



**As a newcomer in Geneva,
I found in the SINGA
Factory the professional
family that kept me from
being isolated. Alone,
I would still be reflecting on
the feasibility of my
project. Thanks to SINGA,
I was able to take action.**

Fatima el Hassni
SINGApreneur in Geneva 2019
HR Expert, Coach and Founder
of Terre d'Argan

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SINGA means »connection« in Lingala, a language spoken in the Democratic Republic of Congo. To connect is SINGA's mission, both in Switzerland and internationally. The first SINGA organization was founded in Paris in 2012 and has received various awards for innovative programs such as the Intercultural Innovation Award from the UNAOC and the BMW Group and Forbes 30 under 30. Since then, SINGA France has successfully built up an international network of committed people. Today, 8 years later, local SINGA organizations exist in France, Canada, Belgium, Germany, Spain, Italy, England and Switzerland, all of which adhere to common values but adapt their programs to the needs and context of the country.

Vision & Mission

Everyone, no matter where they come from, can fulfil their potential and contribute to shaping an inclusive and innovative future. This is our vision. Our contribution? We bring people with and without refugee or migrant backgrounds together to collaborate in entrepreneurial projects.

SINGA in Switzerland

In December 2016, Seraina Soldner founded SINGA in Switzerland together with Mirjam Walser in Zurich. Tina Erb and Ella Stuart joined the team quickly after and have built SINGA in Zurich with a lot of passion and dedication. In 2018, Giordano Neuenschwander and Elody de Brito joined the SINGA team in Geneva and have been doing incredible work there ever since. The focus at both locations is on the SINGA Factory—an inclusive entrepreneurship program in Switzerland. Since 2017, the SINGA Factory has supported 55 people from a refugee or migrant background from 30 countries of origin and their 48 projects.

The SINGA Factory is supported by Engagement Migros—a Development Fund of the Migros Group. In Geneva the program is also supported by G’innove—a program of the City of Geneva promoting social innovation.

singaswitzerland.ch

SINGA Team (f.l.t.r.)
Ella Stuart, Seraina
Soldner, Giordano
Neuenschwander,
Elody de Brito and
Tina Erb.



SINGA in Switzerland Organization Chart



Michael Bimmler
Board Member, Lawyer/
Barrister in London



Anna-Lena Schluchter
Board Member,
Associate Peacebuilding Officer
United Nations, New York



Fabienne Odermatt-Usmani
Board Member,
Program Director at reach



Babak Fargahi
Board Member,
Lawyer at RISE – Attorneys
at Law



Rayan Aebi
Advisory Board Member,
Senior Venture Architect



Dominik Scherrer
Advisory Board Member,
Founder of ecloo

SINGA in Switzerland Organization Chart



Seraina Soldner
Co-founder & Co-director



Tina Erb
Co-director



Ella Stuart
Communications Lead



Giordano Neuenschwander
Head of Office, Geneva



Elody de Brito
Project Officer, Geneva

Seraina Soldner
and Tina Erb,
Co-directors of
SINGA in
Switzerland.



The last year has been an exciting journey, like in a space shuttle traveling at enormous speed, sometimes we did not really know where we were going, but we certainly did not run out of air!

It was with a lot of momentum that we set up a new office in Geneva in the summer of 2018, where the dream team, Giordano Neuenschwander and Elody de Brito, who complement each other so well, built up an incredible network and got the SINGA Factory program running in a very short time. At the same time, our team almost doubled in size and we have had to learn quickly how to work well together and learn from each other in spite of the geographical distance. Although we work in the same country, the contexts are different and we now speak four languages in the team, so diversity is part of everyday life and our driving force at SINGA! Of course there are also challenges, but most of the time the differences in the team trigger new ideas and discussions that make us more innovative. The diverse SINGA community and above all the SINGApreneurs with their experience, talents and different approaches also contribute greatly to this. They are the ones we learn the most from.

In order to benefit from the diversity and the different viewpoints at SINGA, regular meetings and cooperation on the ground is essential. It is important to understand the situation of the other person and at the same time be able to identify new opportunities and solve problems creatively through varying perspectives and experiences. This happens especially when you take the time again and again to consciously devote your attention to the team and the people you work with.

An important learning experience was for us to support Giordano and Elody at the right moment and then to allow them enough freedom to gain their own experience and develop their »own« program, while still working together in a coordinated way. At regular retreats, we were able to take enough time as a team to develop a common vision in a playful way e.g. using the Lego Serious Play method. It was and is essential to make better use of our talents, interests, experience and willingness to learn and to adapt them to individual needs. We are incredibly grateful to work every day with a team in which everyone has a lot of humor, empathy, talent, team spirit, a sense of responsibility, their own personal quirks and flair and, above all, passion for the cause! Together, we are capable of so much more than we could have ever imagined possible. So, we have a lot of energy to take off again in 2020 and are curious about where the journey will take us.

