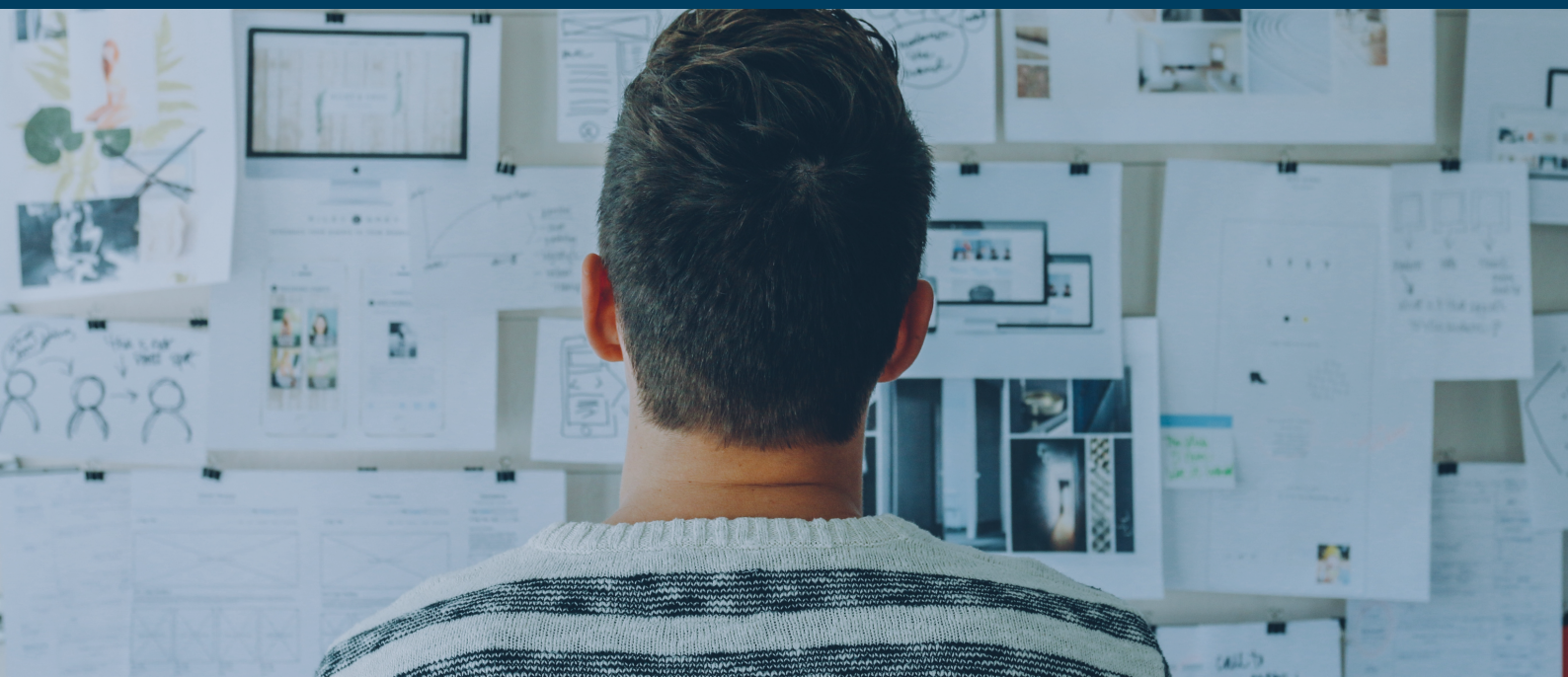


#tempo

AWARENESS RAISING KIT on entrepreneurship

For refugees and case workers



pulse
| GROUPE SOS |

and **la Ruche**
ENTREPRENDRE
IMPROVER
PARTAGER

with the support of

Interreg 
North-West Europe
Enter to Transform
European Regional Development Fund

IN THIS KIT, YOU WILL FIND



Guide's introduction



The checklist of an entrepreneur

- What does it mean to be an entrepreneur?
- What are the advantages of entrepreneurship?
- What are the disadvantages of entrepreneurship?
- What makes an entrepreneur successful ?
- Can I create my business in France as a refugee?
- Are there actors who can help me with my project?
- Do I have to quit my job to launch my project?
- I don't have any money, how can I get started?
- What level of French do you need to be an entrepreneur?
- How can I get started? (especially on the administrative side)
- What are the main stages of entrepreneurship?



What is the Tempo project?

How do I sign up?



GUIDE'S INTRODUCTION



Produced by the **#tempo programme** in the framework of Enter to Transform, this guide aims to provide **essential information** and **contacts** to aspiring entrepreneurs who are beneficiaries of international protection.

More informations on our social media



PULSE



@Pulse.GroupeSOS



@Pulse_GroupeSOS

THE CHECK LIST



OF AN
ENTREPRENEUR

What does it mean to be **an entrepreneur**?

There are several types of entrepreneurs, each very different from the other:



**start-up
creators**



**auto-
entrepreneurs**



**micro-
entrepreneurs**



Shopkeepers



freelancers

Thus, many activities and types of businesses are covered by entrepreneurship, and each entrepreneur can adopt a model that suits his skills and personal goal. An entrepreneur is not necessarily someone who has had the "idea of the century" and managed to raise millions of euros. Bakers, carpenters, craftsmen and hairdressers are all entrepreneurs, as are IT service companies, for example.

What really defines an entrepreneur is that he or she is a person who creates something, who works independently, and who is therefore not employed and under the authority and responsibility of another person.



Remember

Forget the cliché of the revolutionary entrepreneur, we all have the entrepreneurial capacity.

What are the advantages of entrepreneurship?

Contrary to popular belief, entrepreneurship can have many advantages, particularly for people who are beneficiaries of international protection :



It is a way to value and develop skills

Refugees in France have sometimes had entrepreneurial experiences in their countries of origin, which has enabled them to develop talents in specific professions, management and administrative skills. Re-starting an entrepreneurial journey in France is a way to build on these skills. Entrepreneurship also allows people to **act according to their ambitions** and **avoid a professional downgrading** that can go with salaried employment. Entrepreneurship is also a very **good way to acquire new skills**.



Having independence

Entrepreneurship is particularly desirable for people who are independent, not suited to being employed and having a boss. **Entrepreneurship allows you to work independently, on a project that you are passionate about.**



Meeting people and building a network

Entrepreneurship is a collective experience. Being supported in the creation of a company will allow you to meet other entrepreneurs, but also experts, mentors, financing actors, customers, suppliers... Entrepreneurship is a very good way to create a network in France and to develop new skills.

What are the disadvantages of **entrepreneurship**?

Entrepreneurship is a rewarding experience that **creates value** for the individual and society. Nevertheless, it is an experience that also has **disadvantages** and generates **risks** that should be kept in mind before embarking on it.



First of all, the income is not guaranteed.

Creating a business **may not generate any income at the beginning**. Therefore, you need to find other sources of money when you start your business. Solutions exist (see questions 7 and 8). You should nevertheless be prepared to wait a few months or years before reaping the rewards of your work - **entrepreneurship is a long journey!** This insecurity at the beginning can imply a form of precariousness for the entrepreneur: as he or she has no fixed income (before he or she can be paid from the business), he or she is in a more uncomfortable situation when it comes to obtaining a loan, renting a flat, etc.



Loneliness

Finally, an entrepreneur who is just starting out can sometimes feel alone, with little support for his or her project, and lacking the legal and administrative reference points to move forward.

However, specialised players and support programmes exist and enable aspiring entrepreneurs to limit these risks and disadvantages.



Success

On the other hand, there is a risk that the business will not be as successful as expected, which can be very disappointing for the entrepreneur, and risky if he or she has invested money in it. Entrepreneurship is therefore about daring to create something, taking the risk that it will not work.

