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**TURKISH RED CRESCENT**  
**COMMUNITY-BASED MIGRATION PROGRAMS**  
**SOCIO-ECONOMIC EMPOWERMENT PROGRAM**

# ENTREPRENEURSHIP SUPPORT PROJECT FINAL REPORT





# SOCIOECONOMIC EMPOWERMENT PROGRAM

## ENTREPRENEURSHIP SUPPORT PROJECT

# FINAL REPORT

Turkish Red Crescent Publications  
Ankara, Turkey  
March 2021



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# FOREWORD

The migration crisis has been affecting the entire humanity and among the most important steps that needs to be taken is ensuring migrants and refugees have access to livelihood and achieve economic independency without the need for any assistance, leading to the establishment of social cohesion with local people. One of the most effective ways to mitigate or eliminate the economically driven negative perception and prejudices towards migrants and refugees among local people is that they join production and thus economically contribute to their immediate circle and the community they live in.

With these considerations in mind, the Community Centers operating under the TRC Community Based Migration Programs aim to increase the employability of local people as well as Syrians under temporary protection and other foreigners under international protection, give support to their entrepreneurship, and support labor force policies in Turkey. In parallel with this objective, activities carried out for beneficiaries are focused on helping them improve their vocational capacity and language skills, referral to employment, and protection of rights in entrepreneurship and working life.

Under this program, we are happy to share with you the final reports containing the realization process, actual outputs, multiplier effects, and general assessments of projects carried out in cooperation with public institutions, non-governmental organizations, private sector representatives, and international stakeholders in order to help beneficiaries access sustainable livelihoods. This report contains the field results of the “Entrepreneurship Support Project” conducted in cooperation with the Union of Chambers and Commodity Exchanges of Turkey (TOBB) and TOBB University of Economics and Technology (TOBB-ETU). We hope that it will pave and light the way for similar efforts.

**Community Based Migration Programs  
Socio-economic Empowerment Program**

# 1. OVERVIEW

## 1. 1. ABOUT THE TURKISH RED CRESCENT



The Turkish Red Crescent is a non-profit voluntary social service organization with legal entity subject to private law. It charitably offers its assistance and service and works for the public benefit.

Founded on 11 June 1868 with the intention to indiscriminately help the injured and the sick in the battlefield, the Red Crescent was first called the “Ottoman Aid Society for the Injured and Ill Soldiers”, which later was changed as the “Ottoman Society of Hilal-i Ahmer” in 1877, the “Turkish Society of Hilal-i Ahmer” in 1923, the “Turkey’s Society of Red Crescent” in 1935, and finally the “Turkish Society of Red Crescent” in 1947. The name “TURKISH RED CRESCENT” was given by the Great Leader Atatürk.

Turkish Red Crescent seeks to prevent or mitigate human suffering wherever it is found and without any discrimination, protect human life and maintain health, ensure that personalities are respected, and promote mutual understanding, friendship, respect, cooperation and constant peace among people. It symbolizes solidarity in times of need, equality in times of suffering, and humanism, impartiality and peace in the most heated times of war.

Internationally among the most respectable and strong bodies in the humanitarian aid sector, the TRC follows the same fundamental principles as the International Red Cross and Red Crescent Movement, including humanity, non-discrimination, impartiality, neutrality, independency, voluntary service, unity and universality.

The TRC organization is comprised of the Head Office and branch offices. In the TRC, all duties at all levels other than the General Directorate organization are carried out on a voluntary basis.

Currently carrying out national and international efforts with regards to disasters, safe blood supply, social services, migration services, education, youth and voluntary services, it continuously expands its services.



The Socio-economic Empowerment Program is intended to increase employability of foreigners under temporary or international protection as well as local people with a view to ensuring that they become self-sufficient and participate in economic activities.

The Social Cohesion Program aims to develop and strengthen the culture of coexistence among local people and migrants of various nationalities who were forced to migrate to Turkey due to civil war, conflict, or terrorism etc.







### 1.3.2. Entrepreneurship Sub-Program

In line with the need analyses conducted by Community Centers locally for entrepreneurship, collaborations are established with universities, non-governmental organizations and technoparks, providing basic and advance level entrepreneurship trainings. Following the trainings, entrepreneurship camps are being organized, where business plans and feasibility plans of the beneficiaries are created, and accordingly in-kind grants are provided to these beneficiaries. At the same time, mentorship and incubation supports are provided for the subjects such as law, marketing, finance and business management during the establishment process of the company. The project being the subject of this report has been carried out as part of this sub-program.

Furthermore, the beneficiaries who are issued a certificate upon successful completion of the vocational trainings organized by Community Center are granted with Homebased Production, Small-Scale Agricultural and Husbandry Production Supports in order to enable them carry out household production activities and generate means of livelihood.



### Homebased Production, Small-Scale Agricultural and Livestock Production



\*As of May 2020

### 1.3.3. Agricultural and Husbandry Sub-Program

In line with the collaborations with local units of Ministry of Agriculture and Forest, chambers of agriculture, associations and universities, theoretical and applied agriculture and husbandry trainings are provided to beneficiaries in order to meet the local needs. Beneficiaries who successfully completed the trainings are guided towards employment, or, those who want to carry out production are granted with Homebased Production, Small-Scale Agricultural and Husbandry Production Supports.



**Vegetable Growing:**

**602** person



**Fruit Growing:**

**372** person



**Mushroom Growing:**

**234** person



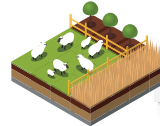
**Medical and Aromatic  
Plant Growing:**

**120** person



**Basic Agriculture and  
Livestock**

**1.025** person



**Livestock Courses:**

**344** person



**Home-based Agricultural  
Production**

**450** person

\* As of March 2021



## 2. TURKISH RED CRESCENT ENTREPRENEURSHIP SUPPORT PROJECT

### 2.1. OVERVIEW OF THE PROJECT

Entrepreneurship Support Project implemented as part of Turkish Red Crescent Socio-economic Empowerment Program is a socio-economic empowerment project carried out for the benefit of migrants and local community in Turkey across a total of 8 cities (Adana, Ankara, Gaziantep, Istanbul, Izmir, Hatay, Mersin, Şanlıurfa). Project aims at supporting entrepreneur candidates starting up production/service process in their own workplaces, and consists of 3 stages, in each of which candidates undergo different evaluation processes, and is entitled to move into next stage if they are successful.

The process candidates undergo in order to entitle to the grant of TRY 50,000 and / TRY 75,000<sup>1</sup> which they can use to procure the machinery, equipment and raw material required for production or service processes are explained below. Due to pandemic, some mentorship sessions and trainings were held over online platforms.

- Pre-Incubation First Stage
  - » Basic Entrepreneurship Trainings
  - » Advanced Entrepreneurship Trainings
- Pre-Incubation Second Stage
  - » Agriculture - Food - Water Entrepreneurship Workshop
  - » Financial Literacy Training (In Ankara, said training is called as Brain Storming Camp.)
  - » Presentation Training
  - » Financial Plan and Presentation Mentorship
- Incubation Program
  - » Business Development Mentorship

Applications were collected for each city over the system provided by Turkish Red Crescent, and potential entrepreneurs were screened according to their general profiles, and business ideas they described in the application forms. 843 participants out of a total of 11,794 applications were admitted to Pre-Incubation First Stage Training according to the consistency between business ideas and their own competences. At this stage which is focused on the basic concepts of entrepreneurship and the basic parameters relating to business startup, different trainings specific to each city were provided. During training, participants were asked to complete the forms in which they described the components of their own business ideas, and 393 business ideas which were evaluated to have high level of competitiveness were entitled to continue the second stage.

At the second stage, Financial Literacy Training was held in order to enable

<sup>1</sup> Consisting of two phases, project's 1st Phase was carried out in Adana, Ankara, Gaziantep, Hatay, Mersin and Şanlıurfa cities, and 60 entrepreneurs were entitled to the in-kind assistance of up to TRY 50,000. In the 2nd Phase, the grant is increased to TRY 75,000 due to increased effect of the pandemic conditions and 16 entrepreneurs were supported in Istanbul and Izmir.

participants think comprehensively about feasibility of their own business ideas, and identify their financial needs, and the steps they will take to generate revenue. In this context, participants submitted a form where they described their business plans, basic financial needs, initial investment needs, income-expense models and growth plans.

With subsequent presentation training, participants were informed about format of the jury presentation they will deliver to receive same grant support. Support request forms for in-kind supports that conform the Turkish Red Crescent procurement procedures (which include machinery, equipment, raw material items they will request under grant support) were completed, face-to-face, in cooperation with project team and Turkish Red Crescent procurement teams.

389 participants who successfully completed the training, presented their business plans to a jury composed of trainers and project executives to benefit from the grant support. As a result of the jury presentations which took place in 8 cities, 97 entrepreneur was entitled to participate in Incubation Program, which is the final stage to benefit from grants.

During the Incubation Program implemented with the participants who passed through all aforementioned processes and entitled to obtain grant, from different industries from agriculture and food industry to the fashion industry, mentorship sessions were held regularly every week. In this process, mentorship covering the subjects of production capacity building, management of financial resources, sales and marketing methods and motivations of the entrepreneurs, were provided for new startups and existing businesses which want to improve their capacities using the support under the program, and referrals specific to each business idea were made.



## 2. 2. PROJECT TIMETABLE AND TIMING

The Project were implemented from 17.06.2019 to 25.12.2020 in coordination of Community Centers carrying out operations in Adana, Ankara, Gaziantep, Istanbul, Izmir, Hatay, Mersin and Şanlıurfa cities. Due to the Covid-19 pandemic conditions, trainings were held online in Istanbul and Izmir cities.

The timetable of the project which were implemented at 3 stages is provided below on the basis of cities.

