



# ANNUAL REPORT 2021



**RELOCATE REDEFINE REBUILD**

# A word from our President

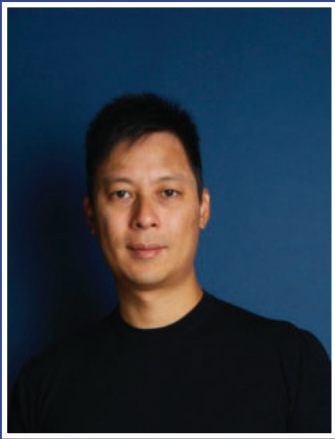
2021 brought came with ups and downs for many of us. We had hoped to see an end to Covid, only to see renewed measures of confinement, curfews and many businesses were forced to close and or restrict their hours of operation. As a result, many businesses in France and across the globe struggled, and some, sadly, didn't make it.

We are pleased to say that not only did all the businesses and entrepreneurs supported by FAIRE via our loan program survive this period, but we were able to approve three new entrepreneurs into the fold. You can read more about Bonney, Yama, Ibrahima along with Rooh, Ghaees and Ousmane and their innovative businesses on pages five through ten of this report.

In addition, despite all the economic, social and health hurdles (or perhaps because of them...), we received a record number of applications to our loan and accompaniment program and were impressed by the quality of the projects.

With that in mind, 2021 brought FAIRE to another big decision. Since our creation in 2018, FAIRE has made over 650 000 € worth of donations to organizations working in the refugee and migrant entrepreneur ecosystem. Our loan program has approved 155 000€ worth of loans in only two years. We are proud of what we have accomplished and how the sector has grown and evolved. We have proof of concept of what we want to achieve with our fund, and now it's time to open it up and invite other philanthropists to join our work. I look forward to our next steps!

**Nick Nopporn Suppipat**  
President



# A word from our Executive Director



For FAIRE, as it was for many others in France and across the globe, in 2021 working from home became the new normal.

While it was a relatively simple adjustment for FAIRE, for many of our charity partners, it required a complete reconfiguration of their programs and learning tools, and for some of our entrepreneurs it meant having to put work on hold yet again. What we saw in each and every one was an incredible capacity to adapt and adjust, with remarkable results. Over 200 migrants and refugees were provided training and or certification, incubation, and networking opportunities.

We saw the development of an alumni network where several of our partners and other ecosystem actors joined together to provide continued learning and networking opportunities for their participants, vital for newcomer refugee and migrant entrepreneurs.

I wish to thank our President, Nick NoppornSuppipat, board members and mentors for the time and expertise they continued to donate regularly during our mentoring and coaching sessions. I am thrilled to see the progress of the entrepreneurs we support - as they move through the development stages, and for some, hitting record sales despite Covid.

**Kristina Vayda**  
Executive Director

# About Us

FAIRE - Fund for Action and Innovation by Refugee Entrepreneurs - is a French endowment fund created in 2018 with a mission to provide funding, mentoring and coaching support to refugees and their entrepreneurial projects. We are convinced that now is the time to act, so that refugee and migrant entrepreneurs are afforded the same chances of success as local entrepreneurs.

FAIRE's mission is twofold:

- ✓ To support and empower refugees and migrants to become successful entrepreneurs in France;
- ✓ To promote a new vision of refugees' and migrants' role, inclusion and contribution to French society through entrepreneurship.

We seek to embody and demonstrate Impact, Inclusion, Innovation and Integrity in each and every one of our actions.



# Our Vision

At FAIRE, we are convinced that investing in migrant and refugee entrepreneurship means investing in the future of France. Our support programs have been developed to put refugees and migrants on a level playing field so that their projects are judged solely by their innovation potential and economic value.

Indeed, now more than ever, we can see promising and innovative startups run by talented and motivated entrepreneurs from diverse backgrounds. FAIRE is committed to providing financial and mentoring support to these entrepreneurs.



# Our Actions

The FAIRE fund is therefore committed to supporting refugee and migrant entrepreneurship on a daily basis, through two main types of actions:

- ✓ Supporting non-profit incubation programs and/or refugees and migrants who are entrepreneurs so that they can access the entrepreneurial field ,
- ✓ Contribute to the public debate on refugees and migrants, their role, the added-value they bring and the issue of their economic and social inclusion.

