

PRAKSIS BUSINESS COACHING CENTER



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- PRAKSIS is an NGO providing humanitarian aid in a wide range of fields to socially vulnerable groups in need
- The Business Coaching Center (BCC) grew out of a need to assist a growing number of unemployed, and in our crisis hit economy, unemployable individuals
- The BCC supports the unemployed from socially and/or economically vulnerable sectors by helping to get them back into meaningful employment – specifically self-employment



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...offers a four month program on Entrepreneurship including:

- Training
- Consulting
- Coaching

The scope - is to empower entrepreneurs to establish viable business ventures and contribute to the economic development of a region. The BCC has a 30% success rate of business start-ups.

The Problem - Like many other programs and hubs that currently exist in Athens, we are preparing individuals to start businesses without the support of financial tools and starting capital to help them kick-start their businesses



ONE UP

The Solution – to provide budding entrepreneurs with alternative sources of financing in order to help create the seed capital necessary to start a business.

[One-up](#) is a crowd-funding platform dedicated to the beneficiaries that 'graduate' from the BCC program, enabling entrepreneurs who have good business plans to attract donations from individuals, foundations and businesses from Greece and abroad.

One-up also accepts business plans from individuals attending other local hubs who wish to start their businesses in Greece. Ahead of our launch, our partners already include the [Orange Grove](#), the [Impact Hub](#), and [Panteion University Ad&PR lab](#).



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How One-up differs

- **Legal entity:** One-up is a crowd-funding tool of the NGO PRAKSIS. It is not a business in and of itself. As an NGO, we are therefore legally able to accept donations - unlike other crowd-funding platforms in Greece.
- **Not-for-profit:** One-up has been set up with the beneficiary / entrepreneur in mind. It does not seek to make a profit on donations. It is the *first* platform in Greece to accept credit cards and the *first to provide over 98%* of the donations straight to the entrepreneur!
- **Accountability, Transparency and Monitoring:** the donations that are provided are placed in a PRAKSIS bank account and are provided to entrepreneurs in stages, as and when they reach specified milestones. This ensures accountability on the part of the entrepreneur and transparency and follow-up for every cent provided by the donors.



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Possible issues

- **Low awareness:** even amongst the younger, digitally savvy generation crowd-funding in Greece is still new and unknown. I believe this will change but is also the reason we are seeking support from carriers/individuals/Greek associations outside of Greece
- **Distrust amongst entrepreneurs:** Some entrepreneurs fear the reaction of their peers within their social circles. I believe this is a Greek cultural phenomenon which sometimes views support as 'mercy'
- **Not technically progressive:** some of our target entrepreneurs are not always technically savvy

Overall I believe awareness of the crowd-funding scene is currently an issue, and that this will affect donations but we are witnessing a growing market that needs some time to mature... we want to be at the beginning of the curve.



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...a growing market

- It is for this reason that we have chosen to create a crowd-funding platform in Greece
- We believe the crowd-funding market will grow and that it will provide us with a medium- to long-term opportunity to support new businesses and budding entrepreneurs in Greece, at a time when they have little access to alternative sources of funding
- We believe a dedicated platform targeted to businesses and to donors who believe that entrepreneurship is the way to help Greece grow, will ultimately be successful

Our measurement of success for the BCC and One-up is how many viable businesses we are able kick-start into life and support

ONE UP

Now we have:

- Completed the technical development
- Launched the platform
- Added 11 new campaigns with more to come
- Created synergies with strategic partners

...and are looking forward to:

- Your support!



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Partners



U.S. EMBASSY
ATHENS

J.P.Morgan



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On behalf of PRAKSIS and the BCC

THANK YOU!

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