Thus, entrepreneurship requires a very strong personal, professional and family investment: to have the best possible chance of success, you have to be 200% committed to your project!



What makes an **entrepreneur** **successful** ?



First of all, to increase your chances of success, you have to **build a project that is in line with your values**, consistent with **your personality and ambitions**.

Before you start, you need to make sure you have a **favourable environment**: a support system such as **family or friends**, you need to know what you are prepared to invest in your project (only time, time and money, or everything you have), and finally, you need to have an **unshakeable conviction in your project**. It is very important to choose the right moment to start: you must be ready to dedicate yourself entirely to your project!

Then you need to **be flexible**: be **curious, resilient**, know how to **question yourself**, know how to **surround yourself with the right people** to progress. A good entrepreneur is also someone who knows where to go for **help when he or she needs it**, for both personal and professional issues.



Finally, in order to launch a successful business, a good entrepreneur must **test his or her idea** as soon as possible on the market, **on future consumers**, i.e. make sure that there are potential customers for the service or product created by the business.



Can I create my business in France as a refugee?

Yes, it is **completely possible!** Beneficiaries of international protection can create their business in France. **No diploma** is required, only **skills** and **motivation** are important.



Are there actors who can **help me with my project?**



Yes, there are **many actors in France** who can help young entrepreneurs consolidate their entrepreneurial project.

For example, **Pôle Emploi** helps jobseekers to set up their project by offering **various workshops** ("S'imaginer créateur", "Mon projet de création et moi"...).

Adie, a micro-credit specialist, also offers **support to aspiring entrepreneurs** with the "**Je deviens entrepreneur**" scheme, a **training course** lasting one to two weeks that is **totally free and open to all** to help them learn **how to carry out a market study, develop their network, find their first customers**, etc.

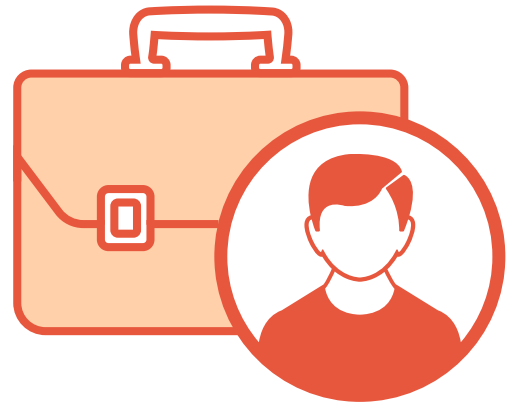
The **BGE** operates the "**Activ'créa**" scheme, a support service lasting a maximum of 3 months to **examine one's motivation, skills and qualities**, to find out if entrepreneurship is for us.

#tempo

Finally, the **#tempo** programme is a **6-month** support programme to consolidate one's **business idea, acquire entrepreneurial skills** and a **promising network**, and put all the chances on one's side to launch one's business successfully!



Do I have to quit my job to **launch my project?**



No, it's better to have a job on the side at the beginning if you don't **receive state benefits**, to ensure a **stable income**! It is possible, when you start out, to combine a **self-employed status** with a **salaried job**.

You simply need to check in your employment contract that there are **no contraindications**.

On the other hand, you need to make sure that you have enough **time and motivation** to devote to your entrepreneurial project in addition to your salaried job.



I don't have any money, how can I get started?

First of all, it is important to understand that in entrepreneurship, you have to **start with what you have!** **Consolidating your project idea and preparing to launch** your project does not cost anything and only requires **time and motivation**.

Setting up a business does not prevent you from receiving the **RSA** either. Entrepreneurs receive the RSA as long as their turnover does not exceed a certain threshold. RSA recipients can also benefit from the **APRE**, an **aid of €1,000** for the purchase of tools or equipment needed to start a self-employed activity. There are other forms of assistance for starting a business.

However, it is good to know that : Recipients of **Pôle Emploi benefits** can continue to receive their **unemployment benefits** during the business creation phase because Pôle emploi considers a business creation process as an active job search. People not receiving Pôle Emploi benefits can receive **support and guidance** (see question 5).

Then, if you need extra money to start your business, **Adie** grants **micro-credits** of up to €10,000. Afterwards, once your business has been launched, there are programmes to **help you structure your offer** and have the right tools and documents to go and see other financiers (for example, **France Active, Réseau Entreprendre, Bpi**).



What level of French do you need to be an entrepreneur?

It is always **better to have a good level of French** to understand your partners and clients and to convince financiers in France. To be an entrepreneur in France, you need to have a **good level of French, especially orally, but also in writing**. However, just because you have an accent and are not fluent in French doesn't mean you can't do business, on the contrary!



How can I **get started?** (especially on the administrative side)

The creation and **registration of a company's articles of association can be a real headache when starting a business**. There are many **legal statutes** in France, which will define :

- **The laws** to which your organisation will have to refer (your duties)
- **Your rights** as the head of the organisation
- **The tax rate** of your company
- These rights, **duties and tax** rates will be **different** depending on the status, so you will need to assess what is most advantageous for you.

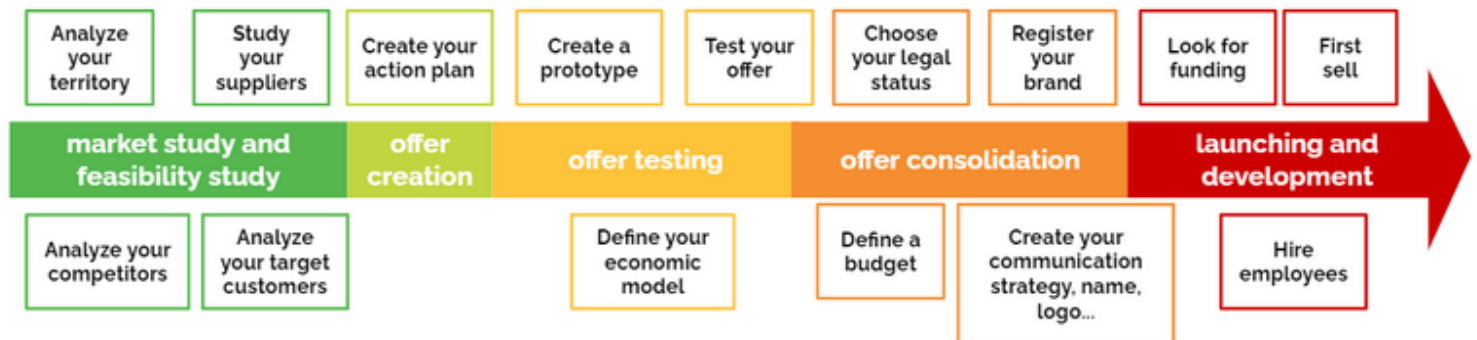
The incubation programmes you participate in may put you in touch with experts such as **lawyers** who will help you choose **the best status** and carry out the various **administrative procedures**.

To start your project even if your idea is not yet complete, there is a very simple status to create that can allow you to issue **invoices and legally sell your products/services**: the **auto-entrepreneur status**. It's **free** and takes 20-30 minutes online to create your status. The only constraint is that you **must be alone** (without a partner). More information at: <https://www.autoentrepreneur.urssaf.fr/>



What are the main stages of entrepreneurship?

Once an entrepreneur has come up with an idea for a project, there are several important steps to follow before starting up:



- ➔ **Market and feasibility study:** this involves checking that there is a need in the market for the product or service that the entrepreneur wants to create, and that it therefore has a chance of succeeding.
- ➔ **Creation of the offer:** this involves consolidating the product or service that the entrepreneur will propose
- ➔ **Testing the offer:** i.e. presenting the first products and services to future customers/partners and seeing their reaction. Whether they are willing to buy them at launch or not and why
- ➔ **Consolidation of the offer:** you must then continue to build your future business and above all define its identity, for example choose a name, a logo and a legal status. This will also be the time to take into account the feedback from the tests to improve your offer.
- ➔ **Launch and development:** this is it, your company is ready to be launched!