# Direct support program for refugee entrepreneurs

FAIRE's flagship activity is our direct support program for refugee entrepreneurs, launched in 2019. We provide financial and professional support to entrepreneurs at key moments in their business development.

We created this program after observing that refugee and migrant entrepreneurs faced more challenges in financing their businesses and being granted loans. To remedy this, FAIRE offers interest-free loans (20,000 euros in 2021). This choice of interest-free loans is in line with FAIRE's ambition to provide seed funding to refugee entrepreneurs, when they themselves do not have sufficient personal capital to prototype and/or launch their projects. This financial assistance allows them to consolidate their project, to approach new financiers, to expand and ultimately establish a permanent professional activity in France.

This financial support is aimed at entrepreneurs from a forced migration who have an entrepreneurial project. We focus on large-scale economic projects – business projects with a national or international focus – and we remain open to all areas of business. The entrepreneur must be able to demonstrate a stage of advancement (at minimum an in-depth market study).

Far from being a simple financier, we are also committed to providing complete support, including mentoring, coaching and access to our networks.

## The Program includes:



**Direct financial support**



**Advice and mentoring**



**Networking**

## A specific procedure has been designed when requesting a loan.

To apply, the entrepreneur must first fill out a form allowing FAIRE to verify if the project is eligible for our program. If the project falls within FAIRE's scope and meets our eligibility criteria, the entrepreneur is invited to submit a business plan and any other relevant supporting documents. Each project is evaluated against a series of criteria to assess its potential. If the entrepreneur successfully goes through this second step of the selection process, we offer him or her the opportunity to participate in a selection panel composed of members of our Board of Directors and other associated personalities. If the candidate is selected, an agreement is signed to release the funds. A regular follow-up is then put in place to ensure the best possible support.

This program is at the core of our work, and our goal is to ensure is growth. To this end FAIRE recently increased the number of entrepreneurs it supports by organizing its third selection jury in 2021 via videoconference.

We are pleased to announce that we are now supporting 6 entrepreneurs, with diverse profiles and various fields of activity: Bonney Mogambo and her startup HémofAB, Ghaees Alshorbajy of Kaoukab, Ibrahima Touré of Kalikan, Rooh Savar of Jahan.info, Yama Saraj of SensAI Technologies and finally, Ousmane Bah of Solodou.

# Bonney Magambo - HémofAB

## Who is Bonney Magambo?

Bonney Magambo joined us this year after the 2021 Selection Jury. After arriving in France as a political asylum seeker, Bonney Magambo received her refugee status in 2014. In 2020, she founded the start-up HémofAB.

A former nurse who became a hemodialysis patient, the idea for HémofAB was born out of her personal experience. She decided to focus both her energy and time in finding innovative solutions for the haemodialysis community, starting with her first product: FAV Protector. She is also a member of the decision-making board of the SINGA Lyon association.



## HémofAB, for a better life on hemodialysis

With her start-up HémofAB and her product FAV Protector, Bonney Magambo is tackling a little-known subject that affects millions of people around the world: the care of arteriovenous fistulas and the prevention of unnecessary medical procedures for patients undergoing hemodialysis treatment. FAVProtector is an innovative solution to protect the arteriovenous fistula (AVF) and ensure longevity of patients on hemodialysis with renal failure. The prototype is a medically approved protective cuff, offering health care with an eye to fashion. It aims to prevent and protect hemodialysis patients, and encourage them to embrace their new life.

Not satisfied with simply creating a product, Bonney has also formed a community of patients who support each other throughout their expensive treatments. In addition to being a timely support system for this refugee facing a health challenge far from home, they are also her feedback loop, beta testers and potential customers!

## In Bonney's own Words:

"FAIRE's support has been integral to the development stage of HémofAB. We were able to quickly validate processes through conducting studies and attending exhibitions to meet potential manufacturers/suppliers."

Bonney



# Ghaees Alshorbajy - KaouKab

## Who is Ghaees Alshorbajy?

Ghaees Alshorbajy is the first entrepreneur to join the FAIRE adventure in 2019. Ghaees, Syrian by birth, is a serial entrepreneur. After stints in Lebanon, where he set up several projects: a non-profit school, then a textile factory specialized in the production of undergarments. After short stay in Turkey, he arrived in France in 2015. He wasted no time and in 2016 created KaouKab which means "planet" in Arabic. The company has grown from a project stage to that of a full-fledged startup in the years that followed. In 2019, Nicolas Eyguesier joined the company as a co-founder; he is currently responsible for sales and business development.



