

# Annual report



2020

# Imprint

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**SINGA offered me the community I was looking for. It was a useful experience which allowed me to meet entrepreneurs and experts who are following their own mission. The great SINGA team shared their passion and inspiration and was there for me at every step! Thank you, SINGA!**

**Ana-Maria Manda**  
Founder of PAPYOT SINGApreneur  
2020 Zurich



# SINGA in Switzerland Organigram



**Michael Bimmler**

Board Member,  
Lawyer/Barrister  
in London



**Aleksandra Orman-Lorenz**

Board Member,  
International HR Leader/  
Coach/Consultant



**Babak Fargahi**

Board Member,  
Lawyer at RISE –  
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**Amandine Rodrigues**

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**Dominik Scherrer**

Advisory Board Member,  
Founder of ecloo



**Rayan Aebi**

Advisory Board Member,  
Senior Venture Architect

# SINGA in Switzerland Organigram



Seraina Soldner

Co-Founder & Co-Director



Tina Erb

Co-Director



Adeba Abdullah-Khel

Mentoring and Event Manager,  
Geneva



Elody de Brito

Communications Manager



Giordano Neuenschwander

Head of Office, Geneva



Rossana A. Ammann

Evaluation and Event Manager,  
Zurich



Pascal Muggli

Program Manager, Zurich  
(as of 2021)

## **SINGA**

Vision & Mission

SINGA in Switzerland

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Workshop Trainers

Mentors

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## **Thank you to our partners**

## **Audit Report**

SINGA means «connect» in Lingala, a language spoken in the Democratic Republic of Congo – a mission that is at the core of SINGA’s activities, both in Switzerland and internationally. The first SINGA organisation was founded in 2012 in Paris. Since then, SINGA has won a number of awards and prizes for its innovative and inclusive programs and has managed to create a network of committed people worldwide. Today, the international network of SINGA organisations is present in 21 cities and 10 countries including France, Canada, Belgium, Germany, Italy, Spain, Luxembourg, the UK and the United States as well as Switzerland. While each organisation operates independently and responds to local needs and contexts, we share our network and exchange methods, know-how and best practices. To strengthen our efforts and collaborations, a SINGA Global association was founded in Paris in September 2020.

## Vision & Mission

Our vision is that everyone, no matter where they come from, can fulfil their potential and contribute to shaping an inclusive and innovative future.

Our contribution? We bring people with and without refugee or migrant backgrounds together to collaborate on entrepreneurial projects.



## SINGA in Switzerland

SINGA in Switzerland was founded in Zurich in December 2016 and expanded to Geneva in 2018. In November 2019, we welcomed Rossana to our team and her priceless motivation and passion for our mission in Zurich. In Geneva, Adeba joined the Geneva team two weeks before the lockdown in March 2020, and has been an amazing and dedicated team member ever since.

Since 2017, SINGA has supported 92 people from refugee and migrant backgrounds to develop 79 business ideas in Switzerland. Out of the 59 participants who completed the SINGA Factory between 2017 and 2020, 15 have become self-employed or founded their own company or association. The SINGA Factory is supported by Engagement Migros, a Development Fund of the Migros-Group. Other SINGA programs and events are supported by the Canton of Zurich through its Cantonal Integration Program KIP, and the SINGA programs in Geneva are supported by the Fondation Sesam and Lombard Odier and other supporters.

[singaswitzerland.ch](https://singaswitzerland.ch)

Who wants to start a business in the middle of a pandemic? How do you manage to run an entrepreneurship program in these times? How do you adapt and survive as an organisation? How are you doing as a team? We heard these questions many times throughout the last year. How we experienced this year and how it shaped our thoughts and learnings are as diverse as our team, so we want to share everyone's perspective here.

SINGA Team (f.l.t.r.)  
Elody de Brito,  
Adeba Abdullah-Khel,  
Giordano Neuen-  
schwander, Seraina  
Soldner, Tina Erb,  
Rossana A. Ammann



«For me, it was definitely a memorable experience to live the first two months of the programs during the lockdown—for a lot of us the weekly SINGA workshop was THE recurrent moment when we could learn, imagine and create together, when everything else in our lives seemed uncertain. We and the participants will remember it for a long time!»

Elody de Brito

«Everyone got used to the new way of working really fast, and even though we all experienced the obstacles of screen fatigue and work-life balance from working at home, I was impressed at how engaged and motivated the SINGApreneurs remained. Not being able to meet in person certainly posed a challenge and made it more labour intensive to build relationships of trust, but the consistently positive feedback of the participants and their dedication convinced me that we managed to deliver value and a positive environment in which to develop their projects.»

Giordano Neuenschwander

«The challenge that 2020 represented in terms of programming turned itself into an opportunity to learn new tools and acquire new skills. It also demonstrated that an organisation with a strong vision and common values allows the implementation of new ideas quickly and efficiently. Of course, the road to change never ends, it holds surprises and requires an investment from all the actors involved in the SINGA adventure!»

Adeba Abdullah-Khel

«Even though we all had to spend 2 months within our four walls, I felt more connected to people than ever before! We all experienced what it means to have little freedom, which made us understand at least a little bit how many people feel all the time, especially people from refugee backgrounds. The common experience made us more united and also the SINGA community came closer together because many took part in making the best out of the situation: online workshops, Skype 1:1 support and great community Zoom events! Many thanks to all SINGA supporters and the best team ever for your flexibility, solidarity and innovative thinking!»

