

NewPrenuers

Executive Summary

NewPreneurs is a 3-month accelerated learning program to help refugees integrate faster into French society by allowing them to become fluent in the French, develop personal skills and participate to a volunteering mission (paid) in a french NGO with Service Civique.

It's being designed by Singa, an organization that helps society interact and integrate refugees operating in 4 different French regions and 6 countries. And Collective Academy an education startup that is redesigning learning experiences and operating humanitarian programs in 2 countries.

The classes will be held in key venues such as Station F, Kiwanda and Numa so refugees can start interacting in ecosystems of high-achieving communities.

We will have three points of measurement across the time where we will evaluate the social and economic integration to society before, at the end and 6 months after the program. In each evaluation we will measure:

- French Language Fluency (spoken and comprehension)
- Attitude towards the future and Confidence in their skills
- Professional status and economic self-sufficiency
- Impact on the French society with the missions executed through the Service Civique

If proven successful we will have an integration program that allows us to reduce the social and economic costs of integrating refugees into society and unlocking the economic potential that young talent can create for the country.

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About Us

SINGA

Née d'un mouvement citoyen, SINGA crée des opportunités d'engagement et de collaboration entre les personnes réfugiées et leur société d'accueil. Ensemble nous construisons des ponts entre les individus pour le vivre ensemble, l'enrichissement culturel et la création d'emplois, dans une démarche de sensibilisation pour déconstruire les préjugés sur l'asile.

SINGA se trouve dans 4 régions françaises et six pays et développe des outils pour chaque citoyen souhaitant participer à l'accueil de personnes réfugiées partout en France et dans le monde.

<http://singafrance.com>

Collective Academy

We are an organization dedicated to advanced education systems in order to help people thrive.

We design accelerated learning programs for governments and organizations that need to improve the lives of vulnerable population. Particularly, immigrants in Mexico, and demobilized guerrilla fighters in Colombia.

newpreneurs.com

collectiveacademy.co

Organisational Capabilities and Experience

TEACHING AND TRAINING

At Collective Academy, we've helped 44 young professionals develop their personal skills and advanced their careers and become high achieving individuals.

We've design inclusive entrepreneurship training programs for *Google for Entrepreneurs* and the *Colombian National Association of Universities*.

In collaboration with the Colombian Agency for Reintegration, we are designing a personal development program to be implemented across all Colombia urban and rural settlements, focused on reint

(Singa)

Work with beneficiaries of international protection:

- Recherche d'emploi

- Incubateur
- Calm
- Formation

The NewPreneurs Project

A 3 months mini-MBA supporting refugees in accelerating their integration by learning french, self development, while interacting with french society through volunteering in environmental and social NGOs.

The Need

We need to accelerate the integration of Refugees to french social and economic systems.

The overall *Integration-to-French-society* experience for refugees can be quite challenging.

Without knowing the language that allows them to interact and furthermore become integrated with society, they can be “stuck” in their current state of personal and professional development for undetermined amount of time. Not being able to generate social value or reach their full human potential.

More importantly France won't be able to take full advantage of the new brain-power that could leveraged to kickstart the economy in several regions and industries across the country.

Our Proposal

The program NewPreneurs is a 3 to 6 months intensive “*Mini-MBA*” that allows refugees to learn the French language and develop the personal and professionals skills they need to take control of their life, personal decisions, and provide value to French society.

The content for this *Mini-MBA* takes soft-skills curriculum from Collective Academy's Masters in Business and Technology program, which is currently offered to entrepreneurs and intrapreneurs at fast-growing companies such Google and Twitter. From all our students 80% have reported increase in salary and responsibilities by the time they finish our program.

This way we expect for refugees to accelerate their path to social and economic integration into the French society, while being able to give back to their new country.

Through a participation as volunteer for the Service civique, which allows any citizen under 25 including refugees in France to work in an NGO, with a financial retribution provided by the State, we also want to tackle social and environmental challenges in the French society by enabling refugees to use their skills in french NGOs.

Objectives

Accelerate young refugees' integration to french Social and Economic Life.

1. Enable students to become fluent in french (A2) in 3 months.
2. Have all students develop a roadmap for their professional future, and take action
3. Have all students *level-up* their soft-skills by completing 12 real projects
4. Enable refugees to work in professional environment and provide services to the society with Service Civique

Skills Development

Through the duration of the program we will selected topics to help our students their professional skills and gain a broader view of the future. But most important to help them take control of their future.

1. Entrepreneurship & Small Business
2. Business Validation
3. Customer Development
4. Self-Management
5. Communication & Social Skills
6. Mindfulness & Happiness
7. Money & Investment
8. Technology & the Future
9. Self Branding

Target Population

For our first pilot program in France, we want to work with 10 refugees youth below 25 years and old currently living in Paris or its quarters. Ideally fluent in english or arabic.

Outcomes and Benefits

A proven method to integrate refugees and migrant population into France's economic and social life.