# Ibrahima Touré - Kalikan

## Who is Ibrahima Touré?

Ibrahima Touré was recently selected to join the direct support program. Originally from the Ivory Coast, Ibrahima chose his entrepreneurial path at an early age. Deeply affected by his mother's experience of financial exclusion, with banks deeming her profile too risky, he set out to repair this injustice for her and for everyone suffering from the same situation. In 2017, he left his family behind to come to France and attend "42", the coding school, where he met Nessim Rahmoun with whom he became friends. With their personal predispositions, Ibrahima for entrepreneurship, and Nessim for social projects, they decided to collaborate to launch a social impact startup, Kalikan.



## KaouKab – the metal waste collector

Ghaees noticed that in France, small and medium businesses have to pay to get rid of their metal waste. As a result he thought of a fast and free collection service; as such KaouKab is the first website that gets rid of your metal waste for free, starting at volumes of 40 kg. KaouKab guarantees the total removal of the objects requested for collection, which will then be dropped off and/or resold to certified locations. Metal waste is picked up by the collectors closest to your area, therefore significantly reducing CO2 emissions into the atmosphere. Kaoukab thus proposes an innovative solution to a need not identified by local actors. The company also fights against socio-economic exclusion by hiring people from the Roma community, a community with little access to employment.

## Kalikan – Fighting against financial exclusion

Kalikan is an application that aims to make banking products accessible to all, in France and in Africa. The project emerged from an observation made by Ibrahima in the Ivory Coast, where more than 20 million people do not have bank accounts and are experiencing financial exclusion. Kalikan is their solution, an application that addresses the difficulties of access to banking products.

The project aims to promote a financial model that is more solidarity-based, simple and secure. Kalikan therefore offers a variety of financial services aimed at improving the number of people who can access banking tools and loans. The application is also a platform for secure money transfers and payments.

# Rooh Savar – Jahan.info

## Who is Rooh Savar?

An Iranian journalist based in France since 2009, Rooh Savar has been part of the FAIRE adventure since 2020. In Iran, he contributed to the creation of several cultural and social charities and co-founded a digital communication agency in 2007 with his artist and activist friends. Upon his arrival in France, he started working with various media, writing articles and reports on international issues, in particular on the Middle East. Aware of the lack of first-hand information from direct local sources, as well as the lack of knowledge of European and American journalists about the complexity of local contexts, he designed the Jahan.info platform. He is also a member of the Board of Directors of SINGA.



## Jahan.info – A platform for geopolitical trends

Jahan.info is an online platform that affords its clients access to personalized information on geoeconomic and geopolitical trends. All information is targeted according to the client's centers of interest (thanks to AI); it gives access to a foreign country's internal perspective in order to help organizations anticipate risk and inform their strategic decision-making.

# Yama Saraj – SensAI Technologies

## Who is Yama Saraj?

Yama is one of the entrepreneurs who joined us after the 2021 jury selection panel. Originally from Afghanistan but living in the Netherlands since his childhood, he is an industrial engineer, an economist and a passionate entrepreneur. Practicing sports has helped Yama to develop a sense of peace and tolerance, which he wants to transmit through martial arts. In 2010, Yama traveled 8,000 km to Afghanistan to give boxing lessons to children suffering from Post-Traumatic Stress Disorder. Upon his return to the Netherlands in 2016, he participated in a hackathon where he began to imagine a boxing bag made from recycled tires to train people remotely. In 2019, he joined Station F's Fighters incubation program and then moved on to another incubator program: Grand Paris Sport, run by Telecom SudParis et Mines Telecom.



## SensAI – Building resilience through sport and technology

SensAI is a fun training solution based on a connected punching bag made from recycled car tires. But beyond the object and the technological aspect, Yama has great ambitions for this project. SensAi Technologies combines martial arts and technology to enable the physical and mental development of its users. The smart punching bag is accompanied by a coaching application that measures the user's data such as the strength and speed of their punches, as well as their reaction time to the punch. This data will allow the app to provide personalized training advice and a fun experience that encourages everyone to reach their mental and physical goals.