Tina Erb

«2020 showed us clearly that we share this planet and that we need to be more humble and mindful towards how we treat the environment, animals and each other. Thanks to the SINGA community and our amazing team it has been a year of learning, taking time to reflect, solving problems in creative ways and trying out new and unconventional ways to keep going, while putting kindness, collaboration and community at the centre!»

Seraina Soldner

«I enjoyed and got recharged every day by the power and energy of the SINGApreneurs, their projects, their diverse backgrounds, motivations and stories; as well as with the work in the team, the engagement and valuable contribution from the supporters and the community. I appreciated the flexibility of the entrepreneurs and the honest feedback we received on how to keep offering them the best program to continue developing their businesses.»

Rossana Ammann

We are grateful to be part of this inspiring, positive and generous community, where we all learn together and can be ourselves — in exciting and challenging times!

# The SINGA Programs — Inclusive Entrepreneurship

SINGA in Switzerland offers several complementary programs to support people from refugee and migrant backgrounds who want to launch a business or become self-employed in Switzerland. Over a six month period, the **SINGA Ideation Lab** and the **SINGA Factory** impart practical knowledge about founding a company and connect participants (SINGApreneurs) with experts, advisors, potential customers, partners and investors. Participants can test and validate their business ideas, before jumping into the development of their projects and preparing the launch of their services or products.

The SINGApreneurs  
2020 and the SINGA  
team in Geneva.



In the **SINGA Mentoring program**, each SINGApreneur is accompanied by an individual mentor who provides advice and access to their professional network over a period of at least six months. The **SINGA Business program** provides additional hands-on individual support to SINGApreneurs who are close to or in the process of founding their business.



Mentor Melina Dupont  
(r.) and SINGApreneur  
Joelma Mendes  
Dudouit (l.)

Our aim is to support the entrepreneurs, experts and supporters involved in our programs to connect as a community, so that they can contribute their individual skills, and learn from each other. By promoting the entrepreneurial potential of people from refugee and migrant backgrounds in Switzerland, we hope to contribute to the creation of a truly inclusive and innovative society that benefits all.



In March 2020, when the Covid-19 lockdown was announced, we only had a few days' time to rethink our programs and come up with a **SINGA Ideation Lab 2.0** that could be delivered online, in an engaging and productive way. Even though it was challenging, looking back we are convinced it was a success, thanks in no small part to the flexibility, commitment and motivation of the participants, workshop leaders, mentors, partners and supporters who make up the SINGA Community.

Several weeks before the national lockdown, SINGA's Recruitment Day brought together 27 participants and 12 experts at the SDGs solution space in Geneva.



This intense year made us realize even more, how nurturing it is to be surrounded by a meaningful entrepreneurial community—even online—and it pushed us outside our comfort zone, providing an opportunity to explore new ways of bringing people together and having an impact. The community has kept growing, and today more than 250 people share their time, expertise, skills and network with the SINGApreneurs, and support the SINGA team to offer better programs across Switzerland.

In June 2020, the SINGApreneurs and their mentors met for the first time for a workshop on Business Communication for entrepreneurs in Zurich.





«Despite lockdowns and restrictions, the SINGA team has successfully created a strong feeling of togetherness, and the passion of the entrepreneurs, and of their mentors, is infectious. It was beyond joyful to watch the Award Ceremony: such talent, passion, creativity and so much hard work had clearly gone into the pitches. I am grateful to SINGA for helping the participants reach their dreams of building a better world, and for enabling me to play a small part in this creation.»

Dr. Tanya Murphy  
Social Impact specialist and mentor of  
SINGApreneur Mohamed Diop

The best example of how the entrepreneurs we work with always motivate and inspire us to try new things are the **SINGA Awards 2020**, a unique live streamed edition! This experience turned out to be an opportunity to gather people from all over the world! Entrepreneurs and business experts, the SINGA (international) community as well as families and relatives from the SINGApreneurs: everybody had the chance to hear them pitch their business ideas, while interacting with them in real time, asking questions and giving feedback at the end of their presentations.





More than 120 people attended the online edition of the SINGA Awards in Zurich on November 2<sup>nd</sup>.

This year also marked the development of new public sector partnerships. In Geneva, the **Hospice général** is now supporting participants of the SINGA programs as part of their professional development offers, recognizing that entrepreneurship can be a pathway to professional fulfilment, economic independence and social inclusion.

Time will tell if 2020 has changed the way we work, exchange, and live together forever. What is certain is that we were privileged to share the better part of it with amazing and inspiring entrepreneurs in Zurich and Geneva. We cannot wait to see their businesses grow and reach their next milestones, and for you to discover them on the following pages!

The SINGA Awards in Geneva attracted more than 150 people online on October 21<sup>st</sup>.



# The SINGApreneurs and their business ideas

Contact the SINGApreneurs in Geneva.

Contact the SINGApreneurs in Zurich.

## Cycle 4

April–September 2020 in Zurich



**Joyce Dworak**  
Ghana

With FRISKYNESS, Joyce would like to support the valuable craftsmanship of people working in the fashion and textile industry in Ghana. From beautiful and traditional fabrics, she designs fashionable and empowering clothes for young people and sells them in Switzerland (and Europe). Joyce also sells clothes to young people with African roots, to help them develop more pride and self-confidence in their origins while living in the diaspora.



