

HERE - Social Economy of Proximity

BUSINESS OPPORTUNITIES AND INCUBATOR METHODOLOGY

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The first phase of the incubation process consists of identifying business ideas that allow us to incubate our entrepreneurs to create a livelihood.

These ideas are identified either by the entrepreneurs themselves who already have their own entrepreneurial idea, or through contact with business organisations or business professionals who can help us identify entrepreneurial opportunities in those sectors in which they specialise.

Once these venture ideas have been identified, the incubation process begins. This process is based on agile methodologies, working mainly on the canvas business model.

The incubator of the identified neighbourhood ideas will consist of the following structure:

- 4h of training per week
- 2h of mentoring per week
- 2h of coaching per week
- 1 monthly follow-up session during the 4 months following the incubation of the project.

Partners in Spain (ACV), Latvia (SHELTER) and Italy (ANZIANI) have already started their incubation processes. The organisations are incubating a variety of projects identified in their respective neighbourhood mappings. The projects being incubated in each country are as follows:

SPAIN:

- **HOLISTIC THERAPIES:** There is a mix of services within this project. Holistic therapies as a global concept: from clown services for events to therapeutic tattoos or self-knowledge and coaching sessions.
- **TEXTILE AND SEWING:** Bikinis and tailor made clothes
- **ARBITRATION FOR SCHOOLS:** Introducing arbitration services in schools, complementing them with other services such as cleaning, help in the dining room, etc. The project is also involving women who are historically outside of this area in refereeing.

LATVIA:

- A farming project (vegetable production)
- A car repair shop
- Several beauty salon ideas
- A virtual reality platform for group works.

ITALY: In the city of Padova, ANS is cooperating with IRECOOP, a cooperative supporting disadvantaged groups to access the labour market, as well as the local organisation of traders and artisans. Through these local partnerships, ANS aims to incubate ideas covering the commercial and the craft sectors

Pictures:



