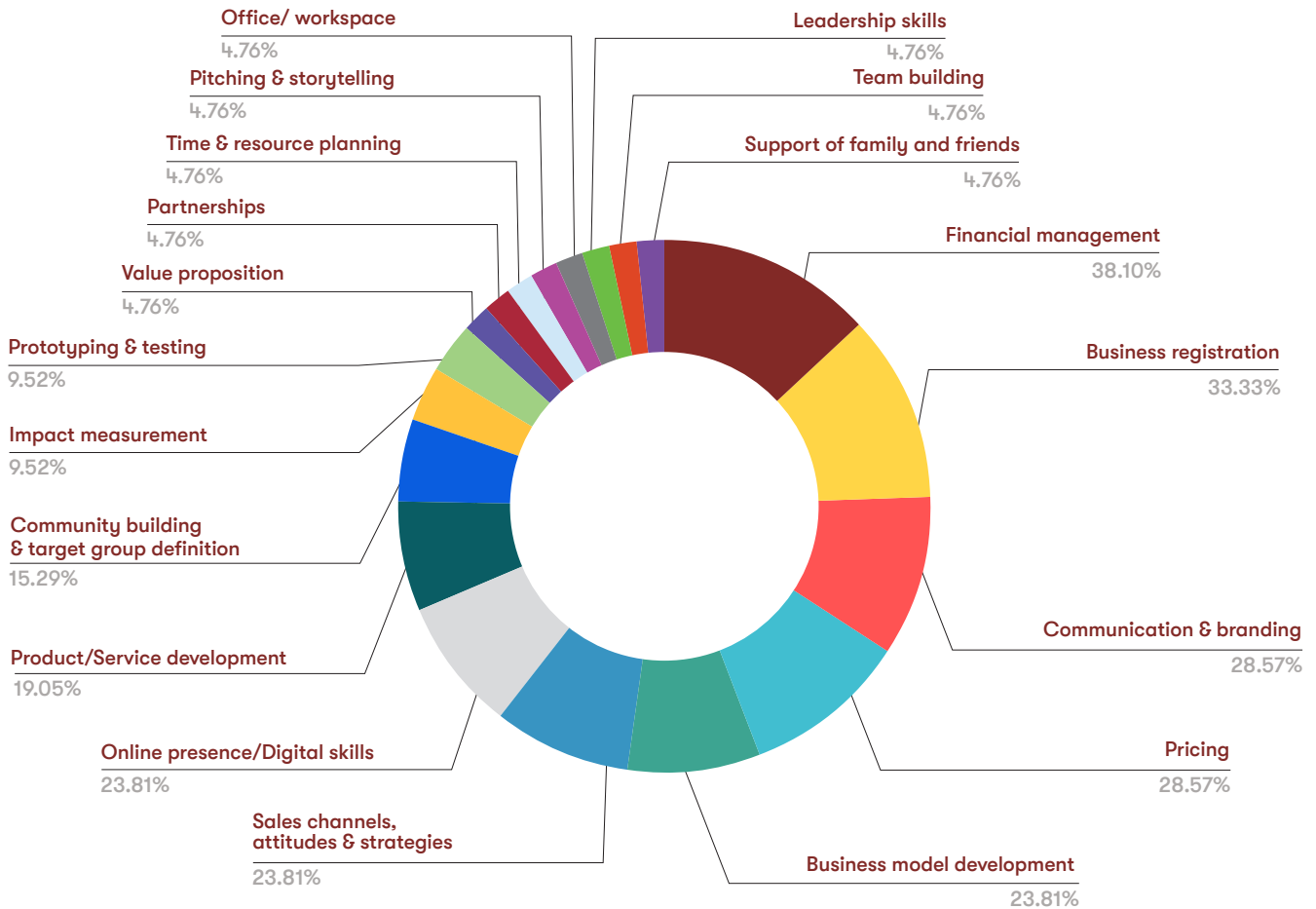
Lea Klein

Programme Lead, Impact Hub Munich



NEW ROOTS PROGRAMME 2023

Before starting the programme, financial management, business registration, communication/branding and pricing were identified as the most challenging issues that participants were facing in their business.



*Every participant chose 3 challenges

Top 5 favourite programme content

% of participants finding content useful or very useful

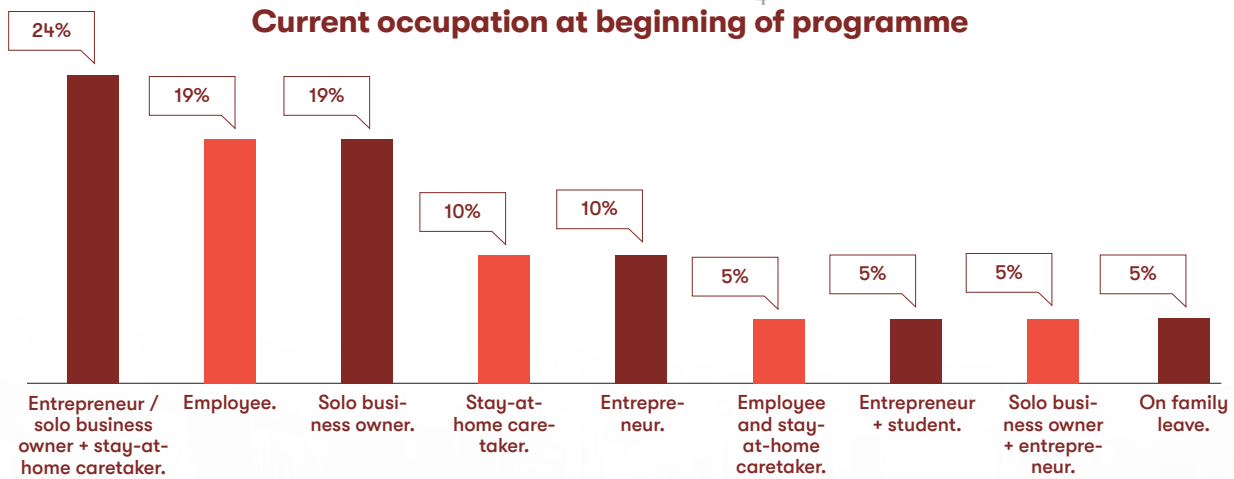
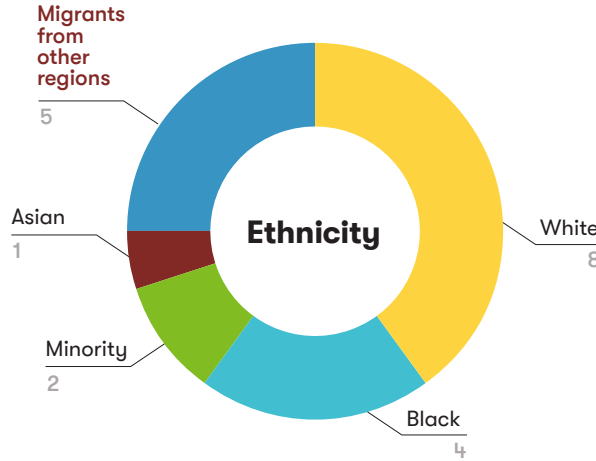
- 1st 100% - Access & connections to peers (other entrepreneurs) / Impact Hub community
- 2nd 85% - Personal/leadership skills development
- 3rd 85% - Consultancy support on business topics (finance, legal, marketing etc.)
- 4th 70% - Workspace
- 5th 70% - Testing & refining business model