Date	Training	City
<b>17.06.2009-16.07.2019</b>	Pre-Incubation 1st Stage Entrepreneurship Training	Ankara
<b>18.07.2019-19.07.2019</b>	Pre-Incubation 2nd Stage Entrepreneurship Training	
<b>24.4.2019-13.05.2020</b>	Incubation Supports and Mentorship	
<b>26.07.2019 – 12.09.2019</b>	Pre-Incubation 1st Stage Entrepreneurship Training	Adana
<b>03.10.2019 – 04.10.2019</b>	Pre-Incubation 2nd Stage Entrepreneurship Training	
<b>11.10.2019 – 13.05.2020</b>	Incubation Supports and Mentorship	
<b>09.07.2019 – 08.08.2019</b>	Pre-Incubation 1st Stage Entrepreneurship Training	Gaziantep
<b>20.08.2019 – 21.08.2019</b>	Pre-Incubation 2nd Stage Entrepreneurship Training	
<b>01.10.2019-13.05.2020</b>	Incubation Supports and Mentorship	
<b>28.10.2020 – 29.10.2020</b>	Pre-Incubation 1st Stage Entrepreneurship Training - online	İstanbul
<b>2.11.2020 – 3.11.2020</b>	Pre-Incubation 2nd Stage Enrerpreneurship Training - online	
<b>4.11.2020 – 25.12.2020</b>	Incubation Supports and Mentorship	
<b>27.10.2020 – 28.10.2020</b>	Pre-Incubation 1st Stage Enrerpreneurship Training - online	İzmir
<b>2.11.2020 – 3.11.2020</b>	Pre-Incubation 2nd Stage Enrerpreneurship Training - online	
<b>4.11.2020 – 25.12.2020</b>	Incubation Supports and Mentorship	
<b>24.07.2019 – 03.09.2019</b>	Pre-Incubation 1st Stage Entrepreneurship Training	Hatay
<b>05.09.2019 – 06.09.2019</b>	Pre-Incubation 2nd Stage Entrepreneurship Training	
<b>09.10.2019 – 13.05.2020</b>	Incubation Supports and Mentorship	
<b>25.07.2019 – 13.09.2019</b>	Pre-Incubation 1st Stage Entrepreneurship Training	Mersin
<b>17.09.2019 – 18.09.2019</b>	Pre-Incubation 2nd Stage Entrepreneurship Training	
<b>10.10.2019 – 13.05.2020</b>	Incubation Supports and Mentorship	
<b>09.07.2019 – 08.08.2019</b>	Pre-Incubation 1st Stage Entrepreneurship Training	Şanlıurfa
<b>20.08.2019 – 21.08.2019</b>	Pre-Incubation 2nd Stage Entrepreneurship Training	
<b>1.10.2019 – 13.05.2020</b>	Incubation Supports and Mentorship	

Note: Pre-Incubation 1st Stage & Pre-Incubation 2nd Stage Entrepreneurship Trainings, provided in Izmir and Istanbul cities, were held online due to the social distancing rules as they coincided with the period where number of cases were the highest.

## 2. 3. PROJECT PREPARATION STAGES

### 2.3.1. Program Introduction Meeting & Orientation Events

Before launch of the project, Community Centers across all project cities held project introduction meetings where public entities and NGOs which are working for refugees attended. The purpose of introduction meeting is to inform officials of Turkish Red Crescent as well as local organizations having a potential of collaboration about the project. In addition, activities were carried out for the issues requiring a particular focus in each city. A briefing was provided to field teams about the operational and financial processes of project activities, and their questions about project were answered. As a result, the project was managed to be completed on the planned time and framework.

### 2.3.2. Selection of Participants

Applications for the project were collected over online platform, and participants were selected according to their entrepreneurship experience and their level of motivation to set up a business. In the application forms, the following questions were asked to identify the most suitable entrepreneur candidates, in addition to their educational background, age, marital status, nationality, etc. demographic questions;

- Have you ever received entrepreneurship training?
- Why do you want to receive this training?
- What do you want to do with the training you will receive?
- Have you ever had an experience in Food and Agriculture Industry?
- Do you have a business established? If yes:
  - » Could you briefly describe your business?
  - » What is your business area?
  - » When was your business found?
- If no: Could you briefly describe the business you want to set up?
- In your opinion, what market segment is targeted by your business idea? For what market gap or problem does it provide a solution?

In light of the aforementioned questions, an evaluation was made with respect to backgrounds and competences, or their consistency with the business they want to engage in, and, accordingly, 843 eligible entrepreneur candidates were invited to Pre-Incubation First Stage. At this stage, participants received the Entrepreneurship Training. The second screening took place at this stage. Participants were evaluated in light of the forms containing following questions that they completed during training.

- Synopsis of Business Idea
- What experience do you have in your business area?
- What knowledge and experience do personnel who will work for you have?
- What are your products / services?
- What is your customer segments?
- What problem do your customers have?

- What solution do you develop for this problem?
- Value offer for your customers
- How will you make money? (Revenue Model)
- What are your key operations?
- With whom will you collaborate with?
- What will be your costs while doing this business?
- Who is target market? (Which City/Town)
- What is the size of target market?
- Who are your competitors?
- What are your strengths?
- What are your weaknesses and improvement areas?

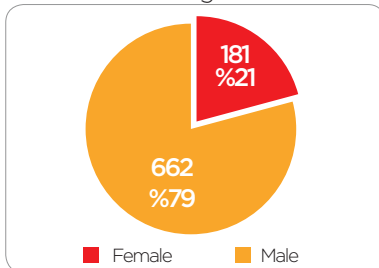
As a result of the trainings held in different times in each city, trainers and project executives gathered together and evaluated the classroom performance of trainees as well as answers they provided on the forms. In this context, a total of 393 entrepreneur candidate who defined clearly the basic parameters relating to the business they will set up, and proved that he/she is able to bring the business idea into life with his/her competences, and has become aware of his/her needs, were invited to Pre-Incubation Second Stage Trainings.

At the Pre-Incubation Second Stage, participants received the Financial Literacy and Presentation Training, and then worked on their own financial forms and presentation contents in one-to-one meetings with their mentors. To move from this stage to the Incubation Stage, participants made a jury presentation, and submitted their request forms to project team for receipt of the in-kind support in the amount of TRY 50,000 or TRY 75,000. After evaluation of 97 participants by Turkish Red Crescent and TOBB ETU team in terms of whether the grant will actually affect the existing businesses or businesses to be set up, or will facilitate business operations significantly, therefore will have an effective contribution in the sustainability of the business, as well as entrepreneur can meet, using his/her own equity, the needs other than those covered by the grant, Incubation Program was launched with the participation of 77 participants.

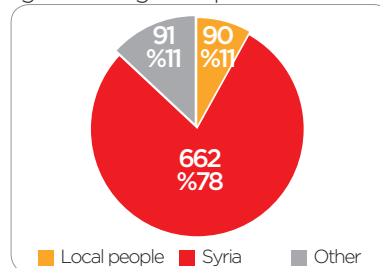
## 2. 4. PROJECT PARTICIPANT STATISTICS

From the project which received a total 11,794 applications, 843 entrepreneur candidates are empowered via entrepreneurship trainings.

Demographic distributions of the participants who attended the Pre-Incubation First Stage and Second Stage Trainings are provided below.

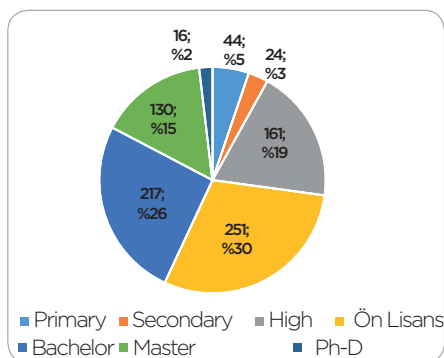


Entrepreneurship participant gender distribution

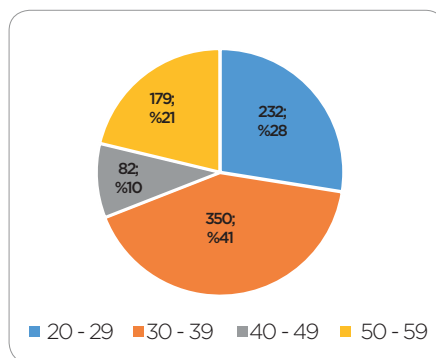


Entrepreneurship participant nationality distribution





Entrepreneurship participant educational distribution



Entrepreneurship participant age distribution

## 2. 5. PROJECT ACTIVITIES

There are three main stages to which participants underwent stage-wise screening processes.

### ***Pre-Incubation First Stage***

This is the stage during which business ideas are collected via public notice, applications so received are evaluated, and participants who pass the first screening are invited to the Entrepreneurship Trainings which are provided in Arabian and Turkish languages.

The purpose of Entrepreneurship Trainings is to describe the basic concepts relating to entrepreneurship, help them understand the basics of starting up a business. An interactive methodology is used in order to improve the efficiency of the training. Basic Entrepreneurship Training contained following topics:

- Introduction to Entrepreneurship
- Value Offer
- Customer Segments
- Lean Business Model
- SWOT Analysis
- Competitor Analysis
- Market Research
- Revenue Model

In this training held under the light of these topics, a method was used, where the trainers first explain the basic concepts to the trainees, and then trainees work on their own business ideas in light of this basic concept, and complete the forms containing information under 4 main topics. The main goal is to enable trainees quickly apply the information they learned to the business idea, and carry out business idea verification activities with the support of trainers, helping them shape final form of the business idea. At the end of this training, participants learned the basic concepts of entrepreneurship,

understood the problems for which their business ideas offer a solution, identify the customer segment which has this problem, understood how they will bring their business ideas into life, their strengths and weaknesses, and opportunities in this area, and identify their revenue models and their competitive edges over the competitors.

During trainings, the forms which contain following questions were shared with participants who, in turn, completed all forms.

#### ***Business Idea Form***

- Synopsis of Business Idea
- Your Experiences in this Business Area
- Knowledge and Experience of Personnel Who will Work for You

#### ***Product/Service and Customer Information Form***

- Your Products / Services
- Your Target Customer Segment
- What problem do your customers have?
- What solution do you develop for this problem

#### ***Value Offer and Revenue Model***

- Value offer for your customers
- How will you make money? (Revenue Model)
- What are your key operations?
- With whom will you collaborate with?
- What will be your costs while doing this business?

#### ***Target Market and Competitors Form***

- Who is target market? (Which City/Town)
- What is the size of target market?
- Who are your competitors?
- What are your strengths?
- What are your weaknesses and improvement areas?

Thanks to these questions, evaluations were made as to whether participant or his/her team have competences adequate to bring the business idea into life, the value offer is identified, business is financially feasible, idea has competitiveness, and the participants whose business ideas are evaluated to have high level of feasibility were invited to Pre-Incubation Second Stage.

#### ***Pre-Incubation Second Stage***

After the evaluation of the Forms completed by the participants who attended the First Stage of Entrepreneurship Training, those who found eligible were invited to Pre-Incubation Second Stage Trainings. This stage consists of the Financial Literacy Training, Presentation Training, and group mentorships and one-to-one mentorship held under the same topics.

In the Financial Literacy Training, as the first training of the second stage, the interactive method, used in the Entrepreneurship Training were also used, ensuring participants learn the creation of revenue model, budget preparation, determination of fund requirements, preparation of activity plans for the businesses they will set up, and apply these information to their own businesses. As part of this training, instructions were provided on the following topics:

- Business Activity Plan
- Basic Financial Statements
- Investment Capital Planning
- Business Revenues and Expenses
- Profitability and Break-Even Point

After instructions delivered by trainers under the aforementioned topics, participants completed 5 different forms according to the financial components of their businesses, one form after each module. The purpose of these forms are to make sure that participants are able to identify their business packages and financial and accounting needs, forecast their revenues and expenses, explain the machinery and equipment they will require from Turkish Red Crescent and relationship between them and business packages.

