

# NEWSLETTER

SEPTEMBER 2021



## WELCOME TO THE INCLUSIVE BUSINESS LAUNCH PAD!

The Inclusive Business Launch Pad seeks to promote equal opportunities in entrepreneurship by providing an innovative training programme to underrepresented entrepreneurs, or those facing specific obstacles in the business sector. The programme is aimed at those who may face barriers to accessing training or support or may need tailored support to start or grow a business, including people with disabilities, lone parents, migrants, people aged 50+.

The training programme provides specific and tailored support through a combination of online and face to face training which are both accessible and engaging.

You will be provided with training content on a variety of topics such as:

- Understanding the management of change,
- Businesses diagnosis and analysis,
- Business modelling tools,
- Developing a story and developing action plans for growth.

In addition to this, you will also partake in our Business Launch Pad Circles which support participants in the delivery of action plans for growth and engagement. These are adapted from Inova's innovative methodology which encourages peer support and mentoring, focusing on providing participants with the opportunity to discuss their plans for growth with a small circle of other entrepreneurs wishing to expand their businesses.

From this programme, you will gain free and easy access to a range of resources to help get your business off the ground such as interactive exercises, quizzes, hints, and tips on growing a business, videos, and case studies. These will be available via our online platform for a minimum of five years following the funding period. As well as access to our professional training, you will have the opportunity to network and interact with other entrepreneurs, raise your profile, learn new skills, and connect with like-minded people. Importantly, you will be encouraged to build your self-efficacy and gain the confidence and necessary tools to expand your business.



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[iblaunchpad.eu](http://iblaunchpad.eu)

[Inclusive Business Launchpad](#)

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# FRAMEWORK REPORT

The Framework Report is the result of a series of activities undertaken by the IBL project team, in order to understand the different national contexts and the challenges that the entrepreneurs of the target group are facing when searching and accessing support and training to grow their businesses.

The IBL project targets entrepreneurs and owners from microbusinesses currently facing disadvantages or misrepresentation, for example:

- Migrants,
- People with disabilities,
- Lone parents,
- 50+ individuals,
- Women.

In the report, identified needs, gaps and challenges faced by the target group in the partner countries (Austria, Cyprus, Netherlands and the United Kingdom) are presented and associated with recommendations for potential training and additional support of their business. The report is supported by primary data (desk research) and secondary data (focus groups and interviews).

The IBL framework report aims to elevate innovation in terms of content and delivery as well as the availability of (micro)business services. Additionally, it enhances the awareness of the unique challenges faced by the target group and seeks to support the tailoring of existing as well as the new developments of business services. In particular, the findings will support the design of the training modules for the accelerator program, as part of the next project outputs. It expects to also serve as assisting document to policymakers and supporting organizations in the partner countries.”

Read the full framework report [here](#).



## BUILDING NEW NETWORKS

Fundamental to the success of such a Programme is the research and understanding of the needs of these groups, how to engage with these individuals and how to ensure the programme is inclusive for all.

As a result, the Consultancy Academy, one of the UK partners engaged with their local contacts within the Doncaster Chamber of Commerce and Doncaster Council to better understand the work they do to engage with these groups, the challenges they encounter and learn from their experiences what actions need to be taken and how we can work together to better this engagement within the UK.

With a view to developing an inclusive programme, representatives from both Doncaster Council and Doncaster Chamber have been instrumental in putting together focus groups and providing feedback on course content, course delivery and routes of engagement with local entrepreneurs who meet the programme prerequisites.

Furthermore, Doncaster Chamber have agreed in principle to work together in running the complimentary pilot programme by helping to identify local individuals who would benefit most from such a programme.

We are very excited to work with The Doncaster Chamber of Commerce on this exciting and inclusive initiative #IBL.

To register your interest in the project and be informed of any upcoming updates, please complete this short form: <https://forms.gle/E1djHaheh6qa5w5Q8>