100% Satisfied or very satisfied with support provided by New Roots

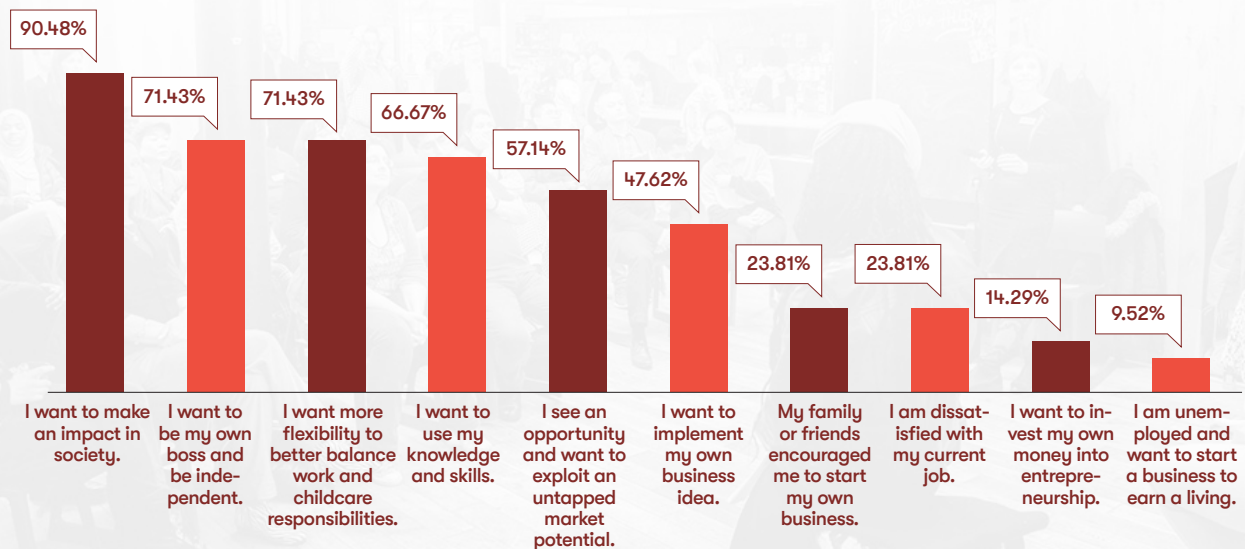
Net Promoter Score: **100**

Getting to know the entrepreneurs

A varied group of women in terms of ethnicity, age and caring responsibilities, came together in the New Roots programme which provided them with the network and the structure needed to take their next steps in their entrepreneurial journey.



Having the access to a community of women who face similar challenges, has given motivation to the 20 mumpreneurs in Munich. The women mentioned the following reasons for wanting to start their own venture.



*Multiple answers possible

NEW ROOTS PROGRAMME 2023

9 ventures were at the idea stage and 9 at the startup stage when the programme began, with a third having already incorporated their business and **78%** having at least some revenue.

