



# WELCOME.PLACE

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Accelerating the refugees' social and economic inclusion.

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SINGA



MIRAKL



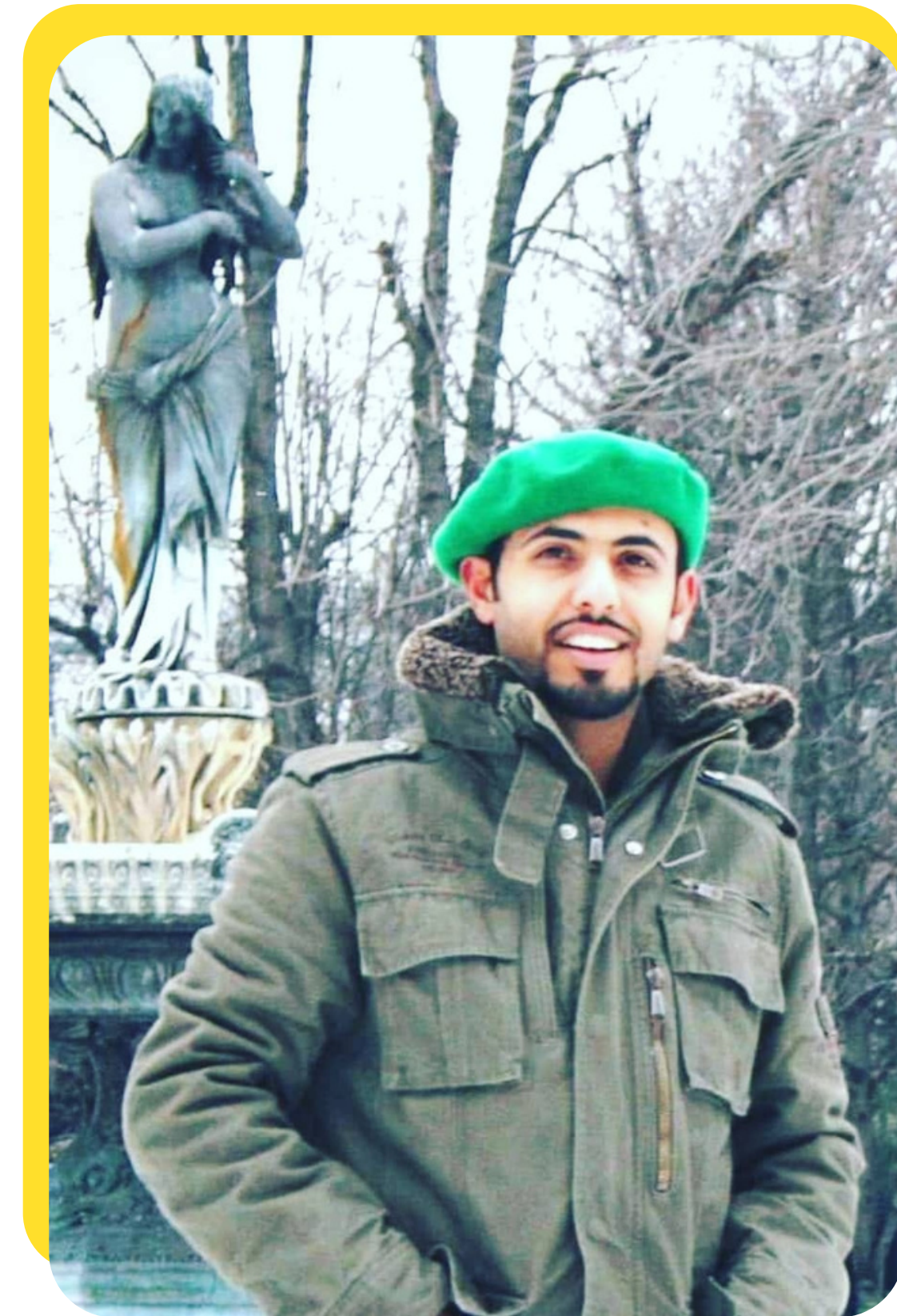
Creatella



In 2009, when I arrived in France as a refugee, I spent hundreds of euros calling my family back home.

Several weeks later, I realized there were services that were 10 times cheaper.

Rooh Savar



Rooh Savar in 2009, newly arrived in France at the age of 26.

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The problem

# 5 M Ukrainian refugees 😞

expected in Europe in 2022-23 (100K in France) and up to 8 M according to the latest BCG analysis.

## +280k new refugees

## + 3 M new non-European immigrants

## settle in Europe every year



All datas come from the European Commission. ([source](#))

The problem

# Newcomers' needs are not met

**They need access to essential services and don't know where to go and who to trust**

## **Few practical solutions**

When refugees arrive in a country, they struggle to find their way. They need a place to stay and access to services like phone and Internet. **Solutions are fragmented and not practical.**

The problem

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## Companies want to help

but don't always know how to reach the target population.



reüire



Dior



STATION F



L'ORÉAL



**BEN&JERRY'S** *Revolut*

[www.welcome.place](http://www.welcome.place)

*49 companies joined the charter for newcomers inclusion initiated by SINGA*



## Our approach

We need a solution that is:

- **An all-in-one**
- **An easy to access and scalable**
- **An efficiently allocated resources**

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It should cover these three stages:



### **Welcoming**

Access to banking, insurance, phone



### **Integration**

Access to language learning, practical skills, finding new friends, networking, helping other people



### **Inclusion**

Finding a sustainable job, starting a professional activity, launching a business