#### *Business Activity Plan Form*

- Please summarize the business packages indicating starting dates and deadlines
- Please describe the production/service area you need before setting up your company
- Please describe the materials you need to purchase before setting up your company
- Please describe the machinery you need to purchase before setting up your company
- Please human resources the materials you need to employ before setting up your company

#### *Basic Financial Needs Form*

- Please list five questions that you will ask your accountant.
- Please list information you need to book-keep without consulting your accountant
- How will you finance the assets in your balance sheet?
- Please describe your cash flow plan and necessary precautions

#### *Investment Capital Planning Form*

- How much capital do you need to set up the business?
- How do you think finance your startup?
- Please list the tools and equipment you requested from Red Crescent
- Please describe the relationship between the device you requested and the business packages.
- Please list the machinery you requested from Red Crescent

- Please describe the relationship between the device you requested and the business packages.
- Please list the materials you requested from Red Crescent
- Please describe the relationship between the device you requested and the business packages.

#### *Revenues and Expenses Form*

- Please list your product and services indicating price increments
- Number of customers and average turnover you expect in the first quarter
- Number of customers and average turnover you expect in the second quarter
- Number of customers and average turnover you expect in the third quarter
- Number of customers and average turnover you expect in the fourth quarter
- Your Fixed Costs
- Your Variable Costs
- In which month is your operational revenue-expense difference is positive?
- How long does take for revenue-expense to reach the break-even point?

#### *Growth and Profitability Form*

- Please describe your growth plan. How do you reach the break-even point?
- How do you increase your profitability?
- How do you increase your sales volume?
- Are you looking out for other financial resources? Please, describe

The participants who acquired the basic financial literacy needed to set up a business, made its own financial planning, and identified his/her needs under the grant to be provided under the Turkish Red Crescent Entrepreneurship Support Project attended the Presentation Training held in subsequent day. The purpose of the Presentation Training is to teach participants about how they should present their startup before investors, and the information which need to be provided via a presentation, what basically expected from them in the presentation they will deliver before a jury for the grant provided as part of the project. In order to understand feasibility of the business idea and consistency with the grant support as part of the project, participants were asked to prepare a 5-minute presentation which contains following topics.

- **Describe yourself and your Business:** In this section, participants provided information about themselves and the business they will set up. It is this section where they described detailed experiences relating to the business they are currently doing or will do.
- **Describe Your Product/Service:** In this section, participants described the products and services they offered by each customer segment. Entrepreneurs are asked to describe if these products and services address an actual need, and the aspects which distinguish them from competitors offering similar products and services.
- **Who will be your Customers?** In this section, participants described the customer segments to which they will sell the products and services they will offer in the business they will set up. In this section they are asked to provide a detailed account of all target customer segments. In addition,

participants provided information about customer verification activities, and how they will distribute products or services to customers.

- **Your Financial Plan:** In this section, entrepreneurs described the expenses they need to set up and maintain the business, and revenues which will cover these expenses. In addition, they specified the machinery and equipment they requested to be procured as part of the grant support to be provided by Red Crescent.

In the remaining part of the Pre-Incubation Second Stage, Financial Plan and Presentation mentorship were provided to participants. The basic goal of these mentorships is to support grant application processes. In this context, participants, in the guidance of mentors, worked on their in-kind support request forms and presentations. Mentorship first took place in groups of five over the Internet. The purpose here is to review the forms and presentation samples prepared by participants as a result of trainings, and answer the more in-depth questions and to use peer-learning method. Participants enter into discussions and consultations with mentors and other participants, working to finalize the documents.

Afterwards, one-to-one mentorship sessions took place. They are held face-to-face at Turkish Red Crescent Community Centers, where all questions of participants relating to the process were answered. In addition, procurement processes of Red Crescent are explained in depth, clarifying the budget items they can request and cannot request as part of the support, and completing the financial support forms in guidance of mentors. In this process, participants received the feedback about their presentation, making the final adjustments.

As stated above, after the mentorships during Pre-Incubation Second Stage, participants were invited to deliver a jury presentations in order for evaluating them in terms of the in-kind support to be provided as part of the Program. Having worked, in guidance with mentors, on the machinery, equipment and raw materials items they will request from Turkish Red Crescent, and the aforementioned aspects of the business ideas, completed the final support request forms, and business idea presentations, participants delivered a 5-minute presentation before the jury. Jury presentations took place face-to-face in each project city.

As a result of evaluation of these presentations delivered in order to understand whether the grant will actually affect the existing businesses or businesses to be set up, or will facilitate business operations significantly, therefore will have an effective contribution in the sustainability of the business, evaluation, along with the forms and files submitted, 77 entrepreneurs were found eligible to receive grant, and were invited to the incubation process.

As one participant withdrew from the process, the program continued with 76 participants. Details about Incubation Program which is the third and final stage of the Program, are provided in the following section.

## 3. INCUBATION PROGRAM AND SUPPORTED PROJECTS

### 3.1. INCUBATION SUPPORTS

This stage is the section where the machinery, equipment and raw material procurement took place; and each participant so selected carried out the business set up and capacity building activities in guidance with the mentors appointed to each participant.

As a result of the evaluation by TOBB ETU and Turkish Red Crescent teams of presentation and in-kind support request form, 97 participants were found eligible to receive grant. It was decided to leave one participant in Istanbul out of the Program due to the disagreements in the team and, as a result, 96 entrepreneurs were supported.

In-kind support request form documents where the participants described in detail the machinery, equipment and raw material items they requested as part of the grant, were completed in guidance of the mentors and made final at the Pre-Incubation Second Stage. Therefore, Community Center teams initiated the sourcing processes at the moment when participants were entitled to receive grant. Also, accounting support was provided to new startups, facilitating the company establishment processes.

Ventures covered by Red Crescent Entrepreneurship Support Project include the businesses, most of which have a potential of growth, from many different industries. It was also necessary to identify different mentorship methodologies for the entrepreneurs which have different age, motivation and work pace. Therefore, the first interview with participants were held to gain an insight into these needs, and a different road map was developed for each participant. Afterwards, face-to-face and/or online mentorship process were initiated for all participants. Face-to-face mentorship sessions were held by visiting the businesses of the entrepreneurs. Online mentorship sessions were held weekly over phone, or video-chat via programs such as Zoom/Skype.

All along the mentorship process, mentors focused on 4 main topics:

- **Building the capacity of production and service:** covered the topics such as capacity issues, new product procurement process, seeking the financing resource. Discussions were held on the production plan, once the products requested from Red Crescent were procured, and ways for entrepreneurs to work with the highest possible capacity were sought and found.
- **Reaching out the customer during commercialization:** Mentorship under this topic, mainly concentrated on the negotiations with more customers as much as possible, fostering physical and digital exposure, and making use of close networks more effectively.
- **Budget and financing planning:** this session, held after production capacity and reaching out the customer, included the topics such as

pricing, cash flow management, and unforeseeable expenses. Business Model and its application was also discussed as part of this session.

- **Motivation of entrepreneur:** This session covered the important discussion topics such as management and leadership skills and habits of entrepreneur. In addition, interviews were held with entrepreneurs who experienced motivation loss due to the pandemic conditions in order to evaluate the opportunities in this period, and accordingly to increase their motivation.

### 3. 2. SUPPORTED INITIATIVES AND MENTORSHIP SUPPORT

Mentorship interviews held with participants under aforementioned topics during the Incubation program were reported by mentors and a development report was prepared for each entrepreneur. As mentioned, entrepreneurs from many different industry were entitled to receive grant under the Red Crescent Entrepreneurship Support Project. Entrepreneurs do business in many different industries from food industry to fashion industry. Therefore, although subjects and frequencies of mentorships vary from one entrepreneur to the other, main subjects were the marketing and production capacity building, in particular. In this process, referrals were made to improve and develop the production processes with the grants received by participants, and their developments were followed up weekly. All participants were referred about the creation of a sustainable production and revenue model.

Aşağıda hibe almaya hak kazanmış girişimcilerin iş fikri özetleri ve mentorluk süreçleri ile gelişimleri özetlenmiştir:

Entrep. Code	Name of Business Idea	Information on Enterprise			
<b>ADANA</b>					
<b>Entrepreneur 1</b>	Non-Woven Disposable Coverall	<b>Synopsis of Business Idea</b>	Participant is producing Non-Woven safety coverall called as "Disposable Coverall or Single Use Coverall" which provide hygiene and protection for use in various industries. After the grant received from Red Crescent Entrepreneurship Support Program, Entrepreneur established the company, and currently engaging in production in a small shop.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Participant received all the materials requested, and started production in a small shop. Participant are making preparation for wholesales by sending samples to hospitals. Mentorship sessions were focused on the marketing methods and customer channels, as well as referrals were provided for how to increase the production capacity.		

<b>Entrepreneur 2</b>	Plant-Cultivate-Eat-Drink	<b>Synopsis of Business Idea</b>	Participant already has an active business, and applied for the program to develop a restaurant model which will produce its own food, and offer them to people under the approach of clean and fair food and grow the business. It currently conducts its activities as a restaurant which produce vegan and vegetarian foods.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Entrepreneur has already an established active business. Thanks to the machineries procured under the Red Crescent Entrepreneurship Support Program, Entrepreneur extended its production capacity and received mentorship sessions for increasing the diversity of the product and broadening the customer base. Social media		
<b>Entrepreneur 3</b>	ALWASIK	<b>Synopsis of Business Idea</b>	Participant established a company named ALWASIK, where core-less olive filling and sales are carried out. Before the program, participant has already been producing new products by filling the olive with yoghurt, cheese, walnut, capia pepper, lemon, carrot, etc. and selling them in different cities. Thanks to Red Crescent Entrepreneurship Support Program, Entrepreneur established a legal company, and is growing the business.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Participant began the production at later time than planned because olives requested were not procured at the beginning of the process on time. The machinery requested were procured and has been going on activities via order method in Adana and Mersin. As the production got started late, the first mentorship sessions were on the motivation of entrepreneur, followed by the retailing and wholesaling.		



Entrepreneur 4	Free-Range Chicken Egg Production	<b>Synopsis of Business Idea</b>	Participant established a business on the free-range chicken egg production. In line with the recent rising trend among people towards organic and natural products, free-range chicken egg has become popular, and accordingly entrepreneur continues production in the flourishing market.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Participant received the materials requested and began production. Mentorship interviews were conducted especially on the marketing issues. Referrals were made in terms of certification process, and wholesaling and retailing.		
Entrepreneur 5	ELGoHR Curtain Production	<b>Synopsis of Business Idea</b>	Participant established a company named ELGOHR CURTAINS, and is producing curtain and tablecloths in the shop, and engaging in the wholesales.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	After machineries requested were procured, beneficiary began production. Mentorship sessions were held on the subject of sales and marketing. Products are being retailed to especially Syrian customers in Adana. Referrals were made to reach out the Turkish customers.		
Entrepreneur 6	Citrus Fruit Farming and Production	<b>Synopsis of Business Idea</b>	The project of the participant is about increasing the capacity of citrus fruit garden already established before the program. With the grant, Participant brought into life the electric-driven irrigation project, relieved off the fuel costs as the highest expense item and is currently continuing the production.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Participant received the materials requested and began production. Participant also sells the products in Adana city. Now, Participant is working on establishment of an agricultural cooperative. Mentorship processes were mainly focused on the extend the customer base in and outside Adana and sales methods.		