2022 BUSINESS PERFORMANCE DATA

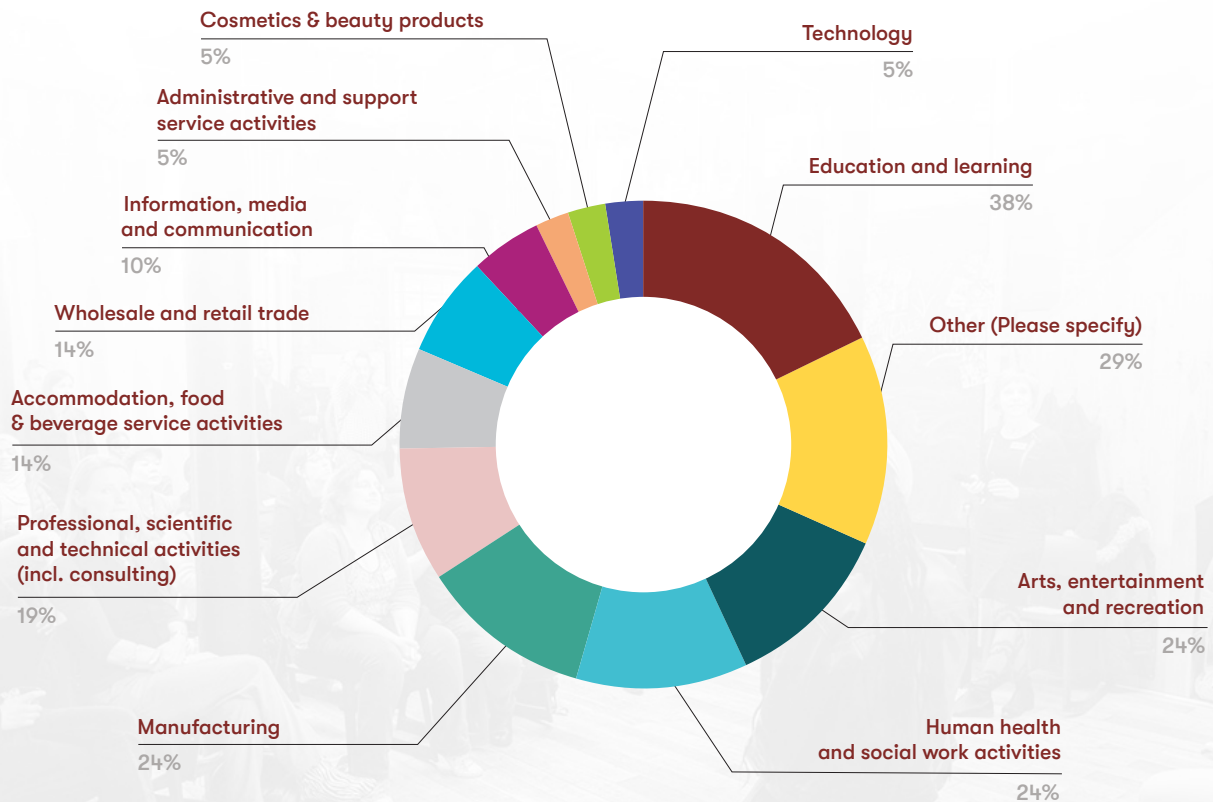
2022 Revenue in EUR

- Total revenue EUR 158,100,
- 8 ventures that had revenue in 2022 earned between 100 and 65,000 Euro
- 2 ventures attracted finance through grants

Total Customers: 1,158

Total beneficiaries: 1,300

Ventures are engaged in the following sectors, educational aspects making up an important part of participating ventures and with the goal to address a multitude of social and environmental issues.



*Multiple answers possible - most ventures look to address more than 1 Sustainable Development Goal

NEW ROOTS PROGRAMME 2023

What social or environmental issue are you aiming to address through your activities?		Response Percent
	Education and Lifelong Learning	57.14%
	Health and Well-being	42.86%
	Responsible Consumption and Production	33.33%
	Equality, Equity, and Social Justice	28.57%
	Sustainable Communities and Resilient Cities	23.81%
	Other (Please specify)	23.81%
	Gender Equality and Women Empowerment	14.29%
	Decent Work and Sustained, Inclusive, and Sustainable Economic Growth	14.29%
	Climate Change and Climate Action	9.52%
	Healthy Environment, Terrestrial Ecosystems, and Biodiversity	9.52%
	Peace, Justice, and Accountable and Inclusive Institutions	9.52%
	Strengthen Partnerships for the Sustainable Development Goals	9.52%
	Sustainable Food and Agriculture	4.76%
	Affordable and Clean Energy	4.76%
	Ocean Conservation and Sustainable Use of Marine Resources	4.76%
	I don't know yet	4.76%

*Multiple answers possible - most ventures look to address more than 1 Sustainable Development Goal

Entrepreneur spotlight

Find out more about some of the participating entrepreneurs and their ventures

Andrea Lackus

Founder of Slow Postpartum

Andrea, a young mother of a six year old, had known for a few years that she would like to work with women and accompany them in some form. When she became a mother herself it also became clear that, while you can get a lot of information about birth itself, the topic of the postpartum period (i.e. the first six weeks after child birth) is quite neglected in the German context. While she was still at home with her daughter, she started taking courses and getting herself more familiar with the topic, but the time wasn't yet right to get started with this business idea. When the opportunity to participate in New Roots came along it just felt like it fit, as it would provide Andrea with two main points: the structure and the frame to work on her idea in a concentrated manner and the possibility to do so alongside others rather than by herself. Andrea's business is currently called Slow Postpartum, but as most people don't know yet what postpartum is, she'll revisit the name depending on acceptance. In her participation in New Roots, Andrea tested her ideas of different services and as a result is now clear on the types of services she will start to provide. These include pregnancy circles for pregnant persons in which community, mindfulness and information on birth and postpartum are at the forefront, an interactive workshop for postpartum preparation aimed at pregnant persons and their partners and personalised postpartum support which may include a range of services that is needed for each family's reality. Andrea wants to make sure that she can act as a contact point for families that need support from any other specialists during that time and is looking at taking courses in foot massages and other bodywork methods. Something that was added during the programme is documentary family photography, which she has also tested during New Roots. This topic is particularly interesting, as on the one hand you can provide families with great photos and on the other hand use those to raise awareness in the public.



I wanted to get clarity on my offering and in terms of finance I didn't even know where to start. So the goal was to have an initial idea of how to handle finance issues. I definitely advanced in both of these areas - and by myself I wouldn't have been able to do that, and particularly not in such a short amount of time!

Andrea Lackus

Founder of Slow Postpartum

NEW ROOTS PROGRAMME 2023

Hadeel Bilal

Founder of [Resiliya](#) and [Podcast Deep Talk for Wellbeing](#)

Disconnect from disconnection. Connect to yourself and others with a quality connection.

Hadeel is a business consultant concentrating on culture change. Going through a difficult period herself, she became interested in the neuroscience and inner wellbeing space, which ultimately led her to want to set up a consultancy that tackles holistic wellbeing. Through Resiliya, Hadeel offers impactful yet simple development programmes in pursuit of enhanced group wellbeing and personal resilience. Offering learning journeys and culture change consultancy, her programmes blend well rounded teaching and change approaches that target the full self and build on decades of experience in using a range of development methods for transformation that delivers real behaviour change immediately.