**Pranita Chettri**  
Nepal

Pranita is the Co-Founder of Books For Change, a non-profit organisation based in Switzerland, which operates in Nepal and India. Books For Change supports the development of child-friendly libraries in government primary schools located in rural regions in Nepal and India, to improve the reading habits of children there, enabled through the sale of children's books. Coming from India she understands the importance of access to quality education for every child, regardless of their background and gender. She is currently managing the education programs for Books For Change. Pranita wants to support regional NGOs in empowering girls through scholarships, theatre, storytelling, and advocacy. Since 2016 she and her team have already established a total of 18 libraries in schools in Nepal and India.



**Layla Ibrahim-Staubli**  
Syria

With Orient—Express Catering, Layla would like to set up a catering company that offers women with a migrant background—and Syrian women in particular—the opportunity to work and support themselves financially in Switzerland. As an experienced entrepreneur, Layla aims to promote a gender-equitable and sustainable business culture and provide Kurdish and Arabic cuisine from Aleppo to customers in Switzerland, her new home. In addition to event catering, the aim is to supply large distributors with oriental specialties in order to ensure a regular income for all women in the company.



**Taro Hosoe and Alessandra Salvin**  
Japan and Italy

Taro and Alessandra are the founders of Hosoe Caffè, an ethical artisan specialty coffee roastery based in Zurich and focused on positive social values, coupled with ethical and sustainable principles. After importing the best coffees from South and Central America, Asia and Africa to Switzerland, the idea is to roast it themselves and provide specialty coffee to ethical consumers, coffee lovers and coffee stores. Taro is a scientist who worked in finance and Alessandra is an archaeologist. Both admit to a passion and «nerdiness» when it comes to coffee.



**Ben (Aymen) Mosbah**

**Tunisia**

Through his project Baba Mumtaz, Ben founded a cooperative in Tunisia which offers families the opportunity to sell their traditional organic products—such as dates, olive oil, almonds, figs and spices—in Switzerland. Ben is in direct contact with each family and is particularly interested in product quality, traditional production and fair trade. In Switzerland, the project «Baba Mumtaz» works in cooperation with the association Ben48, which promotes Arabic entertainment, cultural exchange, music and open conversations between both worlds. At events, visitors are invited to immerse themselves in the Arab world to experience it in full. The first event took place in the form of the «Sahara Festival» in February 2020.



**Ana-Maria Manda**

**Romania**

Ana-Maria is the founder of PAPYOT, a company helping people and businesses to offer curated and personalised gifts. Customers can buy tailored gift packages including a variety of sustainable and locally sourced goods ranging from books to sweets, ceramics to plants, or experiences and many other surprises. PAPYOT's mission is to provide smart, tailored and sustainable gifts for everyone and every occasion. Save time, find instant inspiration and surprise people when you offer them a gift! PS: at PAPYOT you benefit from free advice from gifting experts!



**Amaru Küng**

**Uganda**

LoveStory Branding is a boutique branding agency that helps passionate dreamers to reach their fullest potential by designing brands that customers fall madly in love with. Amaru's focus is to help small purpose-driven businesses to develop their brand identity (offline and digital) by optimising their presence in the marketplace in order for them to stand out, make a lasting impression and build a meaningful connection with their target customers. Originally from Uganda, Amaru is a New York City trained Visual Storyteller and Brand Coach who previously lived in Nairobi, New York and Kampala before relocating to Zurich in October 2019.



**Alexandra Cherali**

Alexandra—founder of Golden Light—was introduced to energy healing techniques through her own health crisis. In her search for ways to help herself heal from several conditions where conventional medicine could not help—such as allergies, motion sickness, bloodstream issues and self-sabotaging beliefs as a result of traumas—she found energetic techniques to be a successful treatment for her health problems. She learned to use subtle energies of the body and mind through techniques known as Pranic Healing© and Psych-K®. They are based on ancient spiritual principles with scientific rationale.



**Ieva Paludneviute**

**Lithuania**

Ieva's startup idea Seekclub is to improve the quality of life of women who experience urinary incontinence. She aims to achieve this by offering modern and sustainable bladder leakage pads and underwear. Moreover, Ieva's mission is to contribute to a cultural shift in female identity and the shame associated with certain aspects of this condition. She believes that focusing on this taboo topic will encourage more women to seek help and find ways to improve their daily life.

## Cycle 2

### March–October 2020 in Geneva



Pierre Khouja Makhoul

Syria

With ADternative, Pierre aims to promote the visibility of small shop owners in the Romandie. The agency offers tailor-made and low-cost advertising by providing a platform on which businesses can upload their own advertisement—even from a smartphone—to make it visible on physical screens placed in different shops spread across a given area. With his project, Pierre wants to put his passion for programming and his twenty-one years of experience in IT to serve the needs of local businesses in order to facilitate good advertising for everyone.



Joelma Mendes Dudouit

Brazil

After ten years of experience in the childcare sector in Geneva, Joelma wishes to develop her own business, based on the needs she observed in many parents with newborns. Her project **Nurse de Nuit** will offer a night-time childcare service with a human approach, personalized to the needs of each family. This is to be achieved through her commitment to enabling better quality of sleep and more serenity in the new parents' daily life, while working towards the autonomy of the baby and the well-being of the parents. Joelma is Brazilian and mother of two children. Since September 2020, the foundation Pro Juventute Genève is supporting the test phase of the project that will start in January 2021.



Sadettin Karatas

Turkey

With his business idea **Bizimkiler—Natural Products**, Sadettin wants to offer high quality food products from Turkey on the Swiss market. Working directly with suppliers in the field and with few intermediaries, the company will offer healthy and natural sweet and savoury products, as well as spices and Turkish specialities—all easily accessible to customers through an online shop and home delivery service. From his work in various companies, Sadettin has gained the experience and skills to start his own business, which he is co-founding with his wife Dilek. Sadettin founded his company while participating in the SINGA Factory in September 2020.



Susana Alzate

Colombia

Susana's project is **Camila Café**, a Swiss company aiming to import 100 % Arabica roasted speciality coffee from Colombia with a combination of diverse flavours—acidity, bitterness, sweetness—and a wide array of aromas—fruity, gourmet, spiced—to coffee lovers in Switzerland. Her other services include subscription boxes with scheduled deliveries, virtual coffee tours and an e-learning platform as well as partnerships with local non-profit organisations. Susana holds a Master's degree in International Business and has more than seven years of management experience in the supply chain field and in the commercial department of a retail business. She is working on her idea with her co-founder and husband, Joel, who has a strong financial background having worked in corporate finance for seven years, specifically in the real estate industry.



**Mustafa K.**  
Turkey

Mustafa is the driving force behind Safe-It—a furniture reinforcement product, which aims to provide a safe place to shelter, as well as access to supplies and means of communication in the case of a disaster. Safe-It offers a steel frame that can be placed under ordinary household furniture that can transform a simple table into a shelter that is able to carry rubbles and other falling objects in the course of an earthquake. The frame is modular, affordable, easy to handle, compatible to many tables and configurable to the highest possible extent. Mustafa holds a Master degree in mechanical engineering from a technical University in Ankara and has professional experience as a mechanical design specialist.



**Ana Gabriela Fachin**  
Brazil

Ana Gabriela is the founder of Réunir, a personalized and user-friendly consultancy supporting small businesses to get closer to their customers and build their marketing strategy. Ana has more than 10 years of experience working as a communication strategist with many global brands in Brazil and in New York and is specialized in user/consumer centric analysis. With Réunir, her goal is to make brand consultancy accessible to everyone in a simple and approachable way, helping to reduce the gap between small businesses and big companies and connecting them to specialized professionals.



**Tenzin Lehpel**  
Nepal

Tenzin and his committed team are developing **Enkun**, a web platform and mobile app where users—may they be recent graduate students, refugees or passionate individuals—can upgrade their professional skills with local professionals and teachers giving face-to-face courses by live stream or in real life. By making learning easy and interactive everywhere, the goal of Tenzin and his team is to give the opportunity to their customers to create purposeful projects while building a network of people sharing the same interests. Tenzin is an IT engineer and is accompanied by co-founders and IT fellows Michael (CTO) and Sanjevve (tech lead).



**Ghaida Odat**  
Syria

Ghaida is passionate about food and sharing healthy, delicious and easy recipes with others. Her 40 years of experience being a mom, a friend and an amazing host enabled her to develop the cooking techniques that ignite her business idea. **Joud Home** offers face-to-face and online customized cooking classes for people who are looking for an easy way to learn to cook healthy recipes from around the world adapted to their budget and taste. Her goal is to motivate people to cook by providing culinary techniques that make cooking easy, healthy and creative.



**Mohamed Diop**  
Senegal

Mohamed is the founder of GoStartup, a participatory financing platform that aims to promote innovation and solidarity by connecting sustainable development project owners with a committed community of potential investors or donors. Fascinated by entrepreneurship and opportunities related to innovation while being concerned about the limits of our current economic model, Mohamed aims to help build a circular economy and a more sustainable world with his alternative concept. He is a specialist in network and systems infrastructure and the founder of another startup active in the IT field in Switzerland (fusion-si).



**Anna Born**  
Hungary

Anna created The French Jungle as she has personally experienced the tedious process of learning French with traditional methods when arriving in Switzerland. With The French Jungle she wants to develop a platform that will offer a combination of online videos and face-to-face learning, focusing on everyday situations, allowing learners—the language explorers—to speak French with confidence, learning it faster and at a lower cost. As a linguist and a language teacher, Anna is in charge of the curriculum of the courses and material development.



**Anju Debono**  
India

With Jeevan Yoga and Arts, Anju aims to offer classes and workshops on yoga and meditative arts based on Indian culture and philosophy to different clientele groups. Her goal is to help hard working professionals deal with stress and information overload by offering personalised and tailor made courses based on their needs. Anju is a certified yoga teacher and a creative dancer who aims to form a team of fellow yogi/yoginis and artists to collaborate on various projects. Before moving to Geneva, Anju lived and taught in France, the Czech Republic, Dubai and India, her home country. Anju also plans to organise mindful green trips to India once the tourism industry has recovered from the lockdown.



**María Celeste Saavedra Ocampo**  
Chile

Maria's project, Sensory Box, offers an eco-responsible alternative for health and education professionals looking for therapeutic tools specifically designed to improve the sensory experience of children with special needs. By optimizing the use of time and the stimulation modalities in therapy sessions, Maria aims to meet the needs of both, patients and professionals, for improved interactions and a long lasting meaningful quality of treatment. Maria has more than fourteen years of experience in the educational field, specifically with children with communication and language difficulties. Maria left the SINGA Factory in September 2020 due to personal reasons but she continues to work on Sensory Box as a side project.