Entrepreneur 7	Baskı Style	<b>Synopsis of Business Idea</b>	Participant will carry out thermal print on the textile fabrics in the shop named Baskı Style. Production will be carried out as per to the demand of the customer, and decorative prints will be made on the textile products.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Participant received the machineries requested and began working. Mentorship sessions were focused on the promotion, marketing and development of the production capacity. In addition, our mentors also provided help since participant had no work permit. Furthermore, works were carried out to develop a social media strategy.		
Entrepreneur 8	For the Love of Production	<b>Synopsis of Business Idea</b>	Participant engages in the cultivated mushroom farming. Currently carrying out works to increase production as Adana meets most of this need from other cities.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	As participant received the product requested and some raw materials were exposed to the mold growth, mentorship sessions were focused on the production processes and production capacity.		
Entrepreneur 9	Software and Maintenance Company	<b>Synopsis of Business Idea</b>	Participant established a company on software and maintenance. Using IoT (Internet of Things) system, participant connects the industrial facilities to a smart system in order to monitor the machineries instantly and facilitate the maintenance. In addition, Participant provides electric and technical maintenance services in general.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Discontinued the business.
		<b>Development of Entrepreneur</b>	Participant received the materials requested and began production. Besides IoT systems, Participant deals with general electrical works, and provide technical support and particularly earns money from this area. Besides technical mentorship on IoT systems, mentorship sessions were provided on the extension of customer base.		

Entrepreneur 10	Machine Maintenance and Production	<b>Synopsis of Business Idea</b>	The business idea of the participant is about machine maintenance and production. At the workplace established after receipt of the grant, participant provide maintenance services for the machines, as well as designs the mechanical and electrical control systems of the machines.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Participant received the materials requested and began production. There is a high number of customer especially in the field of machine maintenance. Mentorship sessions were held in order to extend the existing customer base and use the financial revenues in new production processes.		
Entrepreneur 11	Iron Bed Production	<b>Synopsis of Business Idea</b>	Participant initially planned to establish a shop for production of napkin, but, due to problems during grant process, participant changed business idea establishing a shop for production of iron bed.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Since participant could not reach the products requested for a long period, participant were able to begin operations at a very late time. Business idea was changed due to failure to procure the machine requested. During pivot, guidance was provided to entrepreneur to change business idea in accordance with competences of entrepreneur. Mentorship sessions were held on the production processes.		
Entrepreneur 12	CNC Machine Production	<b>Synopsis of Business Idea</b>	Participant established a company for production of CNC Machines The company to be established by the entrepreneur will engage in engineering industry.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Participant received all machineries requested and began production. Mentorship sessions were provided especially on the marketing. And Entrepreneur produced and sold 2 CNC machines so far.		

ANKARA					
Entrepreneur 13	Vitamin and Diet Ice Cream	<b>Synopsis of Business Idea</b>	Participant plans to produce ice cream production on the various types such as vitamin ice cream, diet ice cream, Damascus ice cream. Participant will sell the products in her own shop as a retailing, and hotels and cafes as wholesale.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Due to the problems relating to products requested by participant, mentorship sessions were held on the updating the business plan. In the later process, focus were on the increasing production capacity and marketing methods.		
Entrepreneur 14	Continuous Out-Patient Periton Dialysis Device	<b>Synopsis of Business Idea</b>	Participant has already an established active business. Participant set up a remote-access electronic monitoring system in order to eliminate the book recording system of SAPD patients and instant monitoring of the patients. Thus, monitoring of the SAPD patients become easier, and patient procedures are facilitated as the manual recording system eliminated.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Entrepreneur continues activities at OSTIM Technopark. Entrepreneur produces for a Swiss company. Mentorship provided on the subjects such as increasing diversity of the product, increasing the production capacity, and accessing the different customer channels.		

<b>Entrepreneur 15</b>	Air-Conditioner and Cooling Device Repair	<b>Synopsis of Business Idea</b>	The business idea of the participant is about the restoration of the used air-conditioners. Participant has an already established company before the program, and have sales to customers including public entities. The customer base of the participant will be 50% domestic market (especially Ankara, Mersin, Kahramanmaraş and Hatay), with remaining 50% exports to Iraq, Jordan, Lebanon, Saudi Arabia and Syria. Thus, entrepreneur will make sales to intermediaries thanks to the business contacts established.		
		<b>New Company Establishment</b>	No	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Participant has already an established active business and customers. Participant continues repair and production of air-conditioners received from Red Crescent and other air-conditioners provided by him. Mentorships were provided on the subjects of reaching out the different customer segments, especially Turkish customers. Also focused on the promotional activities.		
<b>Entrepreneur 16</b>	Heavy-Duty Machine Export-Import	<b>Synopsis of Business Idea</b>	The business idea of the participant is about trading of heavy-duty Machine. With grant received from Red Crescent Support Program, Company established a company for trading of machines, especially in construction industry. Participant carries out trading of the machines such as concrete batch plants and interlock machines. Participant has had export project for 3 years as an idea, for 6 months actively. Participant plans to sell to 18 Arab countries in general.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Participant received all materials requested. Mentorship sessions were mainly focused on the extension of the customer portfolio, with identification of the need for a product catalogue and website. Mentorship were provided on e-commerce. Participant was referred to contact with chambers of commerce of Arab countries as he had problems in reaching out the customers.		

<b>Entrepreneur 17</b>	Sawdust Production	<b>Synopsis of Business Idea</b>	With the grant received from program, participant established a shop to produce sawdust as an alternative fuel for heating systems. Participant is currently collecting the excess and residual materials purchased from furniture makers, and working with furniture makers. Sawdust collected from furniture makers are cleaned off the foreign materials, and made into pellets in the shop.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Participant is producing 4-8 tons per day, on average. As his main problem is to access the residual materials, guidance provided to him for contacting the furniture-makers in the close vicinity. He is selling the sawdust via orders received through his close friends. Mentorship sessions were provided on the subjects of raw material and seeking customer.		
<b>Entrepreneur 18</b>	ustaol.com	<b>Synopsis of Business Idea</b>	Before attending the program, participant has an established business where foodstuff, along with the recipe, packed in a box to make easier the cooking at home, are delivered to the homes, facilitating people to cook by themselves. Entrepreneur sells the products only over website, and will have the opportunity to sell at groceries soon.		
		<b>New Company Establishment</b>	No	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Mentorship sessions were held with participant on the subjects of development of social media strategy and marketing. In addition, they are negotiating with investors for Istanbul Branch to be opened. Mentorship was also provided on the investor relations		

<b>Entrepreneur 19</b>	Mobile Food R&D Station Training	<b>Synopsis of Business Idea</b>	Participant engages in mobile greenhouse set up in order to meet increasing demand for food and adapt agriculture to the climate changes. In this context, participant plans to set up mobile food R&D station and provide farming training in cooperation with food engineers. This training will include how to make plant farming in the mobile greenhouse, how to apply the fertilizers needed by the plant, and biological and biotechnical fighting and protective agriculture, and how to boost organic carbon and biomass content of the soil, as well as the adaptation to the climate change.		
		<b>New Company Establishment</b>	No	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Participant also benefits from TUBITAK 1512 support, and is currently in the process of R&D, preparing the greenhouse. Training process were about to start in the greenhouse with the support received from Red Crescent, but due to the COVID-19 crisis, the process is currently at standby. Mentorship sessions were mainly focused on the technical aspects of the business idea, and guidance provided in terms of finding beneficiaries for trainings.		

Entrepreneur 20	Türkolift	<b>Synopsis of Business Idea</b>	Participant has a local and national company named Türkolift engaged in the forklift manufacturing already established before the program. Participant focuses on manufacturing and developing machines with high added value. With locally manufactured diesel and electric forklift, 0.5 kV-1000kV generator manufacturing, the manufacturing products with high added value, and selling them locally and internationally, participant contribute in the national economy. Participant engages in manufacturing of on-vehicle equipment, snow ploughs, salt spreaders, cleaning vehicles, pole-penetration machines, tree removal machines, as well as vehicle lifts for mainly municipalities and Provincial Special Administrations. Besides manufacturing, company provides maintenance and repair services for motor, transmission, mechanic, electric, hydraulics, as well as spare parts for on-vehicle equipment as well and heavy-duty machines.		
		<b>New Company Establishment</b>	No	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Entrepreneur has already an established active business where he carries out his operations. Since participant mainly sells to public industry, mentorship was mainly focused on the following up the tender processes. In addition, referrals were provided to market to customer base other than public industry.		
Entrepreneur 21	Mim Media	<b>Synopsis of Business Idea</b>	Mim Media established by participant before the program is a media production company engaging in media, design, editing, photography, product prints, animation, e-marketing, etc.		
		<b>New Company Establishment</b>	No	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	The office of the participant is continuing business actively. Mentorship were mainly provided on marketing. Since participant especially involves in graduation photo-shooting, he was referred to stay in contact with student groups at universities, and mentorship was provided on the social media strategy. He carried out advertising works with newly established restaurants.		



GAZIANTEP					
Entrepreneur 22	LED Strip Installation Machine	<b>Synopsis of Business Idea</b>	Business idea of the person is about the LED Strip Installation Machine and transformer manufacturing. He wants to make contracts with Municipalities as there is no transformer manufacturing company in Gaziantep. He also engages in the LED Lighting for cities, roads and factories.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Participant had problems related to the production as the equipment he received have different specifications than he requested. Therefore, mentorship interviews were mainly focused on these matters. Participant was referred in terms of making sales to the municipalities. Also mentorship on marketing methods were provided to him. No sales has been closed yet while negotiations with Municipalities are currently in progress.		
Entrepreneur 23	Shoe Making	<b>Synopsis of Business Idea</b>	Participant engages in shoe making. Working for 20 years in this area, participant aims at meeting the demands of people who wants to own a genuine leather slipper. This area has opportunities in Gaziantep, widely sold leather slippers are in fact faux leather, and especially Arab customers demand genuine leather slippers.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	While making shoes at his home, participant established its business with the support received from Red Crescent. Mentorship sessions were provided on the reaching out the customer. He sells the products as both retailing and wholesaling.		