Seraina Soldner and Tina Erb

Co-directors of SINGA in Switzerland

SINGA Factory— Innovation through diversity

The SINGA Factory is an entrepreneurship program for people from a refugee or migrant background who would like to realize a project or business idea here in Switzerland. We create a space in which program participants meet with experts from the Swiss private sector in workshops or one-to-one consultations, share their (local) networks and learn from each other. In this part-time program, the SINGApreneurs (program participants) also benefit from a mentoring program, in which they are accompanied and supported individually by a mentor for 6 months. The objective of the SINGA Factory, among other things, is that all SINGApreneurs have devised a MVP (Minimal Viable Product), a budget, a small business plan or pitch deck as well as their first marketing activities during this time. In addition, all those who complete the program present their business or project ideas to a large audience.

The SINGA Factory takes place at two different locations in Switzerland: for almost 3 years in Zurich and for over a year in Geneva. So far, we can look back on 4 successful cycles of the program.

SINGApreneurs of
the SINGA Factory
Cycle 3 in Zurich with
the SINGA Team
and workshop trainer
Dominik Scherrer.





The SINGApreneurs receive support from experts, the SINGA team and each other in regular meetings during the 6-month program.



This year, SINGA has endeavoured to contribute to the development of an inclusive entrepreneurial ecosystem in Geneva and French-speaking Switzerland. It was a year in which the SINGA Geneva team as you know it today, Giordano Neuenschwander and Elody de Brito, were able to experience a wealth of adventures, new successful partnerships and memorable encounters!

The call for projects for the very first cycle of the SINGA Factory in Geneva was launched at the beginning of the year and the program kicked off in April 2019 with 16 projects selected for the conceptualization phase. 11 projects, developed by 14 entrepreneurs, then continued into the execution phase. Our intensive outreach to the network of organizations supporting people from refugee and migrant backgrounds in Geneva has enabled us to meet many interested candidates, whose entrepreneurial spirit and motivation have convinced us that the SINGA Factory is responding to a growing need in Geneva.

During the 6 months of intense work that followed, we experienced many memorable moments with the SINGApreneurs and the trainers, mentors and experts who passionately committed themselves to the SINGA Factory, convinced of the meaning and added value of these meetings and exchanges of experience. Finally, we celebrated the very first SINGA Factory Geneva Awards at the Impact Hub in Geneva 30th October 2019 in front of more than 150 supporters—an incredible and very moving evening!

This first year represented a steep learning curve for the SINGA Geneva team. We have learned so much from our incredible colleagues in Zurich and a lot from each other. We would like to thank the SINGApreneurs who, thanks to their unwavering determination and passion, motivate us today more than ever to continue developing our activities in the creative, positive and committed spirit that defines SINGA.

Giordano Neuenschwander
and Elody de Brito.





Rame (middle) and Kenanah (r) from Palmyra Catering after their pitch with moderator Ella at the SINGA Factory Closing Event 23rd September 2019.

Review

SINGA Factory 2018/2019 in Zurich and Geneva

We can look back on 3 successful programs in 2018 and 2019! The second SINGA Factory program started in Zurich in June 2018 and was celebrated with a wonderful closing event at Kraftwerk Zürich with 130 attendees the following December. After an in-depth evaluation and renewed recruitment the third program started in April 2019. Shortly thereafter, the first cycle of the SINGA Factory in Geneva also kicked off. After 6 months of intensive work on their projects, the SINGApreneurs celebrated the conclusion of the third SINGA Factory at Schwarzescafé in Luma Westbau, Zurich with over 150 guests. At the end of October, the completion of the first SINGA Factory in Geneva was already around the corner: the SINGApreneurs presented their diverse projects to an enthusiastic audience at the Impact Hub in Geneva and successfully completed the SINGA Factory.

Over the course of the program, the SINGApreneurs benefited from a wide range of workshops and weekly coworking sessions. However, it became clear across all cycles that the sessions with mentors as well as individual consultations with other consultants are the most effective and produce the best results. For this reason, the journey through the SINGA Factory has been customized even further to address the needs of each participant: in addition to the regular meetings with mentors, many one-on-one time consultations were organized with experts from the private sector. Thus, many hurdles in the projects of the SINGApreneurs could be overcome with expert support and efficient, targeted solutions.

As can be seen from the profiles featured on the following pages, a diverse group of people with innovative project ideas were once again involved in the SINGA Factory. Take a look for yourself!

The SINGApreneurs and their Business Ideas

Contact the SINGApreneurs
through our website.

Cycle 2

June—December 2018 in Zurich



Smriti Chhabra
India

Smriti combines the best of India and Switzerland in her Indian catering services and cooking classes. Using high quality, locally sourced ingredients and Indian spices, Smriti creates delicious, healthy and soul-rejuvenating dishes, sharing with people an authentic taste of India. While participating in the SINGA Factory cycle 2, she founded her business Delhicious.



Solomon Mengistu
Eritrea

Solomon's project is to found the association, Run-to-Win, to train young refugees from Eritrea and Ethiopia together with Swiss youth with potential and talent in long-distance running. Through the association, participants will also have access to psychological therapy to help them deal with the trauma of leaving their homeland. Solomon's objectives are to prepare them for national and international competitions, to integrate discipline and structure into their daily lives and to support them in becoming active and productive citizens in Switzerland. Solomon's dream is to bring home an Olympic gold medal for Switzerland in 2024!



