

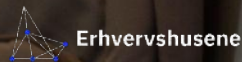
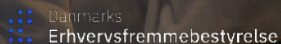
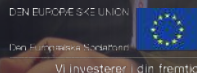
IVDK HUB

For Ukrainians in Denmark

Baltic summit

Spring 2023

Updated: 20th of April, 2023



IVÆKST



Theme 1 IVDK Hub

- Why?
- What?
- How?
- Highlights
- Results

Theme 2 Outside learnings

- Bottlenecks
- Rules and Regulations
- Collaboration

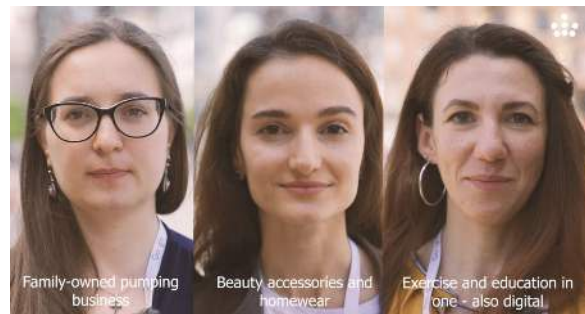
Theme 3 Inside learnings

- Culture
- Trauma
- Support
- Flexibility

Theme 4 Discussion



Ukrainsk flygtning er klar til dansk iværksættereventyr



The first entrepreneurial step into the future for Ukraine and Denmark

Since the beginning of the war, Denmark has welcomed tens of thousands of resourceful Ukrainian people with open arms. The determination and strength of Ukrainians is unmatched with admirable personal initiative and individual resilience.

We will launch an initiative that will help Ukrainians start businesses and help rebuild their country. This is a step into the future of Ukraine and Denmark and you can take part in the largest initiative to help Ukrainians, strengthen the bridge to a strong and resourceful culture and collectively help refugees on a new front of economic resistance to Russia's aggression.

Ukrainians will be offered a program with impactful tools and activities distributed by proven delivery methods on how to build and operate a business, while giving opportunities to interact with new peers, experts and stakeholders.

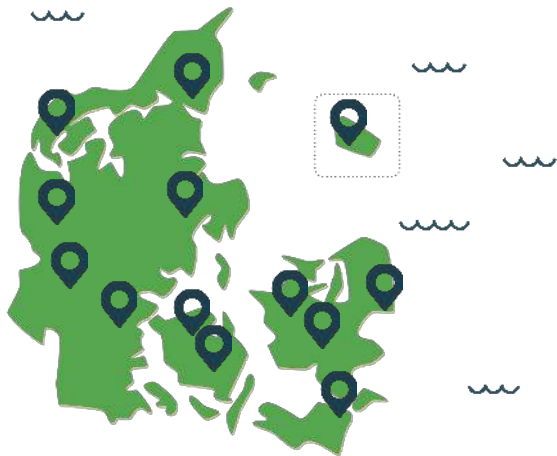


Introducing an entrepreneurial hub for Ukrainians where they can access workshops, resources and gain knowledge to build their own business. IVDK Hub is the one point of entry to all the offerings under this initiative targeted Ukrainian refugees.

Let's start building businesses.



Objectives and key results



200 workshops to empower Ukrainians on a national scale

The educational program will be offered at a national level with a key objective of empowering Ukrainians to unleash their potential to prepare for building new initiatives and businesses in Ukraine. The effort is build upon two major delivery methods:



13 Tailored entrepreneurship program

Step-by-step training and guidance on how to start a business over 10 modules based on best practices, experts and cases to drive impact



70 Workshops available a la carte

Workshops (single or short run) are made available for entrepreneurs to join based on needs, interest, maturity and specific levels (beginner or advanced)

Key program offerings



13 Tailored entrepreneurship program

10 modules to drive business impact and resilience:

1) Kick-off

Overview & motivation

2) Entrepreneurial mindset

Mental strengths & vision

3) Validation of business idea

Business concept & customers

4) Business Model

Revenue streams

5) Market Analysis

Market entry and barriers

6) Finance workshop

Budgeting & planning

7) Product development

Finding a MVP

8) Targeting & sales

Digital marketing & sales

9) Strategy & Biz planning

Short & long term

10) Graduation & network

Celebration & empowerment



70 Workshops available a la carte

Modules to go broad, in depth and beyond (ex.):