# A word with the winners of the SINGA Awards 2020

In 2020, SINGA granted 2 × 5'000 CHF to two SINGApreneurs, providing them a much needed boost for the development and foundation of their businesses. To select the winners of the **SINGA Awards**, our teams in Geneva and Zurich worked closely with a Jury of partners, supporters and workshop leaders. To be shortlisted for the Awards, the entrepreneurs had to identify a clear value proposition based on a solid market research. They had to convince the Jury of the feasibility and the financial viability of their idea and show their motivation and capability to reach their goals.

**Pierre Kouja Makhoul**

Founder of **ADternative**

Geneva

**SINGA Award Winner**



«ADternative will be launched in the very near future, I am currently working with several potential partners in Geneva, as well as the cooperators. The prize money will be used primarily to fine-tune technical aspects (hardware and software) as well as administrative procedures (contracts, insurance, communication)».

**Joyce Dworak**

Founder of **Friskyness**

Zurich

**SINGA Award Winner**



«Receiving the SINGA award confirms to me that people believe in Frisky\*, our vision and our business and social perspective. Thanks to the prize money, we will improve and invest in the quality and sustainability of our products, working conditions, marketing and community projects that bring joy and cultural exchange to our clients and partners.»

## Community Awards winners 2020

This year, the supporters and community members present at the SINGA Awards voted live for the best pitch of the night! Each winner or team received 300 CHF!

**Pranita Chettri**

Co-founder of Books for Change

Zurich

**SINGA Community Award Winner**



«I feel so happy and proud that I completed the SINGA Factory. Winning the Community Award was a big surprise. It means that the audience was able to connect with the purpose and vision of Books for Change. In 2021, we will conduct the evaluation and monitoring of our 18 current libraries and we will also be starting our first pilot solar project in a rural school in Nepal, an eco-friendly project we are very excited about!»

**Susana Alzate**

Co-founder of Camila Café

with Joel Ribeiro

Geneva

**SINGA Community Award Winners**



«Having participated in the SINGA program, gave us valuable tools to transform our idea into a real business. We conclude the program having a business model, a brand identity, a partnership settle, and our website published. We are waiting for our first importation to start selling our coffee in Geneva by the end of 2020 and continue growing our business in Switzerland!»

## Impact Award winner 2020

Since 2019 the Tsadik Foundation supports the SINGApreneurs with the yearly Impact Award. The prize of 5'000 CHF rewards an entrepreneurial project that has a solid social and/or environmental impact.

**Mustafa K.**

**Founder of Safe-it**

Geneva



«Winning the Impact Award is a sign that many competent people agreed upon the value of what I have been working on, and this makes Safe-it becomes a project that is worth struggling for even more. The prize money will enable me to invest in the two next closest goals I am pursuing, which are IP Protection and mechanical calculations.»

## Special Mentions from the Jury in Geneva

On October 21<sup>st</sup>, Sadettin Karatas and Joelma Mendes Dudouit received a special mention from the Jury in Geneva for the impressive milestones achieved in their respective projects.



**Sadettin Karatas, founder of Bizimkiler—Produits Naturels:** «I legally founded my business in Geneva in September 2020 and I am now ready to import and deliver a first batch of natural products from Turkey by the end of November. This recognition gives me both courage to continue with more confidence and pride in having my project approved and supported by local professionals.»

**Joelma Mendes Dudouit, founder of Nurse de Nuit:** «This distinction represents the fruit of my efforts and the dedication of all the people who have supported me. Nurse de Nuit will be able to support families in taming the sleep of their newborn babies from January 2021, during our test phase carried out in collaboration with the Pro-Juventute Foundation in Geneva.»

# Our impact in numbers (2017-2020)

25

SINGA PROGRAMS

**92** people and  
**79** projects and  
business ideas supported  
by SINGA since 2017

**50%**  
of the businesses/associations  
supported in 2019 are now  
selling products they developed  
during the SINGA Factory

**8**  
new businesses/  
associations founded  
in 2020 only

**40%**  
of people supported since  
2017 have a refugee background  
and/or have projects supporting  
refugees in Switzerland

**86%**  
of participants have  
successfully completed the  
SINGA Factory since 2017

Since the start  
of SINGA activities in  
Switzerland in 2017, over  
**320** professionals  
have supported us over  
the years.

**80%**  
or **257** professionals  
are still supporting us today

**77**  
new professionals have been  
supporting SINGA in Zurich and  
Geneva in 2020

The SINGA programs also aim to improve the professional confidence of the participants and help them contribute to shaping a more innovative society in Switzerland.

«The SINGA programs was a hands-on, varied skill-development program that left me inspired after every workshop. The support and guidance from my mentor, the SINGA community and the team was very motivating. It was a fantastic opportunity to be with passionate entrepreneurs from diverse cultures and stories who had the same drive for paving their own individual path in Switzerland.»

**Pranita Chettri**

Founder of Books For Change  
SINGApreneur 2020 in Zurich

«Throughout the programs, I constantly learned and understood how to pivot to readapt my project to the reality of the market. I have evolved a lot in terms of personal confidence and I have also developed my professional network in Switzerland. I highly recommend SINGA for the quality of the program and the support given by the team.»