Yama is particularly committed to getting the bag into the hands of disadvantaged populations, for whom regular sports practice can be a way to lead a more balanced life and become a source of opportunity.

## A few words from Yama:

"The barriers towards entry for tech entrepreneurship in France are crazy high. I lacked the social and financial capital to get started. The support from FAIRE gave me the confidence that someone in this country believes in me. It gave me the buffer to kickstart my project and we leveraged it very well so far. Recently we won La French Tech Tremplin award in the Deep Tech category. We received a 42K€ grant to work on our project and we are now being incubated by Ecole Polytechnique."

Yama



# Ousmane Bah - Solodou

## Who is Ousmane Bah?

Ousmane Bah, a Guinean refugee, arrived in France in 2014, after being forced to leave his home country, thus finding himself on the road to exile. His journey led him to Rabat, Morocco, where he taught French for two years at a private primary school. Once he had arrived in France, he began to informally help other immigrants learn to read and write French and then went on to study web programming; first on his own, following tutorials on YouTube, then by enrolling in a school of WEB Developers for a six-month training course. His hard work and perseverance paid off as he was able to independently design Solodou's platform and application.



## Solodou –Teaching reading and writing to an illiterate audience

Solodou is an application and a kit that helps illiterate adults learn to read and write independently. Ousmane Bah realized that there was a very large illiterate population in France for whom few solutions were available. Users of the application learn French in a simple and fun way, through hundreds of integrated entertaining games. Thus, learners can test and consolidate their new knowledge at their own pace.

With this project, Ousmane is helping to build a world without illiteracy and to provide equal opportunities for everyone.

## A few words from Ousmane:

"The unwavering support of the FAIRE Endowment Fund has been a breath of fresh air for Solodou, at a crucial moment when there was a real need for funding and support to move the project to a more advanced stage. Indeed, it is not easy to obtain financing when you come from far away and you do not yet understand the different steps to take to receive a grant.

What I remember most is the benevolence of all the board members, the listening, the sharing of good practical advice and their continuous encouragement."

Ousmane

# Our Donation Program

FAIRE's donation program focuses on charity's that offer incubation programs for migrant and refugee entrepreneurs. The programs offered range from the ideation phase to soft launch (pre-incubation, incubation and acceleration). With this program, FAIRE supports the first portion of the value chain of business creation.

## Our Partners

Since its launch, FAIRE has been involved with several structures and has created strong partnerships with major players in the ecosystem. We have had the pleasure of supporting makesense, PLACE, SINGA and Techfugees for several years. In our first year of operation, we also had the pleasure of supporting Simplon and the Réseau des Exilés in France, and in 2020 New Women Connectors. This year, unfortunately, budget cuts have forced FAIRE to focus on our partners with pre-incubation and incubation programs, but we continue to closely follow the activities of our former partners.



Makesense is an international community that supports and brings together engaged citizens, passionate entrepreneurs, and visionary organizations to solve the social and environmental challenges of our time. This year again, we were pleased to continue to support COMBO, a program geared to facilitate refugees' professional inclusion through entrepreneurship, managed jointly by makesense and Elan Interculturel. In an effort to increase their visibility, FAIRE spoke at length with the participants in the incubation program and published a few articles about them throughout the year.



Our fund is very happy to partner with PLACE, a European project that allows migrants and refugees to be the instigators of their own entrepreneurial future. Always bubbling with innovative ideas, PLACE aims to foster the emergence of refugee and migrant-led projects in Europe, as well as the emergence of leaders among them. Our partnership with the structure is not limited to financial support. FAIRE was pleased to be invited and to participate in the events organized within the framework of the "Emerging Leaders" program. FAIRE and PLACE have also worked together to increase the reach and visibility of our structures' messages and actions.



FAIRE is pleased to partner with SINGA, which aims to connect newcomers and host societies through entrepreneurship, digital and social innovation. We have been able to follow the evolution of this structure over the last few years with the creation of SINGA Global, and the development and consolidation of their pre-incubation, incubation and acceleration offers throughout France and abroad. Many of the entrepreneurs supported by our loan and accompaniment program are alumni of one of the SINGA programs here in France.