Entrepreneur 24	A20Z SERVICES	<b>Synopsis of Business Idea</b>	The business idea of the participant is about business development via digital services and digital transformation. In this context, 3 main services are provided. Participant indicated that he is provided 20 digital services under the 3 main services as 1- Digital transformation (development of ERP and CRM systems) 2- Digital marketing (helping other companies to make sales in digital area) 3- Digital security (security checks via penetration tests to ensure digital security of the companies). He targets at entrepreneurs, new businesses and digital companies.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Participant continues his services by his sole proprietorship to the limited company. So far, he worked with 20 customers. In addition, participant is referred to the different events to grow his business. He received grant support by ranking 2nd in Hackathon they participated in Izmir.		
Entrepreneur 25	Donia Al Sham Ples	<b>Synopsis of Business Idea</b>	Participant indicated the desire to open a bakery, to bake and sell pizza, any type of cake and pastry.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Discontinued the business.
		<b>Development of Entrepreneur</b>	The grant support was withdrawn as it is revealed participant wants to re-sell the materials and equipment.		
Entrepreneur 26	Boutique Cafe	<b>Synopsis of Business Idea</b>	Participant wants to sell the meals she currently cooked and sold at home by opening a restaurant. She rented a small shop, where she sells meals and also receives pre-orders.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Participant received all materials she requested and started production of daily meal, and is finding customers especially via her close circle. Since she is a member of school-family association, she also finds customers from her shop opened near the school. Mentorship sessions are provided to her about the social media strategy and budget management. She also makes sales via Instagram page.		

Entrepreneur 27	Lazord	<b>Synopsis of Business Idea</b>	Participant has an active restaurant to create a fusion between world cuisine and local cuisine. Noting that he is working with international chefs, participant cooks meals from different nations every day, and is highly demanded as people from different nations live in Gaziantep, and has grown his businesses with the grant received from Red Crescent Entrepreneurship Program.		
		<b>New Company Establishment</b>	No	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Participant has already an established active business. He started to carry out faster production with the grant received from Red Crescent Entrepreneurship Program. Mentorship sessions were provided about the marketing methods to increase the number of customers. He is at the contract stage with an advertising company and will organize a program during Ramadan Month.		
Entrepreneur 28	Vivo Fenix Dan	<b>Synopsis of Business Idea</b>	Entrepreneur targets at producing and selling natural products in different areas such as cosmetics, skin care, ointments etc. Initially targeting at Turkish market, participant later targets at expanding abroad.		
		<b>New Company Establishment</b>	No	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Participant received all products requested and is continuing production. Mentorship sessions were provided about the legal permits from Ministry of Health, and workplace conditions. In addition, marketing was also an area of focus. Referrals were provided about e-commerce and social media marketing strategies.		

<b>Entrepreneur 29</b>	Flame-Formed Glass Bead Making Design Workshop	<b>Synopsis of Business Idea</b>	Participant operates a shop where original-design tasbih, jewelry, accessories etc. are made by melting Effetre glass at 1200-1800C. Currently having a workplace, participant developed business with the grant received from Red Crescent Entrepreneurship Support Program. Currently having a certain customer base, participant wants to create employment for especially unemployed women and for this purpose organizes training.		
		<b>New Company Establishment</b>	No	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Participant received all products requested and is continuing production at the shop. Participant also provides trainings at this shop. Thanks to Red Crescent Support Program, participant rented a new workshop to accommodate expanded team and works. Mentorship sessions were provided especially about advertising strategy and marketing over social media.		
<b>HATAY</b>					
<b>Entrepreneur 30</b>	PIKASSO FOX (PIK FOX)	<b>Synopsis of Business Idea</b>	Participant has a business already established before the Program. Producing and selling cleaning materials, Participant started to expand its business thanks to the machineries procured as part of Red Crescent Support Program. This machine mixes raw materials and then packages them.		
		<b>New Company Establishment</b>	No	<b>Current Situation</b>	Discontinued the business.
		<b>Development of Entrepreneur</b>	As the equipment requested by Participant exceeded the grant upper limit of TRY 50,000, participant was asked to renew the support request form. Mentorship processes especially focused on this issue, and worked on the development of the production capacity.		

<b>Entrepreneur 31</b>	Irrigated Agriculture	<b>Synopsis of Business Idea</b>	The project of the participant is about the installation and sales of the soil-less agriculture and agricultural systems, as well as providing care and consulting services for agricultural lands. Participant has a 13-year experience in this area. Participant was operating a non-registered business before receipt of the Red Crescent Support Program grant, upon which he legally established the business. He carried out the works on a land rented in the Reyhanlı region.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Participant started his operation because of being late in receiving the materials from Red Crescent, as well as material quality of the products did not meet his requests, accordingly mentorship sessions focused on these issues. Currently he set up his greenhouse and is continuing the business actively. He is cultivating cucumber, tomatoes, mushroom and selling them to Food Market in Hatay City. Referrals were made for marketing to different cities.		
<b>Entrepreneur 32</b>	Egg Incubator Manufacturing	<b>Synopsis of Business Idea</b>	Idea of the Entrepreneur is about animal farming. He is engaged in the egg and chicken farming by procuring a solar-powered egg incubator. Then, he will sell eggs and chickens. At the later stages of the project, he will enter in the incubator manufacturing and sales. At the first stage, entrepreneur targets at farming the chickens without using hormones, and offer healthy products to the customers. He is engaged in organic chicken farming.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Participant has accessed the materials very late and hence started working very late due to the difficulty in finding a workplace that suits to his business idea. Mentorship sessions were mainly focused on finding a place that suits to his business idea, and starting the production. After installation of the solar panels, incubation process was started.		

<b>Entrepreneur 33</b>	Faruk Herbal Shop	<b>Synopsis of Business Idea</b>	Entrepreneur opened an herbal shop with the support received from the program. He is selling alternative medicine and cosmetic products as well as the oils he will produce from natural plant residues. Entrepreneur has a 25-year experience in this field, and has a PhD in forest engineering.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	As the equipment requested by Participant exceeded the grant upper limit of TRY 50,000, participant was asked to renew the support request form. Mentorship processes were focused on the selection of the equipment that suit to business idea, which can be procured by Red Crescent, and updating the business plan. However, he has not received the grant support yet.		
<b>Entrepreneur 34</b>	Has Pelet	<b>Synopsis of Business Idea</b>	Participant has a business idea about production of pellet for use as a fuel. Thanks to the grant received from Red Crescent Entrepreneurship Support Program, participant established his shop, where he will produce pellets and also sell stoves.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	As the equipment requested by Participant exceeded the grant upper limit of TRY 50,000, participant was asked to renew the support request form. During arrival process of the machines, business was established, and mentorship sessions were provided about the alternative revenue methods.		

<b>Entrepreneur 35</b>	AI-based Sign Language System	<b>Synopsis of Business Idea</b>	<p>Entrepreneur established a software development firm with the support received from Red Crescent Entrepreneurship Support Program. First project is to develop an AI-based Sign Language Program which will enable the communication between hearing impaired people who uses sign language and the people who do not understand sign language. First, he will record videos of different people while using sign language, and, with the software he will develop, AI will decode and understand the sign language whenever used. As a result, once software developed, when hearing-impaired people "talks" using sign language to a camera via this website, this system will understand and convert it to the audio. For instance, when hearing impaired people visit a doctor, they can explain their condition using sign language to the camera over this system, which will, in turn, decode and convert it to the audio. As a result, doctor will understand the condition of the patients. The first stage of the project will include approx. 200 frequently used words. Then, this vocabulary will be expanded. This project will be starting point for the entrepreneur who also has other software and AI ideas.</p>		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	<p>Participant is currently in the development process of said software. Along with it, the promotion activities of the product were also initiated. In this process, mentorship were provided especially about the business development issues such as reaching out the customer. Mentorship also included the social media promotion strategies after the completion of the product.</p>		

<b>Entrepreneur 36</b>	Elastic Waistband Shop	<b>Synopsis of Business Idea</b>	The business idea of entrepreneur is about production, preparation of the elastic waistbands especially used in pajama and underwear, and selling them to the companies which are using these products in their garments. Participant established the shop using the grant received under Red Crescent Entrepreneurship Support Program.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Discontinued the business.
		<b>Development of Entrepreneur</b>	As the equipment requested by Participant exceeded the grant upper limit of TRY 50,000, participant was asked to renew the support request form. Mentorship process focused especially on this process and researching the potential customers.		
<b>Entrepreneur 37</b>	Electricity Generation via Solar Energy	<b>Synopsis of Business Idea</b>	Business idea of entrepreneur is about setting up an engineering office. Entrepreneur plans to build a system which will generate electricity using solar panels. This system will be installed on the roofs in Antakya. In this scope, Entrepreneur wants to carry out research and develop projects as part of his company. Business idea includes the maintenance services of the systems installed.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Participant started production late since he received the materials late. The first mentorship sessions were about the production processes since the products were not at the required quality. Currently, participant started the operations. Referrals made to participant in terms of making sales to the municipalities, in particular. For this purpose, action plans were prepared, and tenders have been pursued.		



<b>Entrepreneur 38</b>	Oyster Mushroom Farming	<b>Synopsis of Business Idea</b>	As there is no mushroom farming in the region, entrepreneur rented a land to farm mushroom with the grant received from Red Crescent Entrepreneurship Support Program. Entrepreneur rented a land where he built greenhouses and is currently cultivating the oyster mushroom.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Discontinued the business.
		<b>Development of Entrepreneur</b>	Participant started the production very late as the amount of raw material was lower than expected, and the equipment has different specifications than required ones. After getting started in the production, participant started to wholesale oyster mushroom to familiar groceries, and directly retail to customer. However, large groceries does not demand oyster mushroom, mentorship sessions were on the extending the product variety and diversity of the customer base.		
<b>Entrepreneur 39</b>	Apiculture Activities	<b>Synopsis of Business Idea</b>	Idea of the Entrepreneur is about apiculture. Entrepreneur wants to grow new generation queen bees. Entrepreneur will produce additive-sugar-free honey, beeswax and king honey. Participant is currently implementing the project in Samandağ town of Antakya City using the grant received from Red Crescent Entrepreneurship Support Program.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Participant started operations late as the products requested arrived late. Currently no production has been made. In this process, mentorship focused on the production capacity building and marketing methods. In addition, referrals were made for making contracts with suppliers to sell the products.		

MERSİN					
Entrepreneur 40	Digital Printing	<b>Synopsis of Business Idea</b>	The business idea of the participant is to establish a digital printing house to provide services to companies. With the grant received from Red Crescent Entrepreneurship Support Program, participant has been providing services using the equipment which has fast outputs, minimizing the unit price to solve right marketing and advertising problems of the customers.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Mentorship sessions mainly focused on the marketing and advertising strategies. Entrepreneur reaches out its customer base by publishing ads over social media. Following the mentorship on the financial issues, participant relocated its shop to a place which costs half of the existing one. He employs Turkish and Syrian workers. They carry out the large-size productions and prints on the glass surfaces etc., via local print houses, while leaflets, business cards are produced by themselves.		
Entrepreneur 41	Paper Cup Factory/Diaper Packaging Production	<b>Synopsis of Business Idea</b>	With the support received under Red Crescent Entrepreneurship Support Program, Participant established a paper cup factory, producing paper cups in different sizes.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Participant could not yet begin operations because of the late delivery of the equipment required. Mentorship sessions focused on the necessary capacity building and motivation.		
Entrepreneur 42	Luxurious Epoxy	<b>Synopsis of Business Idea</b>	The business idea of the participant is about bathroom and kitchen redecoration using epoxy, and designing tables and gift items.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Participant began operations very late cause of the late delivery of the equipment required. In process, mentorships focused on the production capacity building, finance management, and motivation. Participant currently has a customer base, and referrals are being made to expand the customer profile.		

