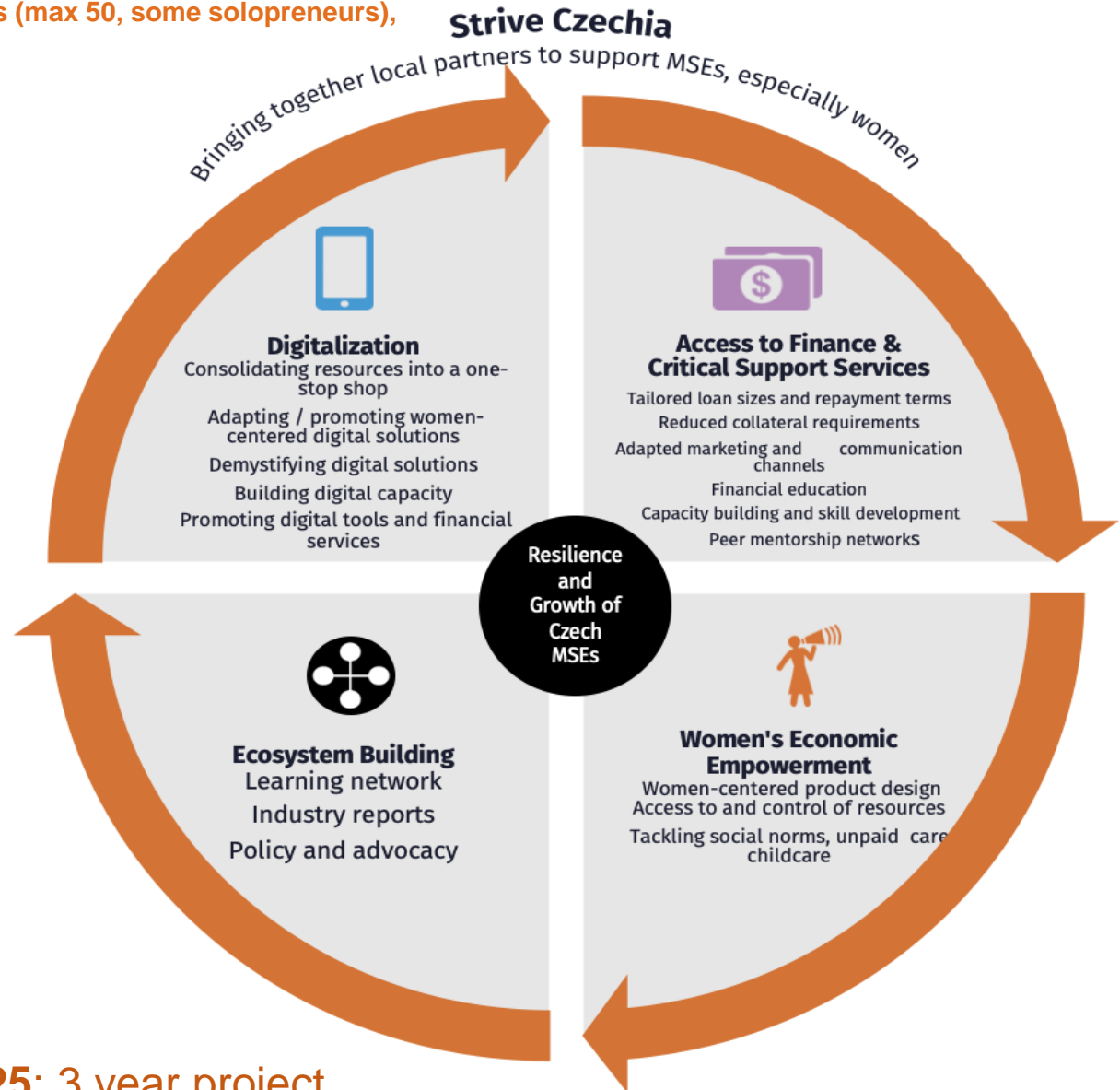


# Strive Czechia – donor Mastercard Impact Fund

Unleashing the Power of all Micro and Small Enterprises to Succeed in the Digital Economy, including the vulnerable

Target group: 2-10 employee MSEs (max 50, some solopreneurs),  
min. 40% women led or owned



<sup>1</sup>  
JULY/2022 – JUNE/2025: 3 year project

## Objective 1: Build demand for MSE Digitalization and simplify the path to digitalization

- Opening targeted campaign to build demand for digitalization (with vendor)
- Co-Design a web based One Stop Shop platform (with vendors)
- Integrate AI driven self-assessment, video tutorials, online counseling and other tools and content (with vendors)
- Test the platform, Run and enhance the platform
- Targeted campaign to build demand and traffic on the one stop shop (with vendors)
- Cooperate on future sustainability of the platforms (transfer to system partner, ideally government or other)

## Objective 3: Strengthen the Czech entrepreneurial support system

- Form Learning Network (15-20 org.) - 10 roundtables (3-4 per year) - *1st roundtable in Q1 of Year 2 or December 2022 (some of them with advocacy side events)*
- Production of 3 external facing learning reports informed by the Learning network, developed guidelines and recommendations for policy makers
- Project Comms (offline/online and press releases /conferences, stories strategy)
- Gender sensitization training for 2-4 FSPs (leverage what exists in US/tailor to czech context)
- 4-6 NGO/2-3 FSP org capacity building to better serve MSE needs

## Objective 2: Provide access to finance and a range of critical support services to underserved 2-10 (max 50 employee) entrepreneurs.