**Mohamed Diop**

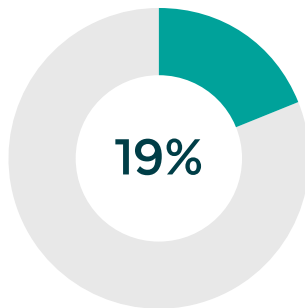
Founder of Gostartup  
SINGApreneur 2020 in Geneva

«For me, SINGA came at a time when I was going to need support to implement my idea. Participating in the programs showed me that I could do it, that the road to entrepreneurship was not going to be easy, but that my project was promising and worth exploring. This adventure allowed me to discover myself, to explore my abilities and skills, and this is only the beginning!»

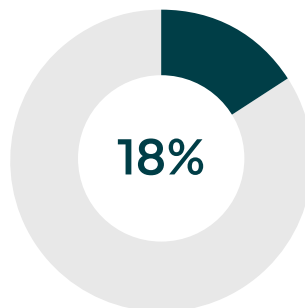
**Joelma Dudouit**

Founder of Nurse de Nuit  
SINGApreneur 2020 in Geneva

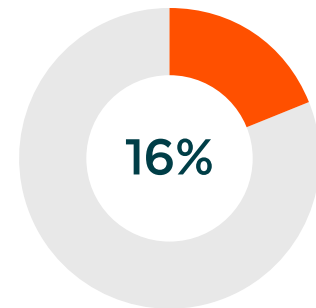
## Business Fields



**Tech & Hardware**

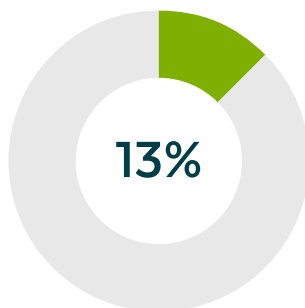


**Gastronomy**

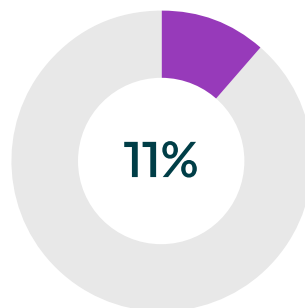


**Retail**

e. g. sales, import/export  
of goods

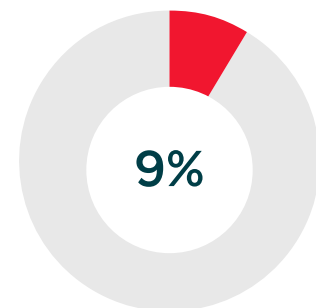


**Non-profits**

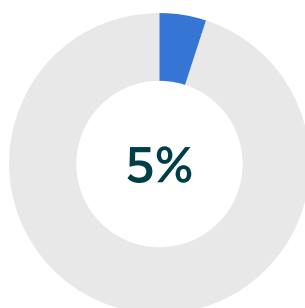


**Wellbeing**

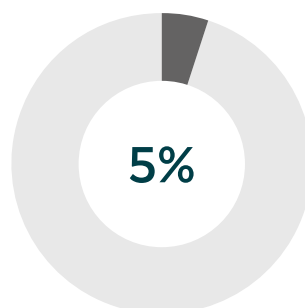
e. g. body care, coaching



**Education**

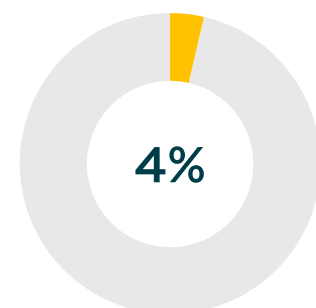


**Fashion**



**Other services**

e. g. communications,  
marketing, branding etc



**Tourism**

# Businesses founded by entrepreneurs supported in 2019

## Gastronomy



Kenanah Khattab & Rame Taha

## Palmyra Catering

Founded their LCC in Zurich  
in September 2020

They are offering traditional Syrian food cooked in the «slow food» style: fresh, home-made, and nourishing! They cater small and big private or professional events and apéros.

«The most important thing that we have taken away from the SINGA programs was the valuable guidance to move forward and found our business! The program also helped us a lot to become more attractive to our target group.»



[www.palmyra-catering.ch](http://www.palmyra-catering.ch)

## Retail



Reka Samynathan

## Manjappai

Founded her LCC in Zurich  
in July 2020

Reka has set up an online grocery store to sell high quality Indian food and ingredients that are not available in Switzerland.

«Founding the business was the very first step of Manjappai's growth! Our first shipment of products will arrive in November and we are now ready to spread our online business delivering high quality Indian products in Zurich»



[www.manjappai.ch](http://www.manjappai.ch)



Ali Alsweiki

## REVOLVA SARL

Founded his LCC in Vevey  
in August 2020

IT engineer Ali believes 3D is the future of e-commerce: he has founded a Swiss-based IT solutions provider specialized in 3D visualization, web development, and modern analytics consulting.

«Founding my own business REVOLVA SARL allows me to support very interesting projects developed by my first clients — such as sustainable watchmaking, smart packaging and data analytics. Thank you SINGA team for supporting me along the way and until now!»



Pilar Anguita-Mackay

## Le Jardin Vivant

Founded her cooperative in Lausanne  
in August 2020

Le Jardin Vivant is an organic food cooperative that offers local and sustainable products in bulk as well as internship opportunities for refugees to support their professional inclusion.

«Since the end of the SINGA Factory, so much has happened! We recently found a well located place to start the cooperative and we are selecting the first products we will offer in the shop: Le Jardin Vivant will open in December 2020 in Lausanne and we are actively looking for cooperators!»