Coming from the corporate world and working for big companies, initially the structure that this provided was missing. She has been self-employed for a while, and had been selling her services in droplets, but New Roots gave her the necessary focus and, little by little, Hadeel is creating the structure that works for herself and Resiliya. Although she is already equipped with some knowledge like project management and pricing models for her self-employment, Hadeel was most importantly looking for a support system and somebody who believed in her when she applied for New Roots. Her objectives were not translated in the usual metrics, but rather related to inner wellbeing objectives like bringing herself to the table, being courageous, and showing a product to others. So she looked at her objectives in that way and she is very happy with the outcomes.

Although the building blocks of content from the programme will come in useful as she continues. There are still big plans for this year, ranging from getting new clients to setting up “nuggets” of her offerings and recording her podcast Deep Talk for Wellbeing.



This can be simply next to each other doing your own thing, but also working on something together. This togetherness as a group of mothers, including having toddlers crawling around, has been very beneficial. A programme that is based on the identity of being a mother is just amazing. Starting up a business as a mum: can you be more vulnerable? You can't put money on the worth of having a group of strong women going through the same process yet all being so different and coming from different backgrounds.

Hadeel Bilal

Founder of [Resiliya](#) and [Podcast Deep Talk for Wellbeing](#)

Programme outcomes

I got more resilient, flexible, open-minded and ready for new opportunities while focusing systematically on testing my project.

Mariana R.

Founder of [Articles for Biomedical Startups](#)



I feel touched, inspired and grateful at the same time. I was allowed to accompany 5 mothers on their path to self-employment in the last 6 months. It has brought me so much joy to be part of this strong community of women and mothers. The programme is super structured with lots of co-creative content. I hope New Roots is allowed to continue to grow for many more years to create these opportunities for this incredibly important target group of women and mothers.

Marlene Walter

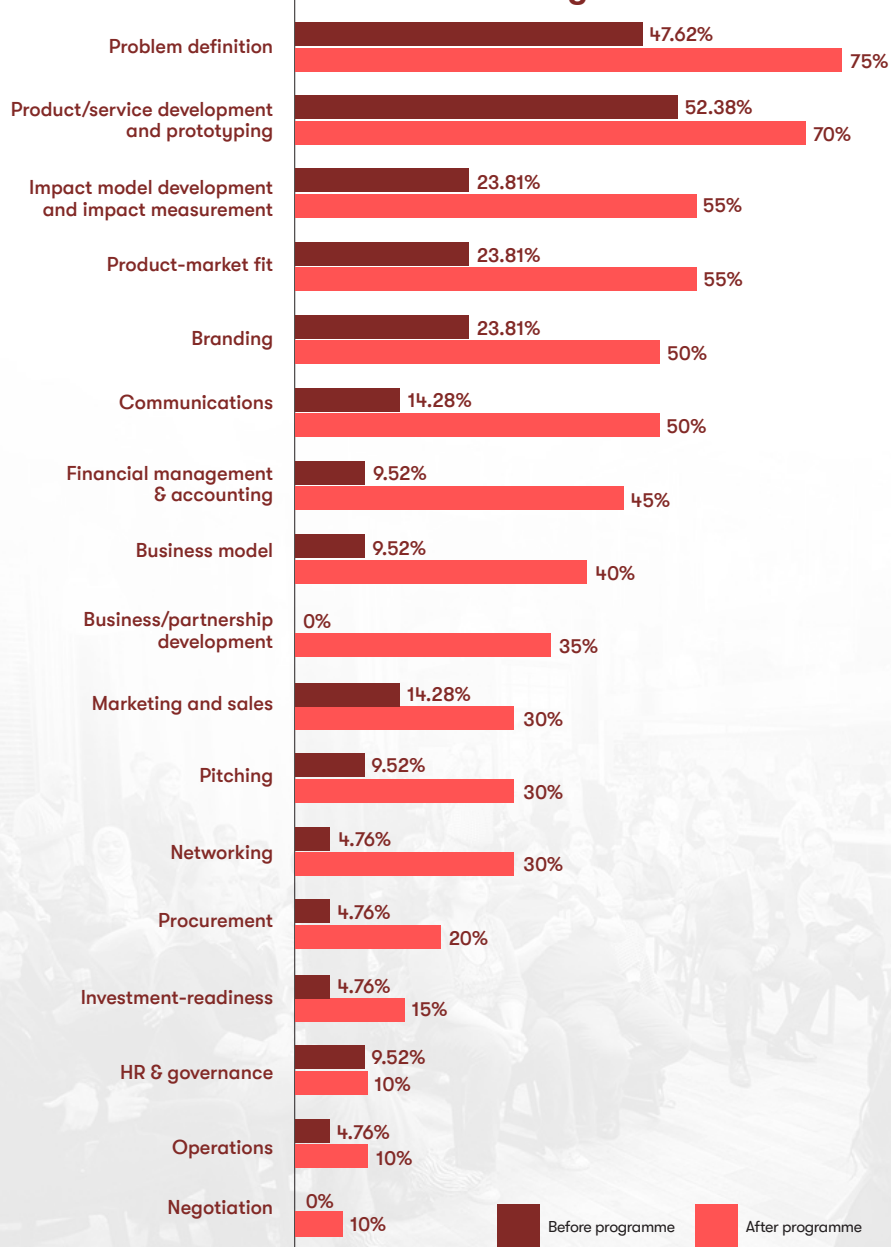
Mentor and Co-founder of [Nata y Limón](#)

75% of participants report that their strategy for developing their venture either has become much clearer or even completely clear as a result of participating in the programme.