Prepare refugees for a fast integration through being fluent in french, knowing basic skills and original work methodologies, and being used to the french professional context, through solving social and environmental challenges.

If our method is proven correct, we can reduce the social cost of idle population while unleashing the economic potential of the massive brain-grain that France can leverage to improve the national economy.

Measuring Impact

Where are we investing

We will invest in education to accelerate social and economic integration, focusing in 10 young refugees.

What problem are addressing

One of the largest — if not the greatest— barrier for integrations is the language barrier. In France, a minority of refugees, once they obtain their status, are allowed to participate to french class. The government program includes a 200 hours training program for them, but french classes have not proven to be efficient, since refugees are mostly isolated from the civil society, and do not have opportunities to interact with french citizens, or learn basic professional skills. Half of our program will be focused in helping students become fluent in french so they can communicate, interact and give back to the french society.

What Steps are we taking

We are adapting our current masters program (Masters in Business and Technology) to include an accelerated language learning course and increasing the focus on self-development and professional soft-skills.

Then we will provide such program with no charge for high-potential refugees. Studies have proven that more than 40% of refugees who are arriving in France have at least a A-level degree, and have experience in qualified jobs.

How will we measure

We will have three points of measurement across the time where we will evaluate the social and economic integration to society.

1. Before the program
2. After the program
3. 6 months after the program

In each evaluation we will measure:

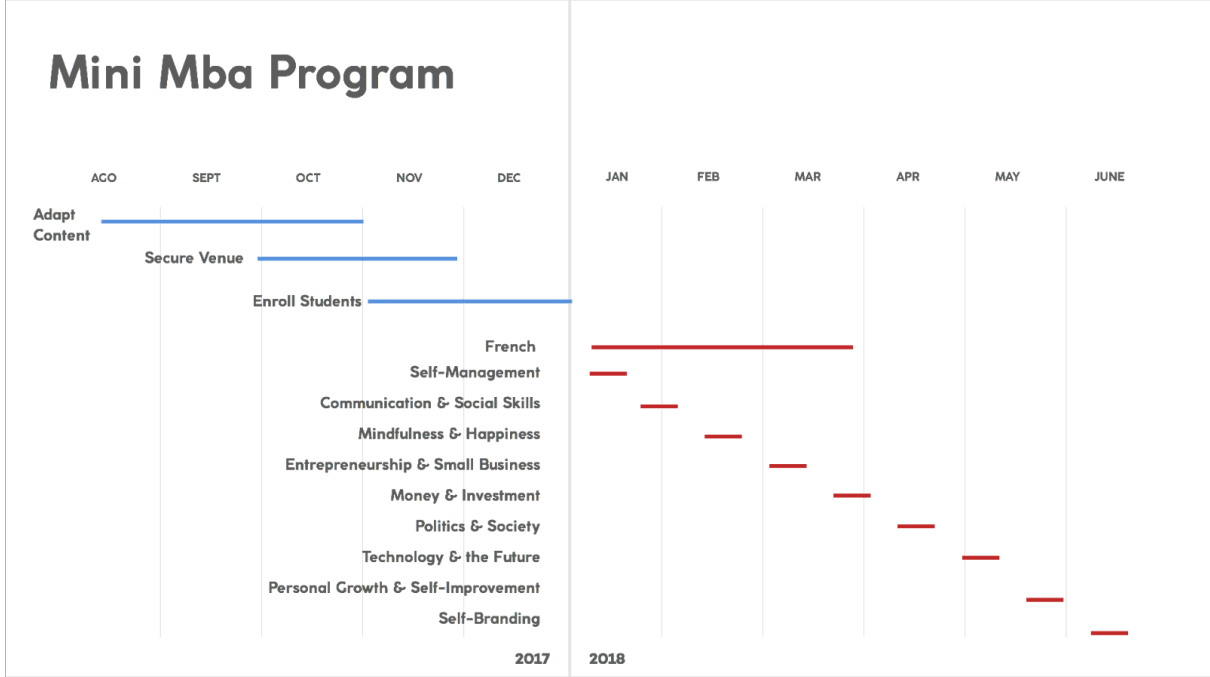
1. French Language Fluency (spoken and comprensión)
2. Attitude towards the future and Confidence in their skills
3. Professional status and economic self-sufficiency
4. Impact on the french society with the missions executed through the Service Civique

How can we increase the impact

Finally, if we can proof our program can accelerate their social integration, we will design a solution to scale the content and methodology to reach 10x refugees.