Entrepreneur 43	Packaging Materials Production	<b>Synopsis of Business Idea</b>	With the grant received, participant established a shop for designing the packaging materials that suits to the new design cartons, and producing new wooden formworks.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Participant started operations after receiving the materials requested from Red Crescent. Mentorship mainly focused on the reaching out the customer. Participant makes sales via make-to-order method. Mentorship was also provided on the diversification of the sales channels, and e-commerce strategy.		
Entrepreneur 44	Dress-Making Shop	<b>Synopsis of Business Idea</b>	With the Red Crescent Entrepreneurship Support Program grant, Participant opened a Dress-Making Shop. In this shop, participant produces dresses for women and men. Participant designs the products so that Syrians and Turks will gather together.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Participant makes exports via close friends. Participant produces on the make-to-order basis and delivers them to a friend who then exports them. At this point, mentorship were provided about increasing the product diversity and capacity. In addition, referrals were made for retailing and wholesale in Turkey.		
Entrepreneur 45	Re-Fashion / Re-Design	<b>Synopsis of Business Idea</b>	With the granted received under Red Crescent Entrepreneurship Support Program, Participant established a design shop where the used garments were re-designed.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Participant received all materials requested, and completed the market research with the support of mentors. At the outset, Participant produced personalized design masks. Promotion of the products are being done via social media, and production is based on the make-to-order. Mentorships focused on sales strategies and marketing methods.		

Entrepreneur 46	Healthy Foods Restoran	<b>Synopsis of Business Idea</b>	Participant defines business idea as a restaurant where the healthy foods and diet and vegetarian foods will be cooked and served to the customer. With the grant received under Red Crescent Entrepreneurship Support Program, participant established a new restaurant.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Participant started production late because of late receipt of the materials. After receipt of the products, participant could not start the production due to certain problems in the neighborhood. Mentorship sessions mainly focused on the production capacity building and promotion of the restaurant.		
Entrepreneur 47	Hürrem Sultan Turkish Delight	<b>Synopsis of Business Idea</b>	The business idea of participant is about Turkish Delight and Confectionary Packaging. Initially planned to make wholesale by packaging the Turkish Delight and Confectionary purchased, Participant changed the business idea because of the problems during procurement process into the procurement of a Turkish Delight Making Machine.		
		<b>New Company Establishment</b>	Evet	<b>Current Situation</b>	Discontinued the business.
		<b>Development of Entrepreneur</b>	Participant started production late because of late receipt of the materials. After procurement of the materials, Participant could not start production due to the COVID19 pandemic. In addition, Turkish Delight making machine is procured instead of packaging machine, and accordingly business plan is updated. Mentorship sessions focused on the change of the business idea, financial planning and sales strategies.		

Entrepreneur 48	Herbal Tea Production and Distribution.	<b>Synopsis of Business Idea</b>	Participant dries, packs and offer the spices, flowers and medicinal plants for sales. With the grant received under Red Crescent Entrepreneurship Support Program, participant established a herbal shop-like shop.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Participant received the materials requested and began production. Participant has been producing hand-made spices and herbal teas. Mentorship mainly focused on the marketing. Participant collects orders from wholesalers and sells them via Internet. In addition, participant also makes sales at own shop. Referrals were made by mentors about e-commerce strategy.		
Entrepreneur 49	Organic Mushroom Farming	<b>Synopsis of Business Idea</b>	The business idea of the participant is about organic mushroom farming. In addition, participant also uses the mushroom residues as animal fertilizer.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	While waiting for the materials from Red Crescent, participant completed the infrastructure. However, after receipt of the materials, participant started the production late as participant changed the land to be used for production.		
Entrepreneur 50	Project Presentation with Intervalometer Photo-Shooting	<b>Synopsis of Business Idea</b>	Participant produces the equipment which automatically shoots the thousands of pictures of natural phenomena which require many years of observation, or construction stages of construction, industrial facilities for many years and produces 1-minute presentation video using the pictures.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Participant could not begin production due to the reasons such as waiting for the materials, and relocation of the workplace. In this process, mentorship focused on the production capacity building and product promotion.		

<b>Entrepreneur 51</b>	SMART EV	<b>Synopsis of Business Idea</b>	<p>The business idea of the entrepreneur is about setting up smart systems to control the electronic devices at home. With the grant received from Red Crescent, participant is producing the system which will enable the modifications required to turn a home into a smart home. One of the important features of the system is that system is set up via several modifications in existing panels, wires and switches. The same system can also be migrated to a new home. The project of the participant include the production of following devices: 1- Smart Home Assistant (Device Assistant - Robot Assistant) 2- Home Alarms 3- Maintenance and Control Devices 4- Home Control Devices over Internet</p>		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	<p>Participant could not start the operations due to the late arrival of the materials and, once arrived, one component was found out to be defective. Participant currently have all necessary materials and will start production. No sales has been made until now. Mentorship focused on the technical aspects of the business idea, as well as building the right conditions for production, and identification of the potential customers.</p>		

ŞANLIURFA					
Entrepreneur 52	Preparation of Water Treatment Project Systems	<b>Synopsis of Business Idea</b>	The project of the participant is about the review and design of the industrial and waste water treatment plants. In this project brought into life by the participant, supply and installation of waste water treatment devices are performed, and trainings are being provided to various people.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Participant received the machinery and equipment requested from Red Crescent. Mentorship interviews were conducted especially on the marketing issues. Sales negotiations with Municipality is currently in progress, but no sales has been until now. Besides Municipalities, referrals were also made to potential local entities for collaboration.		
Entrepreneur 53	Production of Sportswear	<b>Synopsis of Business Idea</b>	The project of the participant is about sportswear production. Participant is producing sportswear in every sizes, man and woman. Established the business using the grant received under Red Crescent Entrepreneurship Support Program, participant produces and sells tailored products on the basis of make-to-order. Participant engages in wholesale, in particular.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Participant started operations late because of late delivery of the requested materials. However, participant received the first order and made the production. Contracts were made with large textile factories, and production of garments in any types are being made. Mentorship focused on the potential buying companies, product diversity, capacity expansion, etc. subjects.		

Entrepreneur 54	Foodstuff Production	<b>Synopsis of Business Idea</b>	The business idea of the participant is about providing, protecting the safe and high nutrient-content foods offering an opportunity of a healthy life. Thanks to Red Crescent Entrepreneurship Support Program, participant opened the shop, started to produce and sell natural jam, fruit juice, olive, canned products.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Participant received the machinery and equipment requested and started the production. Mentorship also included the foreign trade permit process and documents since participant wants to export the products. With the referrals of the mentors, participant promote the products over social media. Limited sales has been made so far.		
Entrepreneur 55	Filamentto	<b>Synopsis of Business Idea</b>	Participant has a business idea to lower the filament costs of 3D printing shops and individual 3D printer users, and also contribute in the circular economy by repurposing the plastic waste (for instance, PET bottles) which is one of main sources of the environmental pollution, into the high quality filament. With the grant received from Red Crescent Entrepreneurship Support Program, participant established company in Şanlıurfa Teknokent and has been continuing the operations.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Participant received the material in April. But participant was already carrying out operations in Şanlıurfa Teknokent before arrival of these machinery. In the period up to the delivery of the machinery, mentorship was provided about marketing, and participant entered into sales contracts, but these contracts could not be closed because of late delivery of the machinery. Participant were referred to find alternative financial resources.		



Entrepreneur 56	Özen Tent Shutter Systems	<b>Synopsis of Business Idea</b>	The business idea of participant is about plastic tent production and sales to use for different purposes. Explaining that people can use these tents to protect their homes and vehicles during winter, participant added that seasonal workers can also use the tent as a home.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Participant produced and sold greenhouse and plastic tent with the materials received from Red Crescent. The recent order was collected from Harran University and delivered. Mentorship sessions focused on the alternative potential buyers and marketing.		
Entrepreneur 57	TeachVr	<b>Synopsis of Business Idea</b>	The business idea of the participant is about preparation of the vocational school students and workers of the factories to the industry using simulations developed with virtual reality technologies and virtual reality googles in order to offer a solution to the problem of experience gap in the semi-skilled workers of industry. With the simulations to be created using virtual reality technologies, participant targets at fostering the practice of the existing or future semi-skilled workers, as well as, if used at schools, improving the quality of education by eliminating the high cost shops. Also, this will enable heightened interest towards to industry, and increase the knowledge in the industry, and, thanks to interactive education with virtual reality google, difficult-to-access technologies will be available, and avoid the raw material wastage and work accidents. With all these features, it is distinguished from the equipment currently used in industry and education.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Participant completed the market researches and established contacts with potential customers. But, because wrong materials were delivered as part of the grant, participant could not start production using that machinery and equipment. Therefore, no sales has been made so far. Mentorship sessions focused on the reaching out the potential customers and alternative financial resources.		

Entrepreneur 58	Cheese Production	<b>Synopsis of Business Idea</b>	Project of the participant is about production of healthy and organic cheese and yoghurt. Producing especially Syrian cheeses, participant sells the products in Şanlıurfa.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	The equipment requested by participant have arrived, and the milk required have been delivered daily every day. Currently, participant sells the cheeses in the own shop. Mentorship focused on the increasing production capacity and reaching out the Turkish customers. Referrals were made for selling the product in other cities via e-commerce.		
Entrepreneur 59	Apiculture and Honey Production	<b>Synopsis of Business Idea</b>	The project of the participant is about production of the honey, royal jelly, propolis, bee hive and queen bee, and primarily the production of honey using natural methods. With the grant received, participant carries out agricultural activities on the rental land as well as wants to produce honey production in the same place.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Participant has not yet received all bees requested. Therefore, mentorship sessions mainly focused on this issue. In the mentorship sessions, participant were also referred to production of different products on the agricultural land.		
Entrepreneur 60	Body Shop	<b>Synopsis of Business Idea</b>	Business idea of the participant is about the car painting and bodywork. With the support received under Red Crescent Entrepreneurship Support Program, participant established company legally and is continuing his works in industrial zone.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Participant received the machinery and equipment requested from Red Crescent. Participant has customers, and continuing to make car repairs at the shop in the industry zone. Participant were referred for making contracts with Red Crescent and other societies in Şanlıurfa to repair their cars.		