# Exciting news from the entrepreneurs of the SINGA network

## other services

### A new coworking space opening close to Bern



Ayantu Abate is the cofounder of Coworking in Köniz—an inclusive coworking space in the community, where she lives and works.

Ayantu participated in the SINGA Factory from 2017 to 2018. Her original business idea did not work out as planned, but she was inspired by SINGA and the amazing workshop leader and Advisory Board member Dominik Scherrer to build her own venture or «cook a meal with ingredients she already has in her fridge» instead of making something for which you need a shopping list and buy things.



[www.koeniz.space](http://www.koeniz.space)

## Education

### The Rebel Company rebranding



Clelia Calabrò, founder and entrepreneur from the SINGA Factory 2019, has officially rebranded her business «Entrepikit» and now they are an innovation agency called: The Rebel Company!

Their mission is to narrow the gap between university and the job market with education, consulting and community building, and by doing so tackling the problem of «talent waste». They are committed to empower, grow and inspire human potential to build inclusive teams and resilient young generations through fun and great customer service!



[www.therebelcompany.co](http://www.therebelcompany.co)

## Wellbeing Business

### Terre d'Argan new line of products



Since the end of the SINGA Factory 2019 in Geneva, founder Fatima el Hassni and her husband and business partner Mohamed Eshoul have been working hard on establishing a network of suppliers in Morocco, building up their production workshop, and developing a broad range of natural cosmetic products.

The catalogue of Terre d'Argan now comprises almost 40 products ranging from the classic argan oil to activated charcoal soap and micellar cleansing water, some of which are already available on their website. Fatima and Mohamed are now working to build connections with retailers to offer physical points of sale for their products in Switzerland. Are you a shop owner interested in carrying their products? Get in touch!



[info@terredargan.com](mailto:info@terredargan.com)



At SINGA, there is always a lot of excitement, dynamism and joy! SINGApreneurs, coaches, mentors, but also the SINGA team all work together for the good of the community—through super creative and inspiring projects—and at the same time advocating inclusion and welcoming people with rich and diverse backgrounds. At SINGA, everyone has something to gain professionally, but above all humanly.

Amandine Rodrigues  
Brand Strategy Director  
Board Member, workshop  
leader and mentor



# Supporters of the SINGA Factory

The SINGA community thrives thanks to all the amazing people who join because they want to share their interests, know-how and collaborative energy as professional supporters or mentors!

## Workshop Trainers

The SINGA programs would not exist without the dedicated supporters in our community! They offer and facilitate workshops, provide countless hours of 1:1 support on how to start and develop your own business and share advice on how to manage related challenges—both personal and professional.



«I am very honoured and humbled to have been supporting and working with the SINGApreneurs and the SINGA team for three years already. The most outstanding aspects of the SINGApreneurs are their strong drive, hunger to learn, kindness and resourcefulness! It is a very enjoyable experience to collaborate together and from which I learn a lot too. Concretely, it also confirms the importance and irreplaceability of the value of migrant entrepreneurs to their new communities and countries.»

Jana Nevrlka  
Workshop leader at SINGA since 2018  
and founder of COFOUNDING

## Mentors

Mentors support the SINGApreneurs by sharing their experience, skills and professional network for at least six months. The mentoring process is based on mutual trust and respect, openness to share knowledge and ideas and willingness to learn from each other. Mentors and mentees meet at least every two weeks and work on common goals, which they define and adapt together. Both need curiosity to be surprised and openness to be challenged. The reward is a great learning experience and sometimes a lasting professional collaboration or friendship!

### Peter Shepherd & Amaru Küng in Zürich

«Amaru is a unique young woman, overflowing with ideas and energy. For me the challenge was to find a balance between this precious source and keeping track, focusing on the business aspects of her endeavour. An invaluable experience for both of us.»

Peter Shepherd

Project management and HR expert with a focus on Change and Cultural Transformation



«During the SINGA Mentorship Program, I appreciated having a mentor who took a more «coaching approach» and asked me reflective questions to help me crystalize what projects I wanted to prioritize. This resulted in me creating my first online course program, a product that would not have taken the same shape otherwise.»

Amaru Küng

Founder of LoveStory Branding and SINGApreneur  
2020 in Zurich





During six months, Mentor Cynthia Macias and Mentee Mustafa K. worked together to develop the business plan as well as strengthening the market research of Mustafa's business idea Safe-it.

## Cynthia Macias and Mustafa K. in Geneva

«My experience working with Mustafa has been great. My mentee has a fantastic idea that is truly transformative in saving people's lives. It has been a great experience to work with him in concretizing the idea and business offering and I think he definitely has made a lot of progress!»

Cynthia Macias

Communications Team at EPFL Innovation Park and passionate about helping small entrepreneurs connect with the resources they need to grow their businesses.

«When I first joined SINGA, my aim was getting in touch with local people and testing my idea. I really didn't expect to come this far. Thanks to the help, endorsement and guidance of my mentor and the SINGA team, my business went from an idea to a concrete living thing. Everyday, I am dreaming, planning and figuring out how I can progress and I am pushing myself to do the best in the earliest possible time.»

Mustafa K.

Founder of Safe-it and SINGApreneur 2020 in Geneva

# Building bridges between innovative communities

In 2020, whether online or offline, SINGA managed to keep creating spaces to gather people from all backgrounds interested in innovation, diversity and entrepreneurship and to inspire many others to contribute to an inclusive and innovative society in Switzerland in 2020.