## Communication & Advocacy

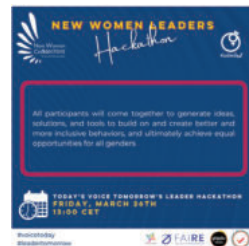
We are aware that the financial and non-financial support we provide to entrepreneurs is essential to reducing inequality. But it is not enough. We also need to "change the narrative", i.e., to change the way we see refugees and migrants in France and in the world. We are committed to promoting the role of refugees and migrants as a driving force in

our economies and to participating in the public debate about their contributions and their inclusion in our society. Despite the distance constraints related to the COVID crisis, the entire ecosystem has adapted and this year again, FAIRE has participated in several webinars and conferences to continue to carry out its advocacy mission.

### Conferences and webinars to raise awareness

Our Executive Director Kristina Vayda was invited to many webinars organized by our partners, such as the conference on startup fundraising opportunities for refugee entrepreneurs organized by SINGA. FAIRE has also had the pleasure of speaking on several occasions at conferences organized by the New Women Connectors, a partner that is close to our hearts and that is committed to giving visibility and a voice to refugee and migrant women.

Kristina Vayda spoke about the important role women from diverse backgrounds play in society at the "Invisible Women Role Models" conference, as well as about developments in social entrepreneurship during the "Innovation & Social Entrepreneurship" webinar. Finally, FAIRE participated in several conferences organized by other ecosystem actors, such as the FEDIF/MAX "Migrants contribution to the French Labour market", and the REN (Refugee Entrepreneurship Network) annual conference, where Kristina Vayda participated in the "Growth Finance" panel, as well as the MPG - MigEnCube roundtable, which presented their reports about incubation programs.



### An Ongoing Project...

As part of its advocacy program, FAIRE has been working since September 2021 with a team of students from the Sciences Po Paris Law Clinic to brainstorm several avenues for advocacy campaigns on the economic inclusion of foreigners. The project is underway over the course of 2022, and we'll be happy to share the results with you, so be sure to follow our activities closely!

### FAIRE is getting a makeover!

In 2021, FAIRE redesigned its website to make it more accessible and fun. We now offer a useful links page listing support structures for asylum-seekers. We continue to post articles on a regular basis to relay news about our work, and to talk about projects and initiatives that promote the integration of refugees and migrants in France.

## Thank-You to our Partners and Volunteers

Our charity partners, much like our entrepreneurs, impress us on a daily basis. We all have a lot to learn from their ingenuity in the face of obstacles such as Covid, and the level of their commitment and caring for the participants of their programs.

We are proud to support them, and touched by their words...



"FAIRE has been a long-standing partner of makesense since 2018, when we launched our incubation programs for refugee and migrant entrepreneurs.

Beyond the financial support that has allowed us to design, develop and improve the program, its pedagogy and resources year after year, FAIRE is a dedicated partner in the field. The support of the endowment fund and its representative, Kristina Vayda, are essential pillars for the makesense organization in this project and the people in charge.

By funding several incubator projects focusing on entrepreneurship and migration over the past several years, FAIRE has provided hundreds of refugee entrepreneurs with quality support. Some of them have subsequently been able to apply for an interest-free loan from FAIRE, a valuable opportunity in their journey."



"Thanks to FAIRE, PLACE has supported +500 newcomers since 2018, out of which close to 100 newcomers have started their journey to become entrepreneurs. They've been a precious ally in promoting an ambitious vision of refugee entrepreneurship and putting in the long-term work to make real change stick. Moreover, FAIRE has been an invaluable partner for PLACE thanks to its key role as a connector in the French and European migrant integration ecosystem: the fund is committed to create synergies between the organizations across France and Europe working to support refugee entrepreneurs."



"For us, FAIRE is a time-honored partner that has always had confidence in our actions and impact; a partnership that goes over and above a simple donation. This partnership not only allows us to extend the reach of our activity to the many entrepreneurs we're fortunate to accompany, but also provides the entrepreneurs with an opportunity to be supported by FAIRE directly via the loan program.

Our two organizations share the same goal: to truly impact the lives of the talented people we support. We wish to extend a big thank you to FAIRE for these past years of collaboration and mutual trust, that we hope continues in the future."

### A big thank you to our volunteers!

FAIRE is a small team. To carry out all of our activities, we have been fortunate to have the help of volunteers who have given both time and energy to our project. We are most grateful for their benevolence!

# RELOCATE REDEFINE REBUILD

## FAIRE | Fund for Action and Innovation by Refugee Entrepreneurs



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by Refugee Entrepreneurs)