İSTANBUL					
Entrepreneur 61	Design Shop	<b>Synopsis of Business Idea</b>	Participant established a design shop which mainly produce ladieswear. Participant started the operation as a place for design and production/sales.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Mentorship mainly focused on the collection design, methods to reach out the customer base, to expand the customer range, and calculation of expenses and revenues. Participant's shop and designs are ready. Participant will begin production process, and make sales at own shop and via online platforms.		
Entrepreneur 62	komsubostan.com	<b>Synopsis of Business Idea</b>	The business idea of the participant is about management of a platform which meets local producers with consumers, providing a direct trading platform without an intermediary.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Launching the project in May 2020, Participant started to grow business by establishing a company using the Red Crescent grant. Reaching out over 270 producers in 50 different cities, participant received mentorship especially focused on the building a network with persons engaged in agriculture-food industry in Istanbul, as well as reaching out the consumer who will use the platform. Participant and his team was introduced to a team working in Istanbul on the agricultural food entrepreneurship.		

Entrepreneur 63	Jewelry Shop	<b>Synopsis of Business Idea</b>	Participant opened a shop which produce design jewelry and accessories using natural materials, offering for sales via online platforms.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Initially, participant was carrying out the business with her mother producing at home and selling over Instagram. With the equipment and tools procured from Red Crescent, participant moved into production at a shop, and mentorship mainly focused on the company establishment, financial planning, online selling other than Instagram, branding, marketing tactics. A special focus was on the motivation of the participant, who is also referred to the campaigns that can be applied during pandemic.		
Entrepreneur 64	Ready-to-wear Shop	<b>Synopsis of Business Idea</b>	Participant opened a ready-to-wear shop focused on the underwear such as bedgown and pajama. In addition, participant produces linen. Products are being sold via wholesale.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Mentorship process mainly focused on the production capacities that can be achieved with the machine, equipment and fabric received from Red Crescent at the rental shop, and expansion of the product range, and pricing policies. Considering to apply to ISKUR to create employment, participant was also referred in this subject. In addition, focus was also on the markets and sales over online platforms.		
Entrepreneur 65	Design and Print	<b>Synopsis of Business Idea</b>	Participant opened a shop to provide design and printing services. Shop will produce and sell the tailor-made T-shirts by printing on the fabric.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	With the receipt of the grant support, participant rented the workplace and started the promotion works over online platforms. Identifying the pricing strategy with the competitor analysis, participant started to negotiate with the potential buying companies during the mentorship process. In addition, participant completed the 1-year financial statement and calculated the expected profit.		

Entrepreneur 66	Power Adapter	<b>Synopsis of Business Idea</b>	Participant is producing and selling a power adapter for use in the lighting, LED displays and billboards etc. products.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Mentorship process mainly focused on the knowing the local competitors, digital marketing etc. Besides the company establishment processes, completing the website, participant signed up in other online channels to make sales.		
Entrepreneur 67	Bakery	<b>Synopsis of Business Idea</b>	Participant opened a bakery where a special bread will be produced. Breads are being directly sold from shop to customer, or restaurants in batches.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	With the grant support, participant rented a new shop, but he had to relocate the shop because of lack information about the region, and shop being unsuitable for production. After putting things in order and stable, mentorship focused on the production capacity, development of product range, production under pandemic conditions, and currently is in a position to continue operation steadily.		
Entrepreneur 68	Ready-to-wear Shop	<b>Synopsis of Business Idea</b>	The business idea of the participant is about production of accessories for ready-to-wear clothing. Printing clothing strips, adding any kind of accessory stones, fabric cutting and shaping using laser machine, and designing and drawing all shapes, and application of them on the pieces (T-shirt, trouser, pajama, sock, head cover, etc.)		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Participant has a 5-year experience in the business established. Mentorship processes mainly focused on knowing the local competitors, expanding the customer base, preparation of one year expense-revenue plan. Due to shop relocation, production could not be started, but formworks were prepared for the ready-to-made products.		

<b>Entrepreneur 69</b>	3D Model Design	<b>Synopsis of Business Idea</b>	The business idea of the participant is about a firm to design and produce 3D Model. The process will include the transformation of drawings and ideas provided by customers into 3D models via the computer, transferring them into digital screen as a still image or video animation as per demand of the customer, and application of the model, and then printing them in 3D printer.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Since participant could not receive the equipment during the incubation period, mentorship mainly focused on the product display methods, reaching out and visiting the companies, marketing over social media platforms, product sales method via electronic platforms, and product prices and varieties.		
<b>İZMİR</b>					
<b>Entrepreneur 70</b>	Sodium Ion Batteries	<b>Synopsis of Business Idea</b>	Business idea of the participant is about developing low-cost, fully eco-friendly, high-performing sodium ion batteries having a useful life of 2-3 times longer than competitors, by using the sodium, an element abundantly found in the earth.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Participant required one single machine to use in R&D activities and received it. Mentorship focused mainly on the installation of this equipment and R&D process planning. Also, discussions were held on the pre-market researches.		

Entrepreneur 71	Pure Ice Cream	<b>Synopsis of Business Idea</b>	Business idea of participant is about a shop which will produce additive-free fresh ice cream using the fruits purchased from local producers. Products will be delivered to the addresses of the customers as per demands. Also, collaborations with different restaurants are being made.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	In this period, participant made a contract with a famous restaurant brand for investment and partnership. In this context, mentorship focused on the details of this contract and financial planning. Participant defined the production place of the ice cream. Pre-activities for pricing and packaging were also completed.		
Entrepreneur 72	Apiculture	<b>Synopsis of Business Idea</b>	Participant engages in apiculture using the hives procured with Red Crescent grant. Participant plans to produce pure and additive-free bee products, and disseminate and sell these products via social media and close circle.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Since participant engaged in the apiculture activities, the production can only be made during spring. Therefore, mentorship sessions mainly focused on the potential products, marketing, and production capacity, and planning for spring months.		
Entrepreneur 73	Prefabricates	<b>Synopsis of Business Idea</b>	The business idea of the participant is about production of prefabricates and containers. Participant will produce and offer the prefabricates and containers for sales. Company is established in Menemen, Izmir for these products will be tailor-made and priced on the make-to-order basis.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Participant received all products requested from Red Crescent and prepared a showroom to display the prefabricates. As participant uses make-to-order method, mentorship mainly focused on the reaching out the customer, marketing methods, the expansion of the production capacity.		

Entrepreneur 74	Fruit/Vegetable Export	<b>Synopsis of Business Idea</b>	The business idea of the entrepreneur is about a trading company to export fruits and vegetables to Arab countries and European countries.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Mentorship sessions mainly focused on the identification of the product for export, partnership methods with the firms operating in this area, branding and using social media for better promotion of the company. At the last stage, participant started to establish partnerships with several companies from Iraq, and started to prepare product range to be exported.		
Entrepreneur 75	Spice Production	<b>Synopsis of Business Idea</b>	The business idea of the participant is about opening a production shop to produce natural herbs, spices, natural oils and products. Participant displayed and sold the products at the shop as well as offered over e-commerce websites for sales.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Mentorship sessions mainly focused on the delivery of the products, starting to sell, selling the products on platforms such as N11 over Internet. Participant also received mentorship on product packaging methods, and lowering costs and increasing profits, and is carrying out sales at own shop.		
Entrepreneur 76	Cafe	<b>Synopsis of Business Idea</b>	Participant opened a cafe which are decorated with Arab style, where the Arab drinks and sweets will be served. The purpose of the cafe which will have a special section for events, parties and exhibitions, is to introduce Arab culture to Izmir and bring communities closer.		
		<b>New Company Establishment</b>	Yes	<b>Current Situation</b>	Continuing business activities.
		<b>Development of Entrepreneur</b>	Mentorship mainly focused on the products offering at the cafe, take-away service during pandemic, analysis of local competitors, and promotional activities.		



### 3.3. Evaluation relating to Mentorship Process

As part of the incubation supports, mentorship sessions were held for 77 participants. Sessions were held face-to-face, via online platforms and/or over phone interviews.

In this context, it is possible to note that interviews were effective on 3 different points.

**Financial Analysis:** For many persons who undertook entrepreneurship for the first time in their lives, financial planning is generally observed to be challenging task. In this context, sessions were mainly concentrated on the cash flow and capital requirements, supplier relations, investor relations, and pricing etc. areas.

**Digital Roadmap:** To increase the visibility of entrepreneurs, and help them use digital marketing area more actively, interviews were held for this purpose. Idea exchanges mainly took place around which digital platforms should be used to acquire new customers, and what type of messages must be circulated to which target audience.

**Sale Roadmap:** The main subjects of this sales-related negotiations consist in the encouragement of negotiations with different customer segments, and identification of value offer and messages customized to different customer segments. In particular, different strategies were examined in light of the expectation relating to pandemic period and normalization.

Contents of the interviews may vary depending on the differences among the entrepreneurs, accordingly varying the main topics. Under the shadow of uncertainty brought by the pandemic conditions, coupled with the venturing into a new business, it is observed that mentors played a vital importance in terms of guidance and information. Availability of an objective authority who take their concerns seriously boosted the motivations of entrepreneurs. Especially existence of an intensified program, the effects of the trainings were bolstered thanks to immediate mentorships and company establishment processes. In a nutshell, thanks to knowledge and experience transfers by project executives, the project process were carried out so that it became an exemplary one among the counterpart value-creation and livelihood projects.

## 4. LESSONS LEARNED AND RECOMMENDATIONS

Certain situations that arise during preparation or main activities of the Project, as well as solutions developed for this situations during the project process, and the lessons learned and recommendations that can be useful for future projects are provided below:

### ***Increasing the Number of Qualified Applications***

It is observed that the projects publicly widely advertised for financial or in-kind supports attract higher number of applications, also from persons other than target group of the project. For the Entrepreneurship Support Project which granted in-kind support of TRY 50,000 for 1st Phase and TRY 75,000 for 2nd Phase, a total of 11,794 applications were collected, which were observed to not be homogeneous in terms of their nature. In addition, the 2nd Phase of the project coinciding with the pandemic period and having a restricted time precluded the extent of the advertising, and access to the more qualified applications.

Although it is not easy to avoid these problems, it is possible to maintain closer collaborations with the organizations working in the field in this areas, adopt a more proactive method to enable advertising reach out the persons that are more directly related to the target group of the project, in order to increase the number of qualified applications. Especially, the senior students of the universities are observed to have a higher potential in terms of entrepreneurship. To increase the extent of the advertising at Universities, collaborations may be made with student clubs interested in the entrepreneurship.

### ***Achieving the Targeted Number of Participants in Events***

A target number of participants were set for each event organized as part of the project. However, it is very well known that, in such project events, there will be 25-50% absentee among the people who confirmed the participation among participants invited to the programs. Therefore, original participants that correspond the targeted number of participants, and 25% reserve participant were selected while participant screening process of the project. Despite this precaution, the number of targeted people could not be met in some events.

