



# ***DEVELOPMENT OF MICRO-ENTERPRISES***

**NGO “INTERACTION PLUS”  
UKRAINE, KYIV**

*FINAL SYMPOSIUM OF THE VINCE PROJECT,  
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## **Dr. Larysa Samosonok**



Director of the Project Office

- Coordinator of the United Nation Development Program small grants program in Ukraine
- 20-years experience in project management
- 25-years experience in entrepreneurs training

## **Dr. Vladlen Sysun**

Head of the SME Development Committee

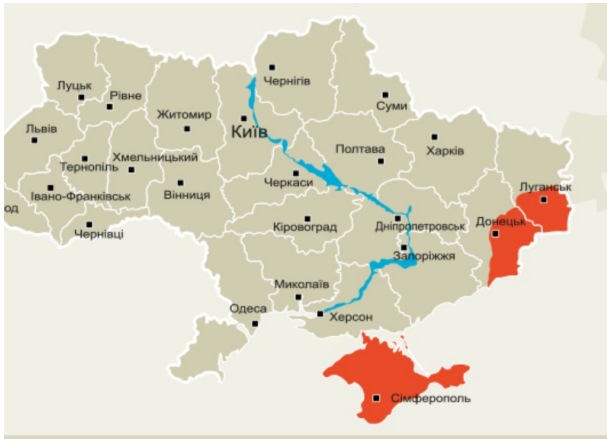
- Coordinator of the United Nation Development Program Project of Business Associations' capacity development
- 20-years In experience business
- 25 years in experience entrepreneurs training



## Introducing the topics

What is  
our  
project  
about?

Main goal – is to support the overall entrepreneurial activity of the internally displaced persons and local population of Luhansk and Donetsk regions in Ukraine (2014 – till now)



Internally displaced persons – are the people which were forced to leave the occupied territory of the Donetsk and Luhansk oblast to the government-controlled territory

## Who IDPs are?



- 1<sup>st</sup> group – people which are living in the “grey zone” - 3 and less km near war;
- 2<sup>nd</sup> group – IDPs – professionals which had to find new community and employment or start own business;
- 3<sup>rd</sup> group – IDPs – entrepreneurs which have lost business at the occupied territory

## Project target audience

## What are we doing?

1. Training
  - for self-employment – 1<sup>st</sup> group
  - for beginners in entrepreneurship– 2<sup>nd</sup> group
  - for experienced entrepreneurs – 3<sup>rd</sup> group
2. Search the financial support for start and development
3. Mentoring
4. Uniting
5. Consulting
6. Networking

## What we have already done?

1. Trained over 1800 persons.
2. Financial support found for over 400 businesses and over 1500 self-employed
3. Mentorship programs for over 90 IDPs women and over 210 persons totally
4. Creating 4 cooperative's and 3 group purchasing organizations
5. Consulting over 19200 hours / 850 businesses, 70 CSO and BMO.
6. Created community of mutual support in which n which over 600 entrepreneurs

## Parallel session

Why we  
are?

- Experienced in the fields of entrepreneurs' skills development and consulting
- Working with the international donor organizations
- Community of the SMEs owners
- Have wide net of partners in Ukraine and abroad
- Experienced in project management
- ID organization

## Why project is needed?

- Only 10% grantees get sustainable results in 2-3 years;
- Only 30% of the grantees' business survives;
- Over 70% grantees lose their motivation for further attempts to develop their business;
- High level of local population migration to other regions of Ukraine or abroad.

## Some lifehacks'

1. Donors organizations (UNDP, USAID, GIZ and others) use short-term training (2 -5 days) in business plan development. Of the 1,500 trained persons, about 200 - 300 of them will receive small grants (6,000 - 10,000 EUR). Certificates of completed courses are issued.

### Results:

- Grantees have the illusion that they already know everything about business.
- Knowledge is devalued by such approach.
- The main grantees understanding - "Business – it is simple".

### We used:

- Certification should be multi-level - depending on the level of competencies
- Qualification Exam is required




## Some lifehacks'

2. Academic staff involving only in entrepreneur's skills development and business training has a negative reaction on the part of the trainees. Theory without practice does not provide knowledge with real value to trainees.

Results:

- Gradually, people who specialize in attending free events come to such training, the target audience is lost.
- Training is depreciating
- Resources are wasted

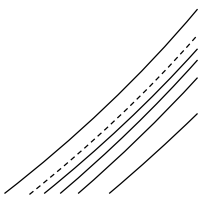
We used:

- Trainers are entrepreneurs or consultants
  - Combine academics and practitioners
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## Some lifehacks'


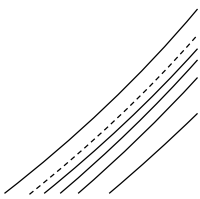
3. Recipe of immediate results are needed.

- How to start sell more tomorrow?
  - How to be unique on market?
  - How to save on purchase and not lose quality?
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## Some lifehacks'


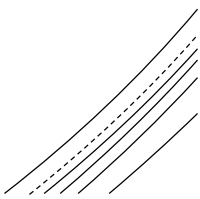
### 4. Cross -training.

- There are not Bosses – not external influence;
  - Mutual support, responsibility, compliance with deadlines are needed
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## Some lifehacks'

### 5. Combination of.

- 40% - hard theory;
  - 30% - independent learning
  - 30% - working as a consultant.
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**Thank you !**