Business skills and knowledge

Participants improved in a wide range of business knowledge and skills, but most notable at the end of the programme 75% considered their knowledge on the problem definition to be very good or expert compared to 48% at the beginning of the programme, and 70% considered the same for product/service development (compared to 52% at the beginning)

Business Knowledge

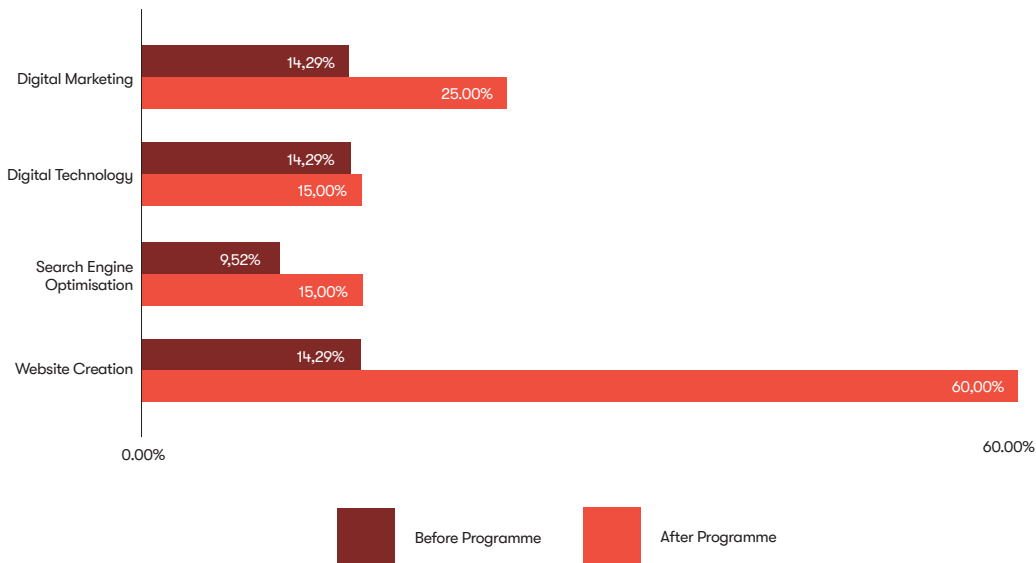


I think when starting the programme my goals were not clear enough, or rather too diverse (e.g I could see several goals like bringing more efficiency in the operations as they were to date; or trying out a new offer, for which I had several ideas too). As the programme started it was decided together with my mentor to test one of the new offer ideas, and I am now a bit further in terms of refining the one idea I had picked up.

Laura H.
 Founder of Laura Hurter Pâtisserie

Digital skills

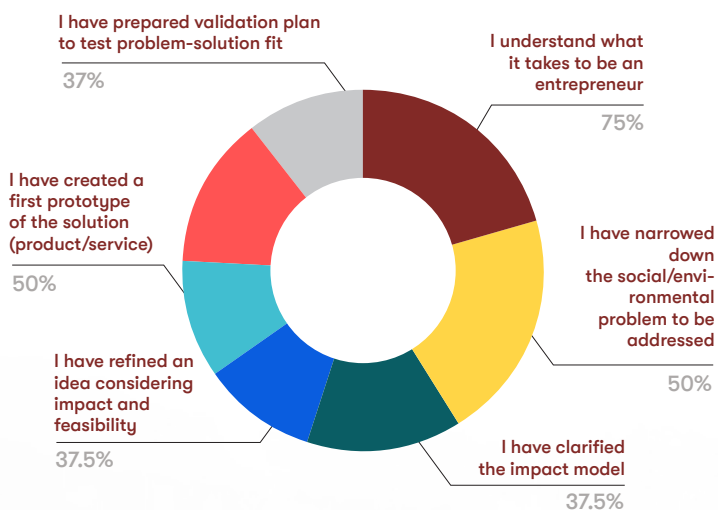
The website creation workshop provided by GoDaddy also showed great results, with 60% of participants defining their knowledge as very good or even expert at the end of the programme.



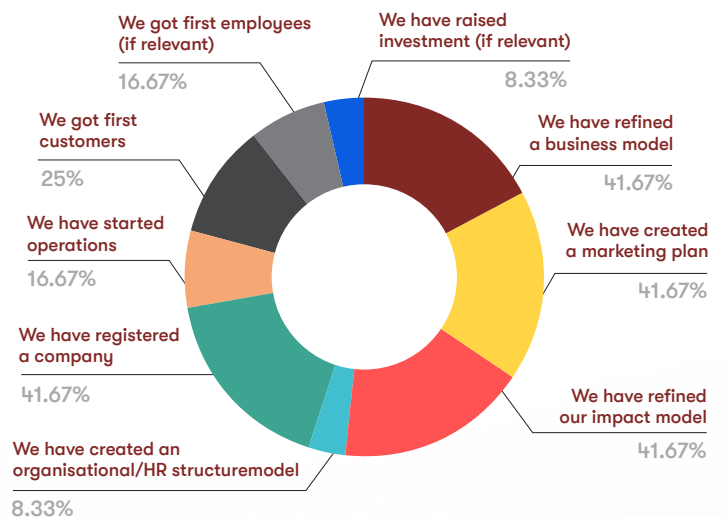
When it comes to assessing their own business outcomes, participants reflected on a set of statements that differ slightly between the two different stages of participation. For idea stage participants, a high percentage (75%) saw significant improvement in their understanding of what it entails to be an entrepreneur, whereas assessment at the start-up stage was lower throughout, with 42% significantly advancing on their refinement of a business and impact models, their marketing plan and the registration process of their company.

See below for an overview of the percentage of participants reporting significant or very significant improvement in their business outcomes.

Business Outcomes Idea Stage

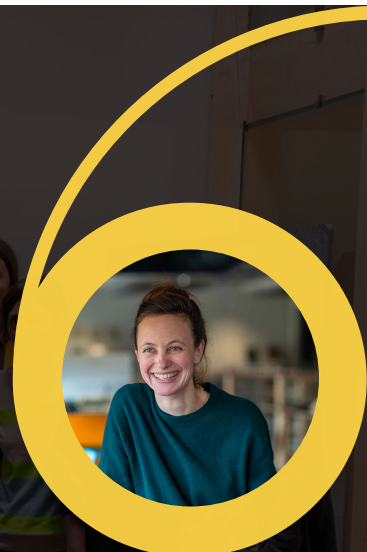


Business Outcomes Start-up Stage



My goals were to get online with website and social media, set up the business and start selling. That all happened! The individual mentoring was particularly helpful, where we planned our market entry, for example, and created the price calculation for our product, and overall were always nourished with a good dose of self-confidence. The website-building offers from GoDaddy were also very helpful!