**Green
Transition**

E-commerce

Export

Digital Marketing

**Biz
scale-up**

**Find
Suppliers**

**Investor
pitch**

**Human
ressources**

**Company
infrastructure**

**Biz
operations**

Resilience

Social media

Taxation

Negotiation

**Rules &
regulations**

Deep partner engagement

International partners

DEN EUROPÆISKE UNION



Den Europæiske Socialfond

Vi investerer i din fremtid



Bureau
of Investment
Programs



n.cubator



Embassy of Ukraine
in the Kingdom of Denmark



Embassy of Ukraine
in the Kingdom of Denmark

National partners

INDUSTRIENS FOND

Danske Bank



Innovation Fund Denmark

VÆKSTFONDEN



AALBORG
INSTITUTE FOR
DEVELOPMENT

Local partners

Odense
Iværksætter
Service



BUSINESS KOLDING



Business
Aalborg





Program Highlights

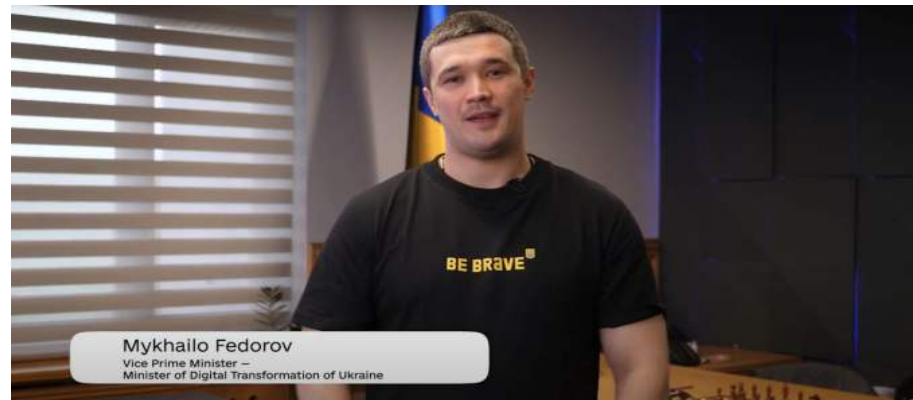
Highlights from pilot launch: The initial foundation of IVDK Hub was piloted in May 2022 with 60 Ukrainian female entrepreneurs participating, while 450 showed interest and applied to become part.



Today's launch of the program for Ukrainian women is one more step into the brave future of Ukraine

Mykhailo Fedorov

Vice Prime Minister & Minister of Digital Transformation of Ukraine
Video greeting for Pilot launch (May 30, 2022)



This is a great initiative to help Ukrainian women start businesses to rebuild their country

Margrethe Vestager

Vice-President, The European Commission
Video greeting for Pilot launch (May 30, 2022)



IVDK HUB LAUNCH EVENT

On January 9 2023, We launched the program
with 500 ukrainians in Copenhagen



Keynote speakers



Margrethe Vestager
VP, European
Commission



Sophie Hæstorp
Lord Mayor, City
of Copenhagen



Jens K. Lütken
Inte. Mayor, City
of Copenhagen



Dr. Keller
Co-Founder,
Zalando



Bianca Bruhn
Country Manager,
Google Denmark



Katrine Winding
Director, DK Business
Authorities

Participants: Ukrainian business cases / Partners / 500 Ukrainian
Entrepreneurs

Venue: LIVE in the City of Copenhagen Town Hall

“

*This program launched today is so important. It brings people together - public and private partners. It brings resources together - money, talent, time. And above all, **it brings Ukraine and Europe together.***

Margrethe Vestager

Vice-President, The European Commission

Copenhagen Jan 9, 2023.

[Link to speech](#)



UA PITCH DAY

On February 20, we hosted a pitch event for Ukrainian entrepreneurs and Danish Investors to connect and find investments



As part of our program offering, we initiated an effort to support Ukrainian entrepreneurs getting resources to grow their businesses by providing them with training, coaching and an investor event where they met Danish investors and connected with them.

The effort generated media attention from national and international media outlets and received positive feedback from investors and entrepreneurs.



5 min

Live TV segment with key commentators and politicians

[\[LINK\]](#)

BØRSEN.

2x interviews

DKs leading biz daily feature an article about Ukrainian entrepreneurs

[\[LINK\]](#)

BBC World News coverage

4 min segment running in **7 loops** on **BBC World News**, with a potential reach of **300.000.000 households** [\[LINK\]](#)





There is war in the women's homeland. Now they are entrepreneurs in Denmark



Several Ukrainian women are running businesses in Denmark. On Pitch Day, they can introduce themselves to potential investors.

The air is thick with nervousness. Nine Ukrainian women will soon present their business ideas to a panel of investors at Google's office in Copenhagen. Just a year ago, they were a completely different place in their lives.

But then came the war. Russia invaded Ukraine, and today most of the women live in Denmark. All of them are looking for funding to develop and keep their existing businesses running. Or build a new company in Denmark.



Achievements

12

Kick ass events

bringing local municipalities and businesses together for the sake of Ukraine.



- National Kick-off
- Google Pitch Day
- Local Kick-offs
- Graduations

120

Highly organized and skillful workshops

to give our participants the tools they need to succeed and grow professionally and personally.



- Business Incubators
- Soft and specialized skills
- Industry experts in Denmark and Ukraine

736

Individual stories

about Ukrainians who wants to help rebuilding.



- 428 with a Finished Course
- Countless hours of personal guidance

+6

News stories

covering the program, the events and the individual story of our participants.



- BBC
- Suspilne, TV2
- TV2 News, Børsen,
- Fyens.dk

Program impact

From October to June, Ukrainians in Denmark are offered **Europe's largest initiative linked to starting and growing a business** has demonstrated significant economic impact, strengthening of physical factors and methods to promote entrepreneurship. A physical Danish-Ukrainian business hub will build upon key learnings and methods to build the future of Ukraine.



89%

Have grown their
entrepreneurial skills



62%

Have increased their
revenue



27%

Have hired one or
more new staff



*One Ukrainian startup from the program would be able to provide a **GDP income of 200.000 DKK in the first year and 6.6 mio. DKK in year five.***

- Kim Klyver, Professor, Entrepreneurship & Organization, The University of Southern Denmark

Discussion

Bottlenecks



R&R



Collaboration





Thank you