As a solution to this problem, the number of reserve participants, or the number of original participants may be increased in the future projects. In addition, it is considered to have a more active follow-up system by contacting with the individuals who confirmed the participation over the phone before the event.

### ***Language Problem in Events where Turkish and Refugee Participants Co-attend***

Target group of the project consist in both Turkish and refugee entrepreneurs. This leads to the necessity of using two languages as Turkish and Arabic in such events. At the 1st Phase of the Project, it is observed that it took two times longer than planned duration if consecutive interpretation is used in such events. Therefore, dividing in the same training content into 2 modules as Turkish and Arabic particularly in training processes is important to lower the number of absentees and to make them more engaged in the training. This

approach was adopted for certain trainings as part of this project, however, it could not be applied in certain trainings due to restricted resources. It will be suitable to make planning by considering the optimal resource use in the similar projects to be implemented.

In addition, it should be remembered that fostering social cohesion is also one of the components of the program. Therefore, Turkish and refugee participants must remain together in the camps, and supported to enter into cooperation among them. Consecutive interpretation does not cause significant problems in the camp events where the individuals perform individual tasks.

At the 2nd Phase of the Project, different facilities were provided to avoid issues experienced in the trainings at the 1st Phase of Project. In this respect, online trainings provided an advantage. For each training, Turkish and Arabic speaking trainers were selected, and Arabic trainers underwent an orientation before program. At the trainings organized over the online platforms, trainings were held in parallel sessions in separate rooms where Arabic and Turkish languages were spoken. Thanks to this system which enabled the same training content simultaneously at the same quality, no issues that were experienced in the first phase in terms of both time and access to information were repeated in this phase. At certain sections of trainings, participants gathered together in the common area, where their questions were answered, contributing in the process in terms of social cohesion.

### ***Simultaneous Execution of the Project in Different Cities***

The 1st Phase of the Entrepreneurship Support Project started initially in Ankara, and after completion of all activities in Ankara city, it was executed simultaneously in Adana, Gaziantep, Hatay, Mersin and Şanlıurfa cities. This means that participant processes and certain events under the program overlapped each other. This leads to certain events to be executed by different persons on the part of executive organization. Therefore, a Standard Program Procedure is created for program team. In this way, it is ensured to execute the events that will take place in each city under the same standards, and minimize different applications that may take place in other cities.

Lessons learnt at the 1st phase of the project, and rules relating to execution were applied meticulously in the second phase, and following the project planning stage, personnel of Community Center at Istanbul and Izmir was also included in the process, and, thereby, all processes including coordination of grant supports were applied smoothly and successfully.

It is important to include all teams which will be included in the process in the similar future projects, and establish the effective communication channels from the very beginning of the planning stage.

### ***Participant Grant Request Collection Process***

In-kind supports provided as part of Entrepreneurship Support Project were distributed to participants on the basis of an evaluation on the application files and presentations at Business Plan Development Camps. In this process, an in-kind support request form was created, through which participants are

asked to describe for what they will use this in-kind support, and evaluations were made on this basis. However, since Business Plan Development Camps were 2-day events, a 1-day event for updating the in-kind request form were held after screening of the participants, where they were asked to describe the machinery, equipment and raw materials they requested in detail. Participants worked with their mentors in this process. However, it was observed that there still were problems in the procurement process.

In the similar projects, it would ensure procurement processes have less problems if the officers of the institution that will make procurement for the participants entitled to grant work one-to-one with the participants in the process of completion of in-kind support request forms, and intervene directly in the situations that are inconsistent with the Turkish Red Crescent procurement procedures.

### ***Accounting Support for Participants Entitled to Receive Grants and Establish a New Business***

The priority requirement for providing grant to eligible participants under the Entrepreneurship Support Project was the existence of a legally established company. However, it was observed during the program that especially refugee participants does not have a good command on the business establishment processes in Turkey, and they cannot access necessary information healthily due to the language barrier. To eliminate this problem, despite not included in the project scope, Red Crescent Community Center at every cities provided participants the company establishment and accounting support. It would be useful if this support is included in the scope of the project in the similar future projects.

### ***Online Trainings and Mentorship Sessions***

During the 1st Phase of Entrepreneurship Support Project, the first mentorship interviews were held face-to-face with entrepreneurs entitled to the grant, while subsequent mentorship interviews were held online as participants were living in different cities and due to the project set-up. But, given the profile of the entrepreneur, this caused certain problems. Most participants established businesses defined as conventional businesses, not based on the technology, and their relations with technology were rather limited. Therefore, interviews with certain participants were held over phone. However, it led to the requirement to use more effort in developing mentor-mentee relation, which is more easily maintained face-to-face or video chats. And impossibility of face-to-face interview especially due to the pandemic made difficult to establish such relationship. In this process, messaging groups were established on the city basis, attempting to foster project ownership.

In the pandemic conditions, majority of 2nd Phase of the project were implemented online, and one mentorship session and jury meetings were held physically. As the pandemic developed the habit of using online tools, a more positive scene was observed, compared to 1st Phase especially in terms of online mentorship. Each entrepreneur was followed up via both online sessions and phone, and referrals were made under different topics during the process.

## 5. CONCLUSION

Turkey has been a subject of a major migration wave due to the Syrian crisis that has been undergoing since 2011. As of 2021, Turkey hosts a total of over 4 million refugees and migrants including the over 3.5 million Syrians migrated from Syria and under temporary protection in our country. Especially as part of response to Syrian crisis, programs, projects and activities have been carried out addressing to the varying needs of both refugees and local community co-habituating with them. For these responses, many funds, locally and internationally, were raised, and the process were evolved from crisis management to the development.

Since the very beginning of Syrian crisis, Turkish Red Crescent continues comprehensive humanitarian aid and improvement services both locally and internationally in cooperation with international organizations, governmental agencies and non-governmental organizations. And thanks to Community-Based Migration Programs, carried out as part of these services, Red Crescent implements activities aimed at developing social strength and a co-living culture by fostering social, physical, psychological and economic well-being of all vulnerable communities and individuals living in our country.

This report provides a summary account of the experiences gained from the Entrepreneurship Support Project activities carried out via Ankara, Adana, Gaziantep, İzmir, İstanbul Anatolian Side, İstanbul European Side, Hatay, Mersin, Şanlıurfa Community Centers as part of Socio-Economic Empowerment Program implemented by Community-Based Migration Programs.

Recently, entrepreneurship has globally been acknowledged as one of the important elements for social and economic development. For many countries, especially refugee entrepreneurship is important in terms of ensuring social cohesion of refugees as well as contribution in the economic development in the target countries thanks to the competences they brought. However, providing support in order to ensure continuity of the business initiatives is as much important as to create new businesses.

This project enabled both business ideas to be brought into life and provided incubation and mentorship supports to ensure continuity of the businesses. With this successful project, we are happy to make a contribution, even if slight, in both our beneficiaries and community at large. We hope this report will be a guiding post for entrepreneurship projects and activities to be planned in the sector for vulnerable groups.

Thank you very much for your interest and attention.



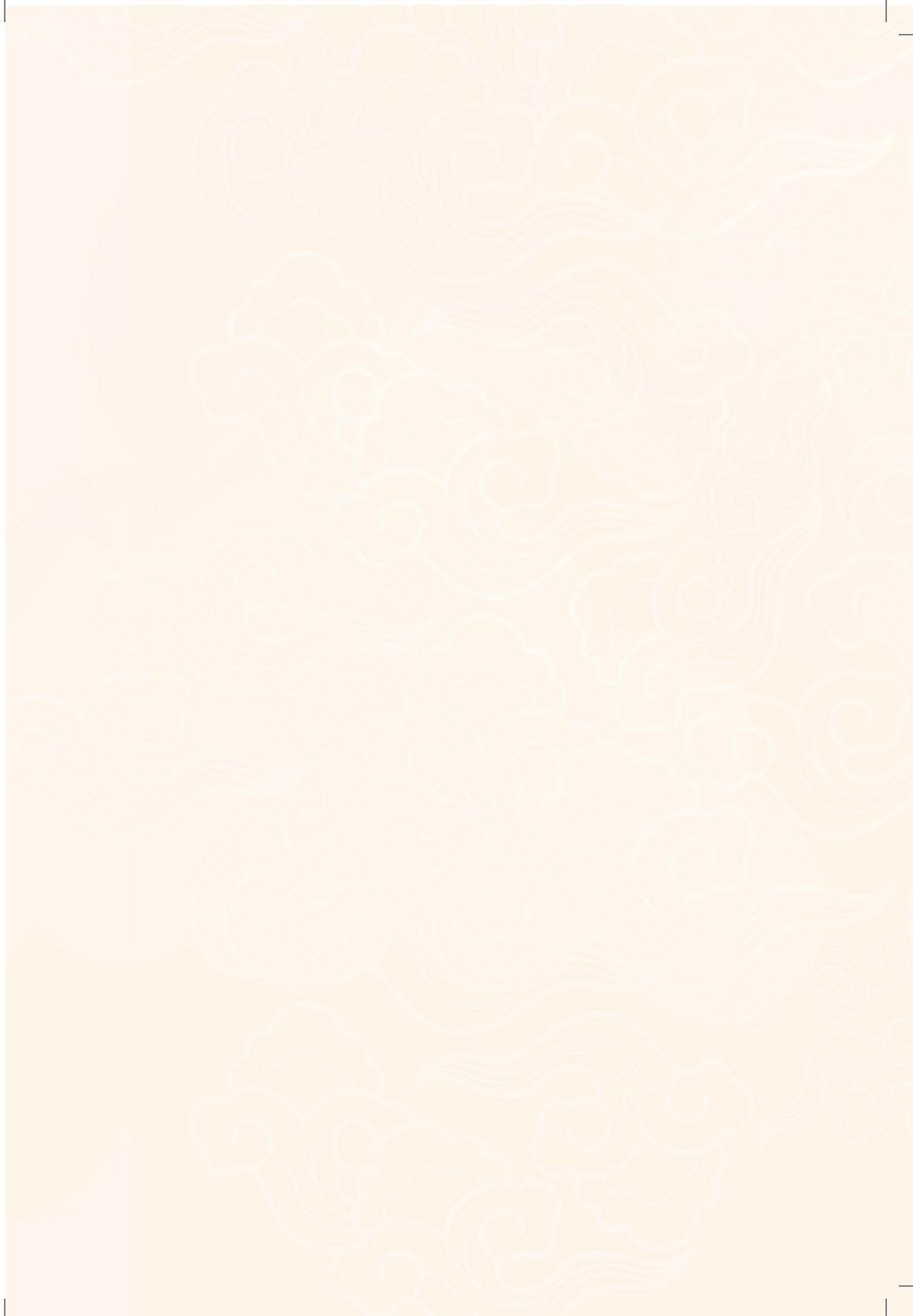














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