LANZADERA
“Business Launcher”

Trans-Formando

Brussels, March 2008

Objectives:
- To collaborate to the construction of social responsible entrepreneurial models
- Help to improve management of third sector organisations.

Beneficiaries:
- Disadvantaged people such as immigrants, ex drug addicted, young, women,...

Main Services:
- Tutoring
- Training
- Consulting
The Launcher is part of an integral and flexible self-employment itinerary:

- FIRST CONTACT
- TRAINING
- MICRO CREDITS
- LAUNCHER
- TUTORING
- FOLLOW-Up GUIDANCE CO-OPEration BETWEEN ENTERPRISES
- CRISIS INTERVENTION

Immigrant entrepreneur’s difficulties

- Urgent need to generate income
- Social Security and insurances costs must be paid for the whole month
- MUCH time to understand the legal system.
- Need of guidance
- Slow legal procedures in Spain to get the self employment working permit.
- Few knowledge about demand for their services
“Advantages of the business launcher”

- Total administrative and legal coverage: fiscal, insurance, social security, contracts
- It allows to test their services in real conditions
- Immediate
- Compatible with other paid employment
- Better prices to customers and suppliers
- Permanent availability of guidance
- Reduces the risk of the start-up
- Good learning experience for user and organization

HOW DOES IT WORK IN PRACTICE?

1. The entrepreneur sells with his/her commercial name  
2. The entrepreneur buys with his/her money and ask an invoice at L name
3. Purchase invoice with L’s name and fiscal number
4. Before starting the job/service L initiates all the administrative process and sign a contract with the client *
5. The entrepreneur gets hired for this
6. Once the job is finished, the L invoices the client
7. The client makes payment to L bank account
8. Lanzaera pays back to the entrepreneur (discounting the expenses)
Who is offering / running the launcher?

- In Spain, just **TRANSFORMANDO** in Madrid. But it is paralyzed at the moment.
- Similar experience: **ADIE** in France
- How could other countries benefit from this practice? Asking Transformando…

What are the results so far?

<table>
<thead>
<tr>
<th>PERIOD</th>
<th>Project budget</th>
<th>Individuals advised*</th>
<th>Self-employees</th>
<th>Billing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jun 05- Jun 06</td>
<td>30,000 €</td>
<td>100</td>
<td>15</td>
<td>75,000 €</td>
</tr>
<tr>
<td>Jul 06- Oct 07</td>
<td>34,000 €</td>
<td>160</td>
<td>30</td>
<td>120,000 €</td>
</tr>
</tbody>
</table>

- Immigrants, 90%
- Women 53%
- More than 20 professions and shops
Main problems faced

- Debts from clients and users
- Difficulty in direct control
- Abuses of some users
- High administrative work
- Distrust of users
- Lack of legal framework

Lessons learnt

- Very innovative service but complex
- A good preparation and management is vital
- Necessary to collaborate with specialized entities
  - Microfinance
  - Consulting and training
  - Labour, fiscal and accounting management
- To grow step by step and in specific sectors only. (avoiding retail shops, construction sector, groups,...)
- Signature of a contract including the agreed-upon terms. Importance to explain carefully to users, suppliers and customers the clauses
- Good knowledge of the legal framework