Our solution - step 1

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# The Welcome package



[www.welcome.place](http://www.welcome.place)

Our solution - step 2

# A curated marketplace

built by leading technology companies

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[www.welcome.place](http://www.welcome.place)



Our solution

**Give newcomers direct access to essential services**

**Companies can plug their own solutions for newcomers**

**So many needs**

I need a place to stay

I need a local phone number

I need a bank account

I need some legal help

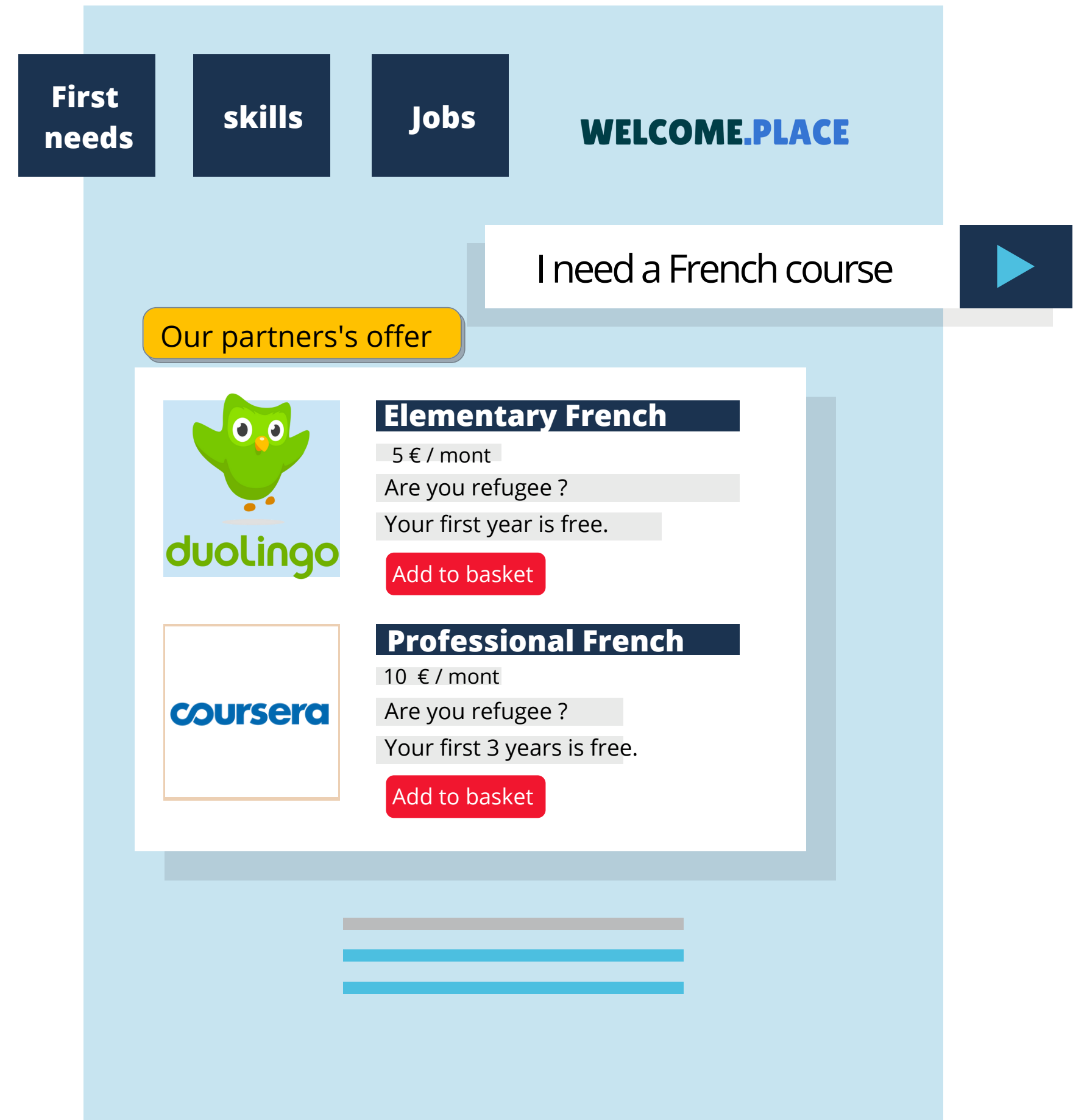
I need some psychological help

I need to learn the local language

I need to learn a practical skill

I need to find a job

**www.welcome.place**



## The market

# 272 million

people live outside of their country of origin  
with more than half in Europe and Northern America  
(IOM World Migration Report 2020)

## 3560 € /year/person

The minimum unavoidable expenses for a person in their first three years

Language courses / Internet-phone / Insurance / Banking / Admin-legal fees / Transportation  
(except for food and housing and other regular expenses)



## 3 million non-European newcomers every year settle in Europe

including refugees but also students, workers, family members, etc  
These numbers do not count intra-European mobility, which must also be considered.

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**Today, it's about 3 million immigrants per year.  
Tomorrow we have to be prepared for 100 millions.**

due to wars, climate change,  
or just a desire to move to a new place.

# **WELCOME.PLACE**

## **Co-founders**



**Rooh Savar**

President @ SINGA  
Tech for society  
entrepreneur



**Caroline Span**

Former director of  
MedNum  
Social Entrepreneur

## A hybrid business model

**1** User **subscription fee** that gives access to Welcome Package (prepaid card, SIM card + Internet + Insurance)

**2** **Royalty fee** on marketplace purchases