Kebede Dache Dalacho and Nadine Guthapfel
Ethiopia and Switzerland

Kebede is from Ethiopia, Nadine, his business partner and wife, is from Switzerland. They met when Nadine's idea to go to Kaffa, the origin of coffee, didn't work out. Instead of going to Kaffa, she met Kebede and later they went there together. With their business KafiUndSchoggi Reisen, they offer real and authentic insight into Kebede's home country and its people through sustainable tours to Ethiopia. Travelers meet with local communities at eye level, explore fascinating landscapes and discover the traditional Ethiopian coffee culture. With 4 % of the tour income they support the newly built association »Saware Dicha« to empower women and girls in Southern Ethiopia. Kebede has many years of experience as a tour guide and Nadine is an expert in sustainability, communications and development cooperation.



Aimeerim Tursalieva
Kyrgyzstan

Aimeerim began her business idea, Son Kol, with importing and selling traditional felt products (carpets, scarves, shoes and animals) from Kyrgyzstan and giving felting workshops in Winterthur. In 2018, Aimeerim expanded her offer to include guided tours to the breathtaking mountain ranges of Kyrgyzstan, where participants meet and learn to create their own felt products with local female cooperatives and nomadic communities. Aimeerim founded her business while participating in cycle 2 of the SINGA Factory in 2018.



Elie Khudari
Syria

Having founded two companies in the Middle East with over 400 employees and struggled to find a suitable role on the job market since arriving in Switzerland, Elie understands the challenges of both finding work and finding the right employees. Therefore, Elie's business idea, Seevez, is to develop a revolutionary, modern and human online portal to connect job seekers with talent seekers, using the latest AI technologies and state of the art algorithms.



Olga Khinich
Belarus

DRapid growth in e-commerce in Switzerland requires more flexible distribution and on-demand warehousing. That is why Olga, a Logistics Expert, wants to develop Space2use, an online B2B marketplace for warehouses. Through this portal, warehouses can list their free storage space and companies e.g. in e-commerce can quickly and easily find the best and cheapest storage options for their products. Olga wants to change the Swiss warehousing market for the better—making it more transparent, accessible and flexible for all.



Mehrdad Mirsepahi
Iran

Mehrdad's business idea Baba Safar is to offer a new travel experience to Iranian tourists in Switzerland. By offering package deals in partnership with Iranian and Swiss travel agencies, Mehrdad will guide his clients through Switzerland. During their stay, participants can ski in the Swiss alps and visit language schools to learn German and other languages.



Aryam Mussie
Eritrea

Aryam began the SINGA Factory with the idea to build an app to help young people develop good reading habits through challenging themselves and other hobby readers. She later stepped out of the program to devote time to her studies and apprenticeship at Spitex, while continuing with the mentoring program of the SINGA Factory. She continues to work on her idea as a side project with her mentor, Nik.



Agusta Viola Snophan
India

Viola wants to bring a taste of India to Switzerland in the form of gift boxes filled with organic, fair-trade Indian spices, lentils and rice assortments. With a Master's in Nutrition and Health, it is important to Viola that the customers learn about the health benefits of the ingredients she sells and thus each gift box includes recipes and tips about how to best prepare them. Viola plans to sell her gift boxes soon via online subscription and at local Swiss markets.

Cycle 3

April—October 2019 in Zurich



Daniela Victorino and Clelia Calabrò
Colombia and Italy

Daniela and Clelia are the team behind Entrepikit. Their goal is to prepare young people in Switzerland for the future of work. They combine their experience as Market and UX researchers with the mission of empowering the next generation to embrace change through play and innovation. In their interactive workshops and courses, teenagers are exposed to concepts of Entrepreneurial Thinking and develop the skills needed to face the challenges of the future and create a positive impact.



Danelle Thompson-Steinke
Jamaica

Danelle's business idea is to launch a mobile multicultural hair salon for families living in Switzerland. The Braid Box originally stems from her desire to support parents of adopted children, in an effort to encourage them and their children to embrace their natural hair. She soon realised that not only did her clients appreciate her tailored afro hair-care services, but were also grateful for the time her service saved them. Now, Danelle wants to make this service available to all families looking to save time by having their and their children's hair taken care of in the comfort of their own homes. Danelle founded her business while participating in the SINGA Factory Cycle 3 in 2019.



Kenanah Khattab and Rame Taha
Syria

With Palmyra Catering, Kenanah and Rame are determined to have their own Syrian bistro and catering service offering traditional Syrian meals cooked in the »slow food« style: fresh, home-made and nourishing. They have already cooked at events for up to 150 people. Kenanah previously studied English literature and works Fridays at the restaurant Crescenda in Basel. Rame previously worked in the Museum of Palmyra in Administration and also had his own small business in Syria in food retailing.



Sam Kolahan
Iran

Sam is working on an online platform to help people find great deals by automatically crawling online shops for products and services that are currently on sale. Sam is an experienced software engineer with a M.Sc. in Computer Science. He previously built the marketplace nimms.ch, where people can exchange second-hand items for free.