***Extra focus on MSEs owned or led by women and Ukrainians.***

- Action research meant to inform the design for financial and non financial services for 2-10(50) employee CZ MSEs, including extra data for vulnerable groups (women, UA).
- 2-3 FSPs adapt and deliver adapted loans to 30.000 MSEs, backed by tailored support
- FSP campaigns promoting accessible or new products e.g.: 2 large, 4 small marketing campaigns (2x per year?) - could include incentives competitions for loan officers to serve a particular target group like women etc. (with vendors)
- 3 Loan officers training events - to better serve a particular target group like OR/AND Training of trainers/managers of FSPs )
- Interactive social events/campaign promoting gender inclusive strategy for women – led/owned MSEs, tackling social norms
- Reintegration and employment support of 10.000 UA refugees, primarily focus on UA solopreneurs and MSEs
- 50 Childcare grants for women strivers in business as most relevant (cca 25.000 grant per 50 businesswomen most in need and actively involved, primarily for UA businesswomen)

# Overall reach and **deep impact** (40% women led/owned)

## Reach Targets

**Digital campaign**

**100,000**

**One-stop shop web**

**100,000**

**Financial Services**

**40,000**

**Critical support services: Technical assistance, digital coaching, business development, social norms, peer networks and support**

**2500**

**Ukrainian refugees\***

**10,000**

**Total**

**\*Not all will be MSEs**

**252, 500**

## List of potential partners:

### • Financial Service Providers:

- Česká Spořitelna , ČSOB, Moneta - Others TBC according to negotiations

### • MSE support and Business Development Services organizations:

- Czechitas [www.czechitas.cz/en](http://www.czechitas.cz/en)
- Czech.Digital <https://cesko.digital/en>
- Opero [DoToho!](http://DoToho!), CATS2CATS – Women’s business support <https://cats2cats.org>, Minerva21 - Mentoring association <http://minerva21.net/>

### • UA employment and business support

- Organization for support of migrants [www.opu.cz](http://www.opu.cz), Association for Integration and Migration [www.migrace.com/en/](http://www.migrace.com/en/)

### • Learning Network, System and Barometer partners:

- Association of small, medium businesses and tradesman/solpreneurs <https://amsp.cz/>
- Czech Chamber of Commerce [www.komora.cz](http://www.komora.cz)
- Czech Women Lobby - specifically its business-oriented members [czlobby.cz](http://czlobby.cz)
- Moravian Association of Women Entrepreneurs and Managers <https://www.cmapm.cz/>

### • Communications and Marketing, Research, Networking:

- McCann Prague <https://mccann.cz/> - Others TBC according to negotiations and market research – vendors?
- ECETA (Center for Economic and Market Analysis) <http://eceta.cz/>, PAQ research <https://www.paqresearch.cz/>, STEM/MARK – vendors?
- One stop Shop web development vendors? TBC according to negotiations and market research

### • Advocacy/Government:

- Ministry of Industry and Trade [www.mpo.cz/en/](http://www.mpo.cz/en/)
- Government Council for the Information Society, Ministerstvo vnitra České republiky <https://www.mvcr.cz/>
- Ministry of Labour and Social Affairs [www.mpsv.cz/web/en](http://www.mpsv.cz/web/en)

### • Others:

- **60Decibles** – 6 barometer reports, baseline 7th October 2022
- **MEAL** - Gov Lab, s.r.o., [www.govlab.cz](http://www.govlab.cz), [alice@govlab.cz](mailto:alice@govlab.cz), +420 604 973 968
- **One stop shop designers with Czechitas, Cesko.Digital**
  - Jindřich Fialka | Q Designers [j.fialka@qdesigners.co](mailto:j.fialka@qdesigners.co)
  - Other vendors TBC!!!



# Year 1 (July-December 2022):

## Project set-up and early concept design

- Groundwork for project set-up, partner negotiations and offers, strategy design workshops, contracts signed with local partners, workplans confirmed
- Monitoring, evaluation and learning (MEAL) systems in place
- panel for baseline impact reports with [60 Decibels](#), 1st barometer report 7th of Oct.
- 19th October High-profile launch of *Strive Czechia*
- Launch of Strive Learning Network, and release of initial “State of the MSE Sector” barometer report.
- Relevant research/campaign initiated, digitalization campaign key messages concept testing, One-stop-shop early design testing



**care**<sup>®</sup>