Elli Wieser
Co-founder of AWONDA



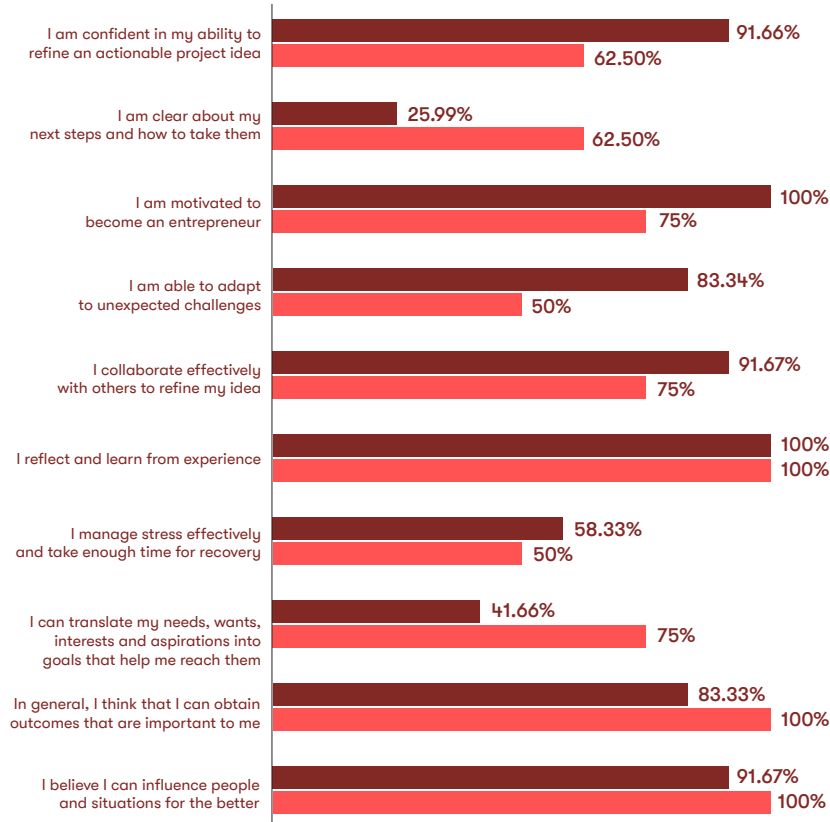
Leadership skills

Leadership skills are an important foundation for success. This edition's participants mostly started off rating themselves highly, and have shown additional improvement in a range of leadership skills.

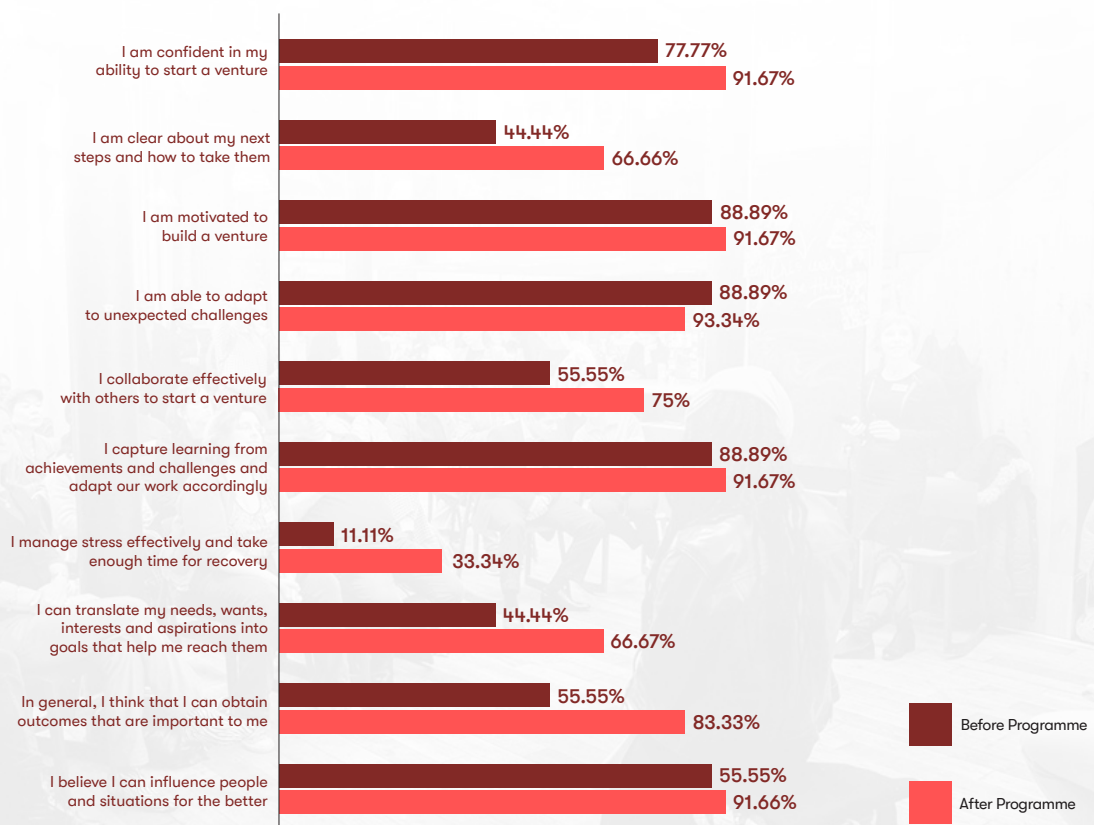
There are slight differences between the group at idea stage and the one at start-up stage: the percentage of participants at the idea stage agreeing or strongly agreeing with the statements reflecting confidence and motivation slightly decreased from 92% and 100% to 63% and 75% respectively for the idea stage participants, but increased for start-up participants from 78% and 89% to 92% each.