**National:** For the first time, we created a national SINGApreneurs Meetup, where participants from Zurich and Geneva met and shared their entrepreneurial experiences and advice in an inspiring and playful environment. We acknowledged our similarities and realized a lot of us were facing the same challenges, especially during the lockdown period. This exceptional experience allowed participants to join the discussion from different places in the world, confirming the need and potential of such meetups to bring together an innovative community!

**Zurich:** The first Networking Event for Migrant (and local) Volunteers took place in August where SINGA provided a space for volunteers from over 10 different countries to share their stories and experiences about offering their time, knowledge and energy to contribute to different organisations. In July 2020 SINGA also co-organised an Alumni Get-Together with our partner organisation Capacity. Entrepreneurs from both programs had the opportunity to connect, to talk about their businesses and associations and explore new ways of collaborating with each other.



**Geneva:** In October 2020, SINGA collaborated with Deloitte Switzerland and the Global Shapers Community during a pitch training session to challenge the participants of the SINGA Factory. The objective was to propose to the SINGApreneurs to test their pitch in front of an unknown audience to practice for the SINGA Awards, while having a chance to receive feedback and improve it! This session allowed the SINGApreneurs not only to prepare for the feedback and questions from the public but also to find the best way to share their passion and story with an audience.

## Interview with Michel Nicolet, Inclusion / Integration Coordinator at the Hospice Général in Geneva



SINGApreneur Pierre Khouja Makhoul, founder of ADternative and winner of the SINGA Award for the most promising business idea, was supported by the Hospice Général in his participation in the SINGA programs in 2020.

**In your opinion, what do you think the SINGA programs bring to people accompanied by the Hospice Général in Geneva?**

The SINGA programs offer them the opportunity to confront their entrepreneurial project with the realities of the market in Geneva (in terms of viability, reliability, evaluation of client demand, costs and financial opportunities). Thus, it enables them to draw up a business plan that will enable them to validate or not the continuation of their project. SINGA allows, in particular, those who have been entrepreneurs in their home countries to test the Swiss market and confirm or disprove potential new professional opportunities.

**Why do you think it is important to support people supported by the Hospice Général in their entrepreneurial projects?**

Some people we support need to build (or even deconstruct) a professional project outside the framework of a salaried activity. Moreover, the adversity and constraints of moving from being a social assistance recipient to becoming financially independent can, in some cases, encourage their creativity and lead them to imagine setting up a new business.

However, the willingness to set up a business alone is not enough to embark on an adventure that is not without risks. The support given by the SINGA team is essential to offer them the support they necessarily need to avoid the pitfalls they will come across at one time or another. This support can contribute to the success of a project and the exit from social assistance as well as avoiding the negative consequences of starting a business that would not be viable.



Hospice général

As a Geneva-based social welfare institution founded in 1535, the Hospice Général supports people at certain moments in their lives so they can regain lasting autonomy. The integration support for people from a refugee background is part of its mission. In this context, the Hospice General offers measures to facilitate their inclusion into the host society and their access to the job market.



**The willingness to set up a business alone is not enough to embark on an adventure that is not without risks. The support given by the SINGA team is essential to offer participants the help they necessarily need to avoid the pitfalls they will come across at one time or another.**

**Michel Nicolet**  
Inclusion/Integration Coordinator  
at Hospice Général in Geneva



# Thank you to our partners

The SINGA Factory is supported by:

**ENGAGEMENT**  
A DEVELOPMENT FUND OF THE MIGROS GROUP

fondation **sesam**



Hospice Général

Anonymous Foundation

We would like to thank all other partners for their support:

## SINGA programs partners

ActiveSynapses

Alvera Treuhand

Aquilaw

Arcadia Blockchain Technologies

Cofounding

Deloitte Switzerland

Ecloo

EZYcount

FOGO

Fondetec

Global Tech Box

Impact Hub Geneva

Impact Hub Zürich

International Trade Center

Kraftwerk

La Click

Labster

Prager Dreifuss

Standpoint

Startups.ch

STT Schoch Treuhand Team A

Tremplin

## Community partners

Architecture for Refugees

Blau10

Bowie by Be you Network

Capacity

Carrefour Orientation

Solidarité

Cité des Métiers

Découvrir

Foound

Jass

König Beatty Projects

Mamagora

NETZWÄRK

On va parler ensemble

Open Geneva

Powercoders

Textimum

## Academic partners

Horizon Académique

IHEID

Student Impact

## IT partners

Mohammad Tahan

Open Factory

Right Here Right Now Productions

The audit report is only available in German.



**STT Schoch Treuhand Team AG**

Das Trendsetter-Treuhandbüro im Herzen von Zürich

Mitglied TREUHAND | SUISSE

**Kontaktperson**

Roland Hitz  
Leitender Revisor

An die ordentliche  
Mitgliederversammlung  
Verein SINGA Schweiz  
Sihlquai 131  
8005 Zürich

Zürich, 16. Juni 2020

**Bericht der Revisionsstelle zur Eingeschränkten Revision**

Als Revisionsstelle haben wir die Jahresrechnung (Bilanz, Erfolgsrechnung und Anhang) des Vereins SINGA Schweiz für das am 31. Dezember 2019 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

Roland Hitz  
zugelassener Revisionsexperte RAB  
Leitender Revisor

Christian Kuster  
zugelassener Revisor RAB

- Jahresrechnung (inkl. Anhang)

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