Reka Samynathan

India

Reka's goal is to set up the online grocery store, Manjappai, for quality Indian food and ingredients, so they are more accessible even outside of larger Swiss cities. She is well connected in India and already has her first suppliers on board. Reka is a woman of many talents and has a diverse background in commerce, dress design and pre-school teaching.



(Ai San) Michelle Luzio-Boo

Malaysia-China

Michelle has a family history of 30+ years in the restaurant business in Malaysia and she is the second generation to continue her father's (restaurant founder) spirit and passion for food. With Tsubaki, her goal is to bring the Bento Box with a combination of Chinese-Malaysian and Japanese specialities to Zurich and St. Gallen. She would like to work in a team with other people from migrant backgrounds and single parents. Michelle's professional background is in Business Administration and she is also a talented makeup artist.



Zouher Adwan

Syria

Zouher's initiative, WeTheSouk, is focused on preserving the heritage of Levant crafts and sustaining the livelihood of Syrian artisans. WeTheSouk offers a line of handmade products that blend contemporary design with Levant craft traditions to create authentic art objects with context. These products are made by Syrian artisans and are to be sold in Switzerland on an online platform. Zouher has a professional background in Graphic Design and Fine Arts.



Azza Sawaf

Syria

Azza's Syrian roots and love for her culture and cuisine inspired her to start Laziza—a Syrian catering business. In the long run, her dream is to bring the Syrian culture to local Swiss communities through events with food, dance and other activities. Initially, she will focus on catering, her specialty being that she designs and offers dishes where customers can add their own toppings, to create meals to suit every taste.

Cycle 1

April–October 2019 in Geneva



Ali Ashweiki

Syria

RTime is an IT company providing 3D services for the watch-making sector. Founder Ali's objective is to make the commercial part more fun, easy and professional. RTime will also provide internships and jobs to people from refugee backgrounds with IT skills, in order to improve their access to the labor market upon arriving in Switzerland. Ali holds a Master's Degree in Informatics from HES in Yverdon-les-Bains. He is currently employed by an IT consultancy company in Coppet, Canton Vaud.



Pilar Anguita-Mackay

Chile

Pilar is convinced that each enlightened action or sustainable choice we make is a positive step towards a better future. Her business idea is to open Le Jardin Vivant, a grocery shop selling organic and local products in bulk, while also offering sustainable lifestyle workshops and supporting the professional integration of people from a refugee background. Pilar is an independent screenwriter, has her own company based in Lausanne and has written scripts for Swiss and European TV shows. For the past 10 years, she has also been producing her own olive oil in Liguria, Italy.



Lucy Antrobus

South Africa

Lucy is the founder behind the growing team at Refugee Voices, which aspires to harness the talents of people from a refugee background through confidence and capacity-building workshops: to unlock their potential and improve their problem-solving skills. Ultimately, the organisation aims to improve their social and professional integration. Sessions are already being organised in Romandie and Refugee Voices' projects are supported by the City of Lausanne and Vaud's Cantonal Integration Office. Lucy has led strategy and development projects in the Americas, Asia and Europe.



Afran Koutouan
Ivory Coast

Nik's Fudo is all about bringing healthy, homemade international food right to your plate. Afran and his committed team run their online platform offering a wide variety of home-cooked international dishes, prepared by a network of chefs who cook directly from their homes. The dishes, e.g. from India, Nigeria or Japan, can be ordered online or tasted at weekly points of sale and during their monthly foodie's world tour events. Afran is self-employed with various mandates in Graphic Design and in the creative industry.



Fatima El Hassni
Morocco

Fatima is the driving force behind Terre d'Argan, which promotes natural, organic and responsible products from Morocco. She currently offers argan oil, well known for its many health and beauty benefits, soap and creams. All of her products are sourced from women's cooperatives working with argan trees by hand. In Morocco, Fatima spent over 10 years as a personal development coach and in Human Resources. She is working on her business with her cofounder and husband Mohammed, who has 15 years' experience as an entrepreneur importing construction machinery to Switzerland.



Saran Camara
Guinea

Saran Camara is the founder of Keneya Nutrition, which aims to make organic and sustainable superfoods from Africa accessible on the Swiss market. Not only does Keneya mean health and well-being in Malinké, Saran's mother tongue, but also dawn and light. Keneya's flagship product is Baobab powder, made from the fruit of century-old trees. As a natural source of protein with multiple nutritional properties, Baobab powder is particularly recommended for athletes. Keneya Nutrition's products will be available both online and at selected points of sales in the Romandie. Saran is a committed young woman who is passionate about the opportunities offered by entrepreneurship. She is currently studying International Relations in Geneva.



Kindy Sylla
Guinea

Kindy is the founder of Syba Designs, offering practical and contemporary bags with vibrant African designs for the whole family. Passionate about her business, Kindy designs her own creations using traditional and sustainable materials such as indigo and leather. She wishes to offer quality bags while promoting the know-how of the local Guinean and Ethiopian craftsmen she is working with. Kindy has a background in IT for banking groups, with 15 years' experience in IT project management.

Ekaterina and Dmitry Golubeva

Russia



With Math Bridge, Ekaterina Golubeva and Dmitry Golubev want to make maths accessible for everyone. Their family business aims to launch a mathematics tutoring service offering tailored programs to students in a transition phase or people from refugee and migrant backgrounds willing to enter the Swiss educational system. Students will gain access to a network of multilingual tutors, providing them courses in their mother tongue. The service will also include an interactive digital learning platform. Ekaterina is a mathematics student at the University of Geneva and already tutors students in her field. Dmitry has 20 years of experience as a Commodity and Financial Trader and held various executive positions including CEO of financial and industrial companies in Russia and Europe.

Pablo Gamez

Venezuela



Through Infographie 3D, Pablo's goal is to offer 3D imaging services and polygonal modeling in the architectural and engineering sector in Geneva. Pablo endeavours to offer a personalized customer service, enriched by his experience as an independent interior designer in Venezuela, and respects very tight deadlines. He has 10 years' experience in 3D design in Spain, where he worked primarily for architects. Pablo has already had a few mandates as a 3D designer in Geneva.

Yasmine Sadri

Iran and Belgium



But make it count is a project of a lifetime, offering classes and workshops »by refugees, for locals«. The project will support people from a refugee or migrant background in identifying their talents and gaining their first work experience in Switzerland by leading classes and workshops (e.g. sewing, creative writing, cooking, dance, singing, etc.). Yasmine's initiative aims to support people by harnessing their talents: enabling them to gain experience, build networks and confidence. Yasmine has a background in International Relations and Peacebuilding. She was a journalist in Belgium and is now involved in many grassroots initiatives and works as a language teacher and international school assistant in Geneva.

Our Impact in Numbers



55 people and
48 projects supported



30 countries of origin



40 participants (72.7 %) and
34 projects (70.8 %) completed
the program



Over **200** professional
supporters



7 businesses/associations
founded



The participants could make
up to **50** new connections*



42 % of people supported
have a refugee background and/or
have projects supporting refugees
in Switzerland

* these are people they could now contact.

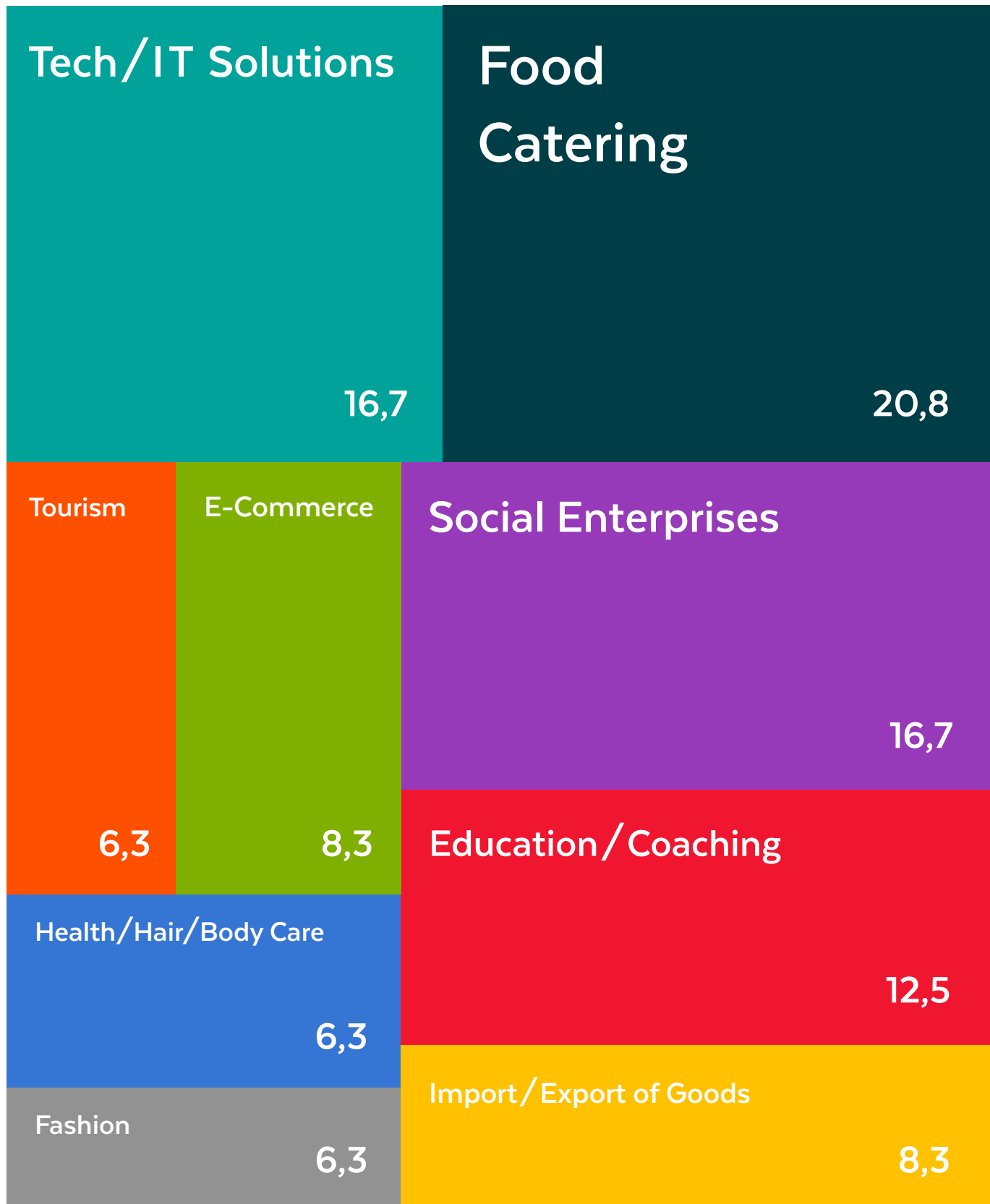
SINGA in Switzerland 2017–2019:

Our Impact in Numbers

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SINGA FACTORY

SINGA Factory in Switzerland: Business Fields of Projects Supported 2017–2019 in %



ANNUAL REPORT 2018/2019

Mentoring at SINGA goes beyond the standard entrepreneur-mentor relationship as it is usually understood in the business context. It is a human adventure in which both sides constantly learn from one another.

Raphael Grieco
SINGA Factory Mentor in Geneva
Founder of French Tech Suisse
and UpComing VC

The winners of the SINGA Awards 2019

The SINGApreneur Award is part of the long-term commitment of Engagement Migros, intended to ensure a lasting impact of the program. This award supports the best ideas with 10,000 CHF seed funding, providing them with a much needed boost for the development and foundation of their startup. The winners of the SINGApreneur Award have: demonstrated full commitment in the SINGA Factory workshops and with their respective mentors; achieved their milestones, such as delivering detailed market research and a budget, and demonstrated the ability to take their business idea to the next level. The SINGA team also looked at the innovation and impact of the idea.

Entrepikit

Clelia Calabrò & Daniela Victorino
Zurich



You successfully completed the SINGA Factory program and have on top of that won the SINGApreneur Award. What does this mean to you? Having won this prize has given us additional confidence to move forward. Celebrating both the end of a journey and winning the prize has ignited a deeper sense of commitment to the project. The money will be used for our next operations, more specifically: merchandise and marketing materials, and to invest in new projects and workshops.

The Braid Box

Danelle Thompson-Steinke
Zurich



Congratulations! What will you do with the prize money? The money could not have come at a better time. I am in the middle of settling a rental contract with a salon in order to improve my clients' experience, so I plan to direct most of it there. The rest will be invested in camera equipment so I can create better content for social media. You can also expect the launch of an online store for products specially selected for afro hair care.

RTime

Ali Alshweiki
Geneva

What can we expect from RTime in the near future? Although we already have our first paying customers, we are looking to acquire more clients in the Romandie. Since the SINGA Awards, I have already received interest from potential clients and I am looking forward to the first meeting with them. It is important to mention that RTime will in future hire people from refugee backgrounds with IT skills, like myself.



Le Jardin Vivant

Pilar Anguita, MacKay
Geneva

Winner of the SINGA Impact Award
powered by the Tsadik Foundation



What can we expect from Le Jardin Vivant in the near future? I, accompanied by my enthusiastic team of cofounders, am making the necessary arrangements to open a store in Lausanne at the end of 2020. The goal is to sell organic and sustainable products in bulk, encouraging people to buy and eat mindfully.

Refugee Voices

Lucy Antrobus
Geneva

Winner of the SINGA Community Award
powered by the Impact Hub Geneva



You successfully completed the SINGA Factory program and have on top of that won an award! What does this mean to you? We feel humbled to have won the hearts and minds of the public and we consider it our responsibility to keep positively transforming lives! We are also looking forward to developing our collaboration with SINGA in the future, given our shared values and goals.

Interview with a former participant— Elie Khudari from Syria



Elie Khudari was a participant of the second SINGA Factory program in 2018. Based on his experience as an entrepreneur with over 400 employees in Saudi Arabia and Syria and now as a jobseeker in Switzerland, he came up with the revolutionary business idea of Seeveez: a modern, efficient and confidential space that will simplify the application and recruitment process for jobseekers and employers with the latest AI technology and algorithms. Elie's SINGA Factory mentor, who has been supporting him intensively for over a year, has since joined Seeveez as a cofounder. They are, together with further cofounders in the team, currently negotiating with investors for a first round of financing.

In what ways could SINGA support you during the development of your project? The connections that SINGA provided me to mentors, workshop trainers and other startups helped me to develop the idea and led me through my mentor to find two more cofounders and team members. Let's not forget the opportunities that the SINGA team presented me to meet like-minded entrepreneurs.

How will Seeveez be different to LinkedIn? It will be different than all other job platforms and job boards. It is private and personalized; we simply reverse the methods of searching for jobs and help both sides, employers and jobseekers, determine what they are looking for. We consider the jobseeker as a »whole« person not only defined by his or her hard skills, but also soft skills along with his or her values and potential. We look for the same in the employers. The matching on Seeveez will therefore no longer be based on keyword searches and hard skills, nor based on career history only. Plus, the solution that we provide will be very modern, fully visualized and graphic based.

Where do you currently stand in the process of founding your business and what is needed for it to take flight? We are building the pre-beta version of a fully functional prototype and working with the support of an external academic to help craft a crucial part of the matching criteria. We are also finalizing and negotiating the important terms to found the company. The biggest challenge at this stage is finding the right investors.

Elie pitched Seeveez for the first time in front of 130 people at Kraftwerk, Zurich at the SINGA Factory Closing Event 8th December 2018.





Outlook— SINGA 2020

In order to complement our offer of support for people from refugee or migrant backgrounds with entrepreneurial mindsets, we wish to pilot two new projects in 2020:

The **SINGA Ideation Lab** is a 2-month program for the development and validation of business ideas. The objective of the SINGA Ideation Lab is to enable people with an entrepreneurial idea at an early stage (or even without a clear idea) to develop and test first assumptions so that they can then join the SINGA Factory.

SINGA Business is a program to accelerate entrepreneurial projects that are very close to launching. The program is designed for a small number of SINGA Factory participants who need an additional boost to start their business e.g. through individual coaching on legal and accounting aspects, practical support in administrative procedures and implementation in marketing. In addition, they will be connected to other established support programs and potential investors.

Supporters of the SINGA Factory

More than 200 people support the SINGA team and participants of the SINGA Factory voluntarily in Zurich and Geneva. Almost half of them are self-employed or run a business themselves. They contribute their expertise, experience, network and interest in people and ideas. They are involved as mentors, workshop trainers and supporters who share advice on how to start a business, on financing, marketing, design thinking, branding, team development, web development, pitching, photography etc. and impart specific specialist knowledge in areas such as IT, gastronomy, education or logistics.

Workshop Trainers

Workshop trainers support SINGA by leading workshops in the SINGA Factory and/or offering their time for individual consultations with entrepreneurs from refugee or migrant backgrounds on their areas of expertise. The engagement of the workshop trainers is generally done on a voluntary basis. After meeting with the SINGA team it is decided together in which field a workshop trainer would like to get involved and how much time this would entail. Almost half of the workshop trainers of the SINGA Factory have a migrant background.



Workshop trainer
William Candillon
with past participant
Ayantu Abate in a
workshop on app
design.

»SINGA contributes tremendously to the inclusion of entrepreneurial thinkers from a refugee or migrant background.

By leading legal workshops in the SINGA Factory in Zurich, I have had the pleasure of passing on my experience as a startup lawyer, while learning myself from new perspectives shared by the SINGApreneurs. Besides the valuable lessons that I learn, I have the opportunity to give back to the community.«

Michael Mosimann

Lawyer and Advisor of Startups and Venture
Capitalists for over 10 years.

Antoine Fatio
(middle left), Director
of FONDETEC,
during a workshop
on mentoring in
Geneva.





Mentor Yves Reymond
with mentees Daniela
(l) and Clelia (r) from
team Entrepikit in
Zurich.

Mentors

Mentors volunteer for at least 6 months and each accompany one mentee, meeting them approximately every 2 weeks at a location of their choice or, for example, at the Impact Hub. The SINGA team matches mentees and mentors based on their expertise, experience, personality and network. Mentors who already have some work experience in Switzerland (often they are entrepreneurs themselves) and have a wide network are preferred. An interest in others, openness, a willingness to learn and availability are essential qualities that we look for in a mentor.

Mentors are primarily »sparring partners« who accompany the SINGApreneurs at eye-level, ask questions and share their feedback, expertise, ideas, network and concrete support. Listening, asking the »right« questions, building trust, active exchange and learning from each other are central parts of the mentoring process.

Before the start of the mentoring program, SINGA offers separate workshops to the mentors on topics such as expectation management, role clarification, objectives of the mentoring program and effective communication. After the first joint meetings, where mentors and mentees define a mentoring agreement, mentors and mentees participate in a workshop together on transcultural communication. The SINGA team accompanies the mentoring process more or less intensively as required and offers mentoring meetups to mentors every 2 months.

SINGA Events

SINGA also aims to create spaces in which people are inspired to contribute to an inclusive and innovative society in Switzerland. That is why we often collaborate with local partners in organizing and participating in meetings, hackathons, workshops, conferences and round tables. The team in Geneva was particularly active this past year, organizing on average one external event per month.



Zurich: The biggest event of the SINGA Factory each year is the program's closing event. This year, 10 participants pitched 8 business ideas to 150 people at Schwarzescafé in Luma Westbau, Zurich 23rd September 2019—a SINGA record!



Zurich: Alongside the SINGA Factory, SINGA also co-organizes occasional workshops with other accelerator programs and partners, like this voice-training workshop with the F10—FinTech Accelerator in September 2019 in Zurich.



Geneva: #Hack4diversity, SINGA's Hackathon on diversity and innovation, organized by SINGA and the Impact Hub as part of the Open Geneva Festival in March, was an opportunity to contribute to the reflection on equal opportunities and inclusion within Geneva's entrepreneurship scene.



Geneva: SINGApreneur Saran Camara, founder of Keneya Nutrition and Giordano Neuenschwander, SINGA Geneva Head of Office on the panel at the «Celebrating Refugee Entrepreneurship» event organized by the International Trade Centre for World Refugee Day 2019 in Geneva. The same week, SINGA was able to provide 3 recommendations at UNCTAD's multi-annual expert meeting on migration and entrepreneurship at the United Nations.

A word from Rayan Aebi

SINGA Advisory Board



Rayan led SINGA Factory workshops on pitching for investors in 2018 and 2019 in Zurich.

Originally from Morocco, Rayan Aebi was raised in Paris and Lausanne and has in recent years lived in Russia, Europe and North Africa. He has built up several startups himself—some successful, some not. He is now Senior Venture Architect at Stryber and develops startups and business ideas, including for the Migros Group. At the same time, he is a member of several advisory boards and has been supporting the SINGApreneurs and the SINGA team in Switzerland for 2 years.

The successful inclusion of people from a refugee or migrant background is not only important for the well-being of newcomers but also represents a key socio-economic challenge to Switzerland. Governmental policy has always been focused on involving newcomers in Swiss daily life with a mind to avoid the creation of so-called »parallel societies« within the country. However, there is no one way to go about this and we need to apply different approaches in order to crack the code of inclusion. SINGA, with its inclusive entrepreneurship program, is one of the most innovative pioneers in this space.

I assist SINGA in Switzerland on their advisory board because—in stark contrast to many social welfare programs—they seek to empower newcomers to take control of their own lives through entrepreneurship. The participants of the SINGA Factory program engage with the local community and

with fellow newcomers and mentors as well as learn the latest startup methods from renowned experts from various fields. As a result, the participants become more confident in writing their own personal story in our country: be it by founding a profitable business, finding a rewarding job or furthering their education.

SINGA's program is a vital part of Switzerland's integration ecosystem and I look forward to further developing a sustainable program together with the amazing SINGA team.



Through the
SINGA Factory the
participants become
more confident
in writing their own
personal story in our
country.

Rayan Aebi
SINGA Advisory
Board Member,
Senior Venture Architect
at Stryber

Thanks to our partners

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Editor

SINGA Schweiz
c/o Impact Hub Zürich
Sihlquai 131
8005 Zürich

Concept

Silke Knöbl — Textimum

Design

Christine Lange, Berlin

Texts

Ella Stuart
Elody de Brito
Giordano Neuenschwander
Seraina Soldner
Tina Erb

Translation & Correction

Ella Stuart
Elody de Brito
Matthias Stadler

Photos

Innes Welbourne
James Geen
Luis Laugga
Rey Robles
Tim Ott

Contact

Zürich
info@singaswitzerland.ch
+41 (0)76 571 93 09

Genève
geneva@singaswitzerland.ch
+41 (0)77 526 31 78

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STT Schoch Treuhand Team AG
Das Trendsetter-Treuhandbüro im Herzen von Zürich

Mitglied TREUHAND | SUISSE

Kontaktperson
Sabrina Peter
Leitende Revisorin

An die ordentliche
Mitgliederversammlung
SINGA Switzerland
Sihlquai 131
8005 Zürich

Zürich, 3. Juni 2019

Bericht der Revisionsstelle zur Eingeschränkten Revision


Als Revisionsstelle haben wir die Jahresrechnung (Bilanz, Erfolgsrechnung und Anhang) des Vereins SINGA Switzerland für das am 31.12.2018 abgeschlossene Geschäftsjahr geprüft.

Für die Jahresrechnung ist der Vorstand verantwortlich, während unsere Aufgabe darin besteht, die Jahresrechnung zu prüfen. Wir bestätigen, dass wir die gesetzlichen Anforderungen hinsichtlich Zulassung und Unabhängigkeit erfüllen.

Unsere Revision erfolgte nach dem Schweizer Standard zur Eingeschränkten Revision. Danach ist diese Revision so zu planen und durchzuführen, dass wesentliche Fehlaussagen in der Jahresrechnung erkannt werden. Eine Eingeschränkte Revision umfasst hauptsächlich Befragungen und analytische Prüfungshandlungen sowie den Umständen angemessene Detailprüfungen der beim geprüften Unternehmen vorhandenen Unterlagen. Dagegen sind Prüfungen der betrieblichen Abläufe und des internen Kontrollsystems sowie Befragungen und weitere Prüfungshandlungen zur Aufdeckung deliktischer Handlungen oder anderer Gesetzesverstösse nicht Bestandteil dieser Revision.

Bei unserer Revision sind wir nicht auf Sachverhalte gestossen, aus denen wir schliessen müssten, dass die Jahresrechnung nicht Gesetz und Statuten entspricht.

STT Schoch Treuhand Team AG


Sabrina Peter
zugelassene Revisorin RAB
Leitende Revisorin


Roland Hitz
zugelassener Revisionsexperte RAB

- Jahresrechnung

STT Schoch Treuhand Team AG
Sihlstrasse 95, 8001 Zürich

Spezialisten in Sachen Rechnungswesen,
Steuern, Lohnwesen, Revision, Beratung

Tel 044 298 82 82
Fax 044 298 82 80

info@stt.ch
www.stt.ch

SINGA Schweiz
c/o Impact Hub Zürich
Sihlquai 131
8005 Zürich

info@singaswitzerland.ch
singaswitzerland.ch