An important marker of success for the New Roots programme is that participants are now clearer on the next steps to take in their entrepreneurial journey: while percentage of participants rating themselves highly at the beginning of the programme were some of the lowest of all skills measured (25% for idea stage and 44% for start-up stage), this percentage jumped to 63% for idea stage and to 67% for start-up stage participants!

Leadership Skills Idea Stage



Leadership Skills Start-up Stage



New Roots was exactly the kind of motivational kick that I needed!

Akofa Lawson-Hogban

Founder of Togo Food



I hope that the programme will continue or even be expanded so that many more mothers can benefit from this very helpful and effective support on their way to self-employment.

I will especially remember the always appreciative, understanding and attentive way all the people involved (participants, programme leaders and mentors) dealt with each other, which I experienced as a great enrichment. And also the positive approach and attitude and the encouragement to simply do it has inspired and motivated me to do exactly that.

Tanja Lovetinsky

Founder of Wundervoll Wild



Professional networks

All participants deemed the Access & connections to peers (other entrepreneurs) and to the Impact Hub community useful or very useful, which confirms findings from other experiences and is reflected in the increase of satisfaction with access particularly to peers and mentors.

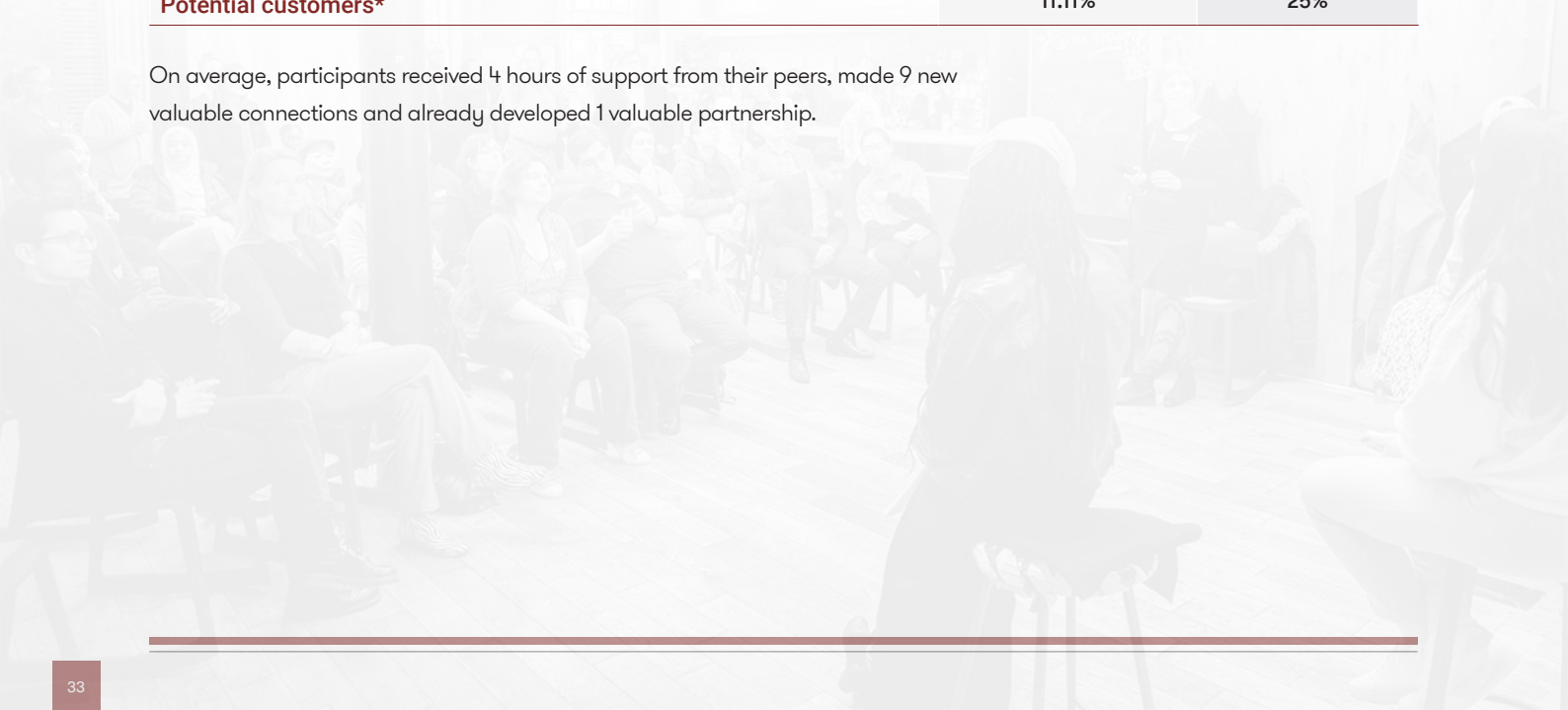
Percentage of participants being satisfied or very satisfied with their access to following stakeholder groups	Before programme	After programme
Peers (other entrepreneurs)	28.57%	95%
Mentors	42.86%	95%
Business experts	9.52%	55%
Potential Partners*	11.11%	17%
Potential investors/funders*	0.00%	8%
Potential customers*	11.11%	25%

*These only apply to participants at start-up stage.

The feeling of being supported by peers in entrepreneurial endeavours shoots to double (from 43% to 85%), and even though support from family and friends was already high at the beginning, both of these aspects also increased.

Percentage of participants feeling supported or highly supported by the following people	Before programme	After programme
Peers (other entrepreneurs)	42.86%	42.86%
Family	66.66%	66.66%
Friends	57.15%	57.15%
Business support organisations (incubators, accelerators, startup support networks, etc.)	14.28%	14.28%
Potential customers*	11.11%	25%

On average, participants received 4 hours of support from their peers, made 9 new valuable connections and already developed 1 valuable partnership.



“

Being a foreigner, the fact that I could be in the same space as other new entrepreneurs was itself a moral boost. Lea and Amelie from ImpactHub put together a programme that was mind-opening and inspiring. My mentor Matthias Hoffmann was supportive and full of ideas.

Sheela J.

Omni Coaching

“

I think the New Roots programme is very exciting because we can show moms the importance of a website when starting with their own project/business and also how to create a website quickly, easily and professionally. The participants were really excited about the workshops on website and visibility via social media and they started building their own website right away. For years, I've been so happy helping moms get started digitally and see how they learn and get going.

Franziska Thoms

GoDaddy

“

As mentor and mother, it was such a delight to support the women in the New Roots programme to explore their possibilities and to grow their projects. Working together as women and mothers with deep understanding for the situation of the other created such a meaningful and strong bond – truly special and the best environment to grow personally (for all of us).

Leli Schachtler

Mentor and Solo Entrepreneur

“

One of the main pillars during the mentoring was to empower mothers to run their own businesses and drive innovation while creating new opportunities for themselves and their families. From a male mentor perspective it was interesting to understand that women have to invest a lot more to be able to set their own schedules and prioritise their family obligations without sacrificing their professional goals. It was impressive to be part of the mother entrepreneurship programme New Roots.

Matthias Hoffman

Mentor and Serial Entrepreneur

Alumni story

We met with one of the former participants of New Roots to see what has happened since they participated in the programme

Simone Widemann

Founder of [Urlaubskind](#)



Simone Widemann is the face behind Urlaubskind, an enterprise dedicated to proposing beautiful and practical products for a stress-free family holiday. Focused on making parents' lives easier when away from home, the virtual shop sells from children luggage to group games, from sand toys to bed fall protectors.

Protecting the environment and creating a secure future worth living for the kids is also an important aspect of Urlaubskind, so when selecting brands to partner with, Simone always opts for companies that use recycled materials and guarantee fair production conditions.

Mother of 2 children and an enthusiastic traveller, the idea for Simone's business came about in 2019 when she decided to think about how to combine the extensive professional experience in e-commerce with her passions. The entrepreneur had already been reflecting on becoming an entrepreneur for two years, when she decided to participate in New Roots in 2021 - that's when the thoughts were put down to paper and brought into reality.

Joining the programme was not only a milestone in terms of giving her first steps as an independent business owner, but

also in terms of community. Since her participation in New Roots, Simone has shown a great business development, opening her online shop in Summer 2022, and participating in various pop-shops in the city which was followed with opening a physical shop in Munich-Sendling in April 2023. While this change has meant that juggling family and business is also becoming more difficult, because she is space-bound, it also gives the opportunity for a different kind of visibility. As Simone herself says, "It's much easier to get people into the shop than people onto a website", and it is a great opportunity to have face-to-face contact and get direct feedback from clients. For the rest of the year, Simone will concentrate on the running of the physical shop, all the while keeping the online shop running, and finding a groove between family and business.

When it comes to a motto - Simone thinks back to a saying her mother uses a lot: "Kommt Zeit, kommt Rat", or Time will tell. This sums up having a positive attitude at the basis and believing that things will fall into place, but also daring to make decisions and try out something new.

Summary

In this edition of New Roots, Impact Hub London supported entrepreneurs with a BAME background, and Impact Hub Munich women and mothers facing multiple discriminations, to clarify their business ideas and next steps in their entrepreneurial journey. At the end of the programme, **82% of participants that completed the programme found that the strategy for developing their venture had become clearer or much clearer** as a result of their participation in New Roots.

Through the tried and tested mix of group and personalised

sessions in the form of workshops, mentoring sessions, peer learning sessions and showcase events, participating entrepreneurs **increased their business knowledge, leadership skills and gained access to networking opportunities** and a community of peers. Participants in both locations valued this last aspect of the programmes particularly highly: **91% of New Roots participants rated the access and connection to peers as useful or very useful, and the percentage of participants being satisfied with their access to peers shot up to 94%**. It is particularly positive to see that participants on average have been able to forge **1 business partnership** during the programme, and made **8-9 valuable connections**.

91% Access & connection to peers

82% Personal/ leadership development

76% Consultancy support on business topics

85% of participants saying that they are either satisfied or very satisfied with the support of the programme is a testament to the quality of the programme content and delivery, and we look forward to continuing supporting underserved communities at the intersection of inclusion, climate and entrepreneurship.

95 NET PROMOTER SCORE

Outlook

We love to see the positive outcomes of New Roots and are particularly keen to continue improving to deepen and widen the programme's impact. To this end, we have taken into account learning from previous editions. See below a few examples of our adaptations for New Roots 5.0 :

- **The entrepreneur support gap for underserved communities remains big:** Although the New Roots programme has been able to support more than 100 early-stage entrepreneurs, the elevated number of applications shows that a substantial gap remains. We therefore aim to increase the number of supported entrepreneurs per cycle from 20 to 50.
- **6-month incubation support is valuable, business growth support just as much:** As the alumni pilot in both locations has shown, there is both a need and an interest by alumni of previous cohorts to getting some light touch, personalised support in the form of coaching, as well as to stay engaged with an ever growing community of like-minded social and environmental entrepreneurs, peer-to-peer support and opportunities for visibility

by joining events. We aim to increase the amount of engaged alumni from the 6 at pilot stage to 20 alumni in the next edition.

- **More representative mentors and experts in London:** Getting mentoring from persons of the same underrepresented community that combine the understanding of the particular struggles and additional barriers with the necessary business expertise is invaluable for entrepreneurs. The progress made in this edition to engage more representative mentors from minoritised ethnic community backgrounds will continue.



**Thank you for your
ongoing support!**

— Impact Report

**New
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Programme**

May 2023

**IMPACT
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New Roots Programme

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