Roadmap

Project's Timeline



2017

1. Re-Design MBT Program for refugees
2. Secure our Classroom's Venue
3. Enroll Students

2018

4. Launch Mini-MBA
5. French
6. Soft-skills

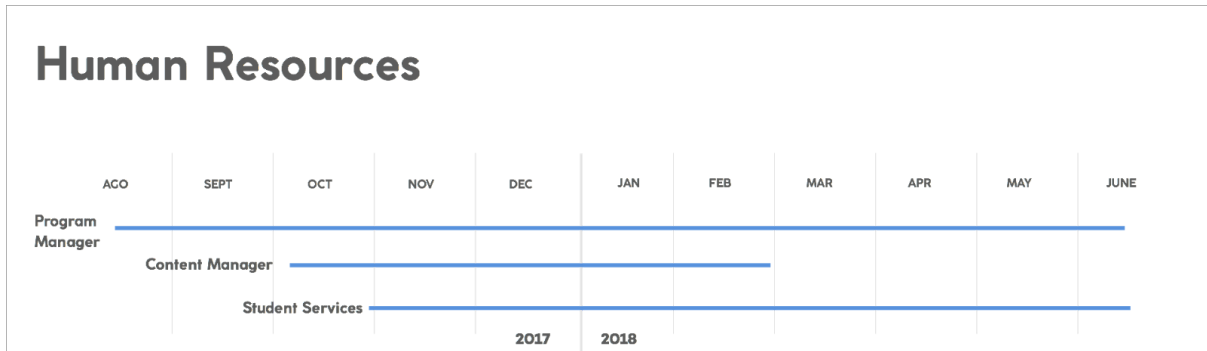
Daily Schedule (3x times a week)

- 10:00 - 11:00 Self study
- 10:15 - 12:15 Coach led class
- 12:30 - 1:30 Team led class

Service Civique

- Every case is treated differently
- 3 days per week of volunteering

The Pilot Program Team



PROGRAM MANAGER

Objective: Ensure the successful integration of our students and the program's outcome.

To do so, the program manager oversees operations and provides the strategic support so the team can perform and achieve their respective results.

This includes:

- Facilitating the resources to develop and adapt our program's content
- Leverage our network to provide access to language coaches and students' mentors
- Serve as liaison between the Academic team in Collective Academy Mexico and the local team in Paris

ACADEMIC CONTENT MANAGER

Objective: Provide students with the ideal content required to become fluent in french and develop their personal soft skills.

The Academic Content Manager secures, adapts and generates the program's' content based in the existing used in Collective Academy's Master in Business and Technology.

- Publish the content in our CMS/LMS
- Maintain the content repository

LEARNING LEAD AND STUDENT SERVICES

Objective: Ensure that students have the ideal environment and resources to learn french and develop their skills.

The student service leader functions as teacher and guide to help our students have a seamless learning experience both inside the classroom and during their remote learning work.

His/hers responsibilities include:

- Learning coach during the classes.
- Moderator during the learning discussions.
- Liaison between students and their volunteer coaches and mentors.
- Collaborate with Academic Content Manager to gather feedback and improve the content

Salaries

1. Program Manager: €2,000 for 12 months
2. Academic Content Manager: €1,000 for 6 months half time
3. Learning Lead and Student Services: €1,000 for 12 months half time
4. Supporting cost (HR, admin, communication): €300 for 12 months

Questions for Alice

Costs and Resources

This is a list of the resources that will be used at the

Key Available Resources

1. French learning content in English
2. MBA Content in English and Spanish
3. Classroom Venues: Station F, Numa (to be confirmed) and Kiwanda

Key Resources Needed

1. French Language Learning content in English
2. MBA Content in French
3. Volunteer Mentors
4. Learning Kits (includes navigo)
5. Human Resources
6. Content & Learning Management System

Concept		Cost	Multiplier		Total
Learning Kit		€250	10	Students	€2,500
Human Resources		€4,000	6	Months	€24,000
Content & LMS		€20	6	Months	€120
Indirect costs (communication/offices)		€1,000	6	Months	€6,000
				Total	€32,620

Strategic Impact Partners

FRANCE

NUMA: It's an organization that empowers mission-driven tech entrepreneurs to solve the global problems of 2030 through a variety of activities: acceleration programs for startups, open innovation projects for corporates, events, trainings and coworking spaces for our communities.

STATION F is the startup campus that gathers a whole entrepreneurial ecosystem under one roof. It's backed by Xavier Niel (Free) with a clear objective to provide entrepreneurs the means to achieve high ambitions.

The availability of their space to provide classes is yet to be confirmed.

México and Colombia

1. **Centraal and Google for Entrepreneurs:**
The project started thanks to Centraal's inclusive entrepreneurship program with Centraal (G4E's partner in Mexico), who brings together startup communities and create spaces for entrepreneurs to learn, work and collaborate.
2. **ACR:** The Colombian Agency for Reintegration is in charge of making sure former guerrilla fighters can become once again a functioning members of the Colombian Social and Economic life.
3. **ASCUN:** We collaborate with the Association of Colombian Universities to rethink and redesign how entrepreneurship it thought across all education institutions in the country.
4. **WeWork:** An organization supporting entrepreneurs by creating working spaces that creates community and collaboration opportunities across the world. They provide us with working and collaboration spaces for our programs in Colombia
5. **Endeavor:** Endeavor supports high-impact entrepreneurship in growth markets around 27 countries in the world. They serve as our steering committee and advisors.