WHAT IS THE TEMPO PROJECT?



#tempo

Launched by GROUPE SOS Pulse in partnership with La Ruche, **#tempo** is a program aiming at **making entrepreneurship accessible to refugees in France.**

Through the animation of ecosystems and the deployment of specialized support programs in several territories, **#tempo** aims to **give rhythm to the development of entrepreneurial ideas and projects** led by refugees and to provide them with the keys and links necessary for their realization.

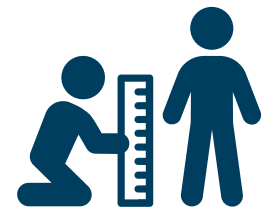
Thanks to the support of the incubators LE COMPTOIR – PULSE in Montreuil (93) and La Ruche Saint-Nazaire (44), **#tempo** launches from **March 16 to April 30** its call for applications to recruit its first class of entrepreneurs!

The objective of this program is to allow 40 aspiring refugee entrepreneurs to consolidate their idea, and 25 of them to be supported towards the launch of their business.

#tempo is deployed in the framework of the Enter to Transform project, financed by Interreg NWE.

#tempo

A tailor-made support program for refugees



A day of entrepreneurship training

The pre-selected entrepreneurs will benefit from a **day of training** to consolidate their project idea (inspiring meetings, creation workshops and advice to develop their entrepreneurial skills).

A 6-month support program

At the end of this training (if the project is retained by the jury) a **6 months support** will be opened to launch your company:



Workshop and group training

- Methodological training in entrepreneurship
- Workshops on personal development and career enhancement
- Co-development sessions with entrepreneurs



A personalized and evolving accompaniment

- Individual co-construction of the incubation path and monthly follow-up meetings with GROUPE SOS Pulse/ La Ruche teams
- Monthly strategic advice from a dedicated mentor



Events and meetings

- Invitation to events and workshop organized by partners.
- Organization of class events
- Connection with expert networks and access to a workspace in a partner incubator (optional)



How do I **sign up**?



To participate, nothing could be easier, just follow the following link, click on "**Apply**", and fill in the questionnaire:

<https://pulse.groupe-sos.org/tempo/>

Don't hesitate to send an email à **tempo.pulse@groupe-sos.org** or **tempo@la-ruche.net** if you have any questions.

They support us!



TEST



YOUR KNOWLEDGE

TRUE OR FALSE

An entrepreneur is necessarily a revolutionary, seeking to change the world with an innovation.

☐ True

☐ False

FALSE ! It's someone who creates something, who works independently, and who is therefore not salaried and under the authority and responsibility of another person.

Find the odd !

To succeed as an entrepreneur, you must:

☐ Be consistent with your values and personality

☐ Be curious, resilient and questioning

☐ You have to do everything by yourself

You don't have to "do it all yourself". A good entrepreneur is also someone who knows where to go to find help when he or she needs it, on both personal and professional issues.





TRUE OR FALSE

I have to quit my job if I want to start my project

- ☐ True ☐ False

No, it's actually better to have a job on the side at the beginning if you don't get any state benefits, to ensure a stable remuneration! It is possible, when you start out, to combine an auto-entrepreneur status with a salaried job.

Find the odd

The #tempo program is a program that :

- ☐ aims to make entrepreneurship accessible to refugees in France.
- ☐ Strengthens entrepreneurial knowledge and develops skills through training and coaching
- ☐ Is deployed as part of a European-wide project

Everything is correct :)



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in partnership with **la Ruche®**

Interreg North-West Europe **Enter to Transform**

European Regional Development Fund

This guide has been produced with the support of the Interreg North West Europe program, within the framework of the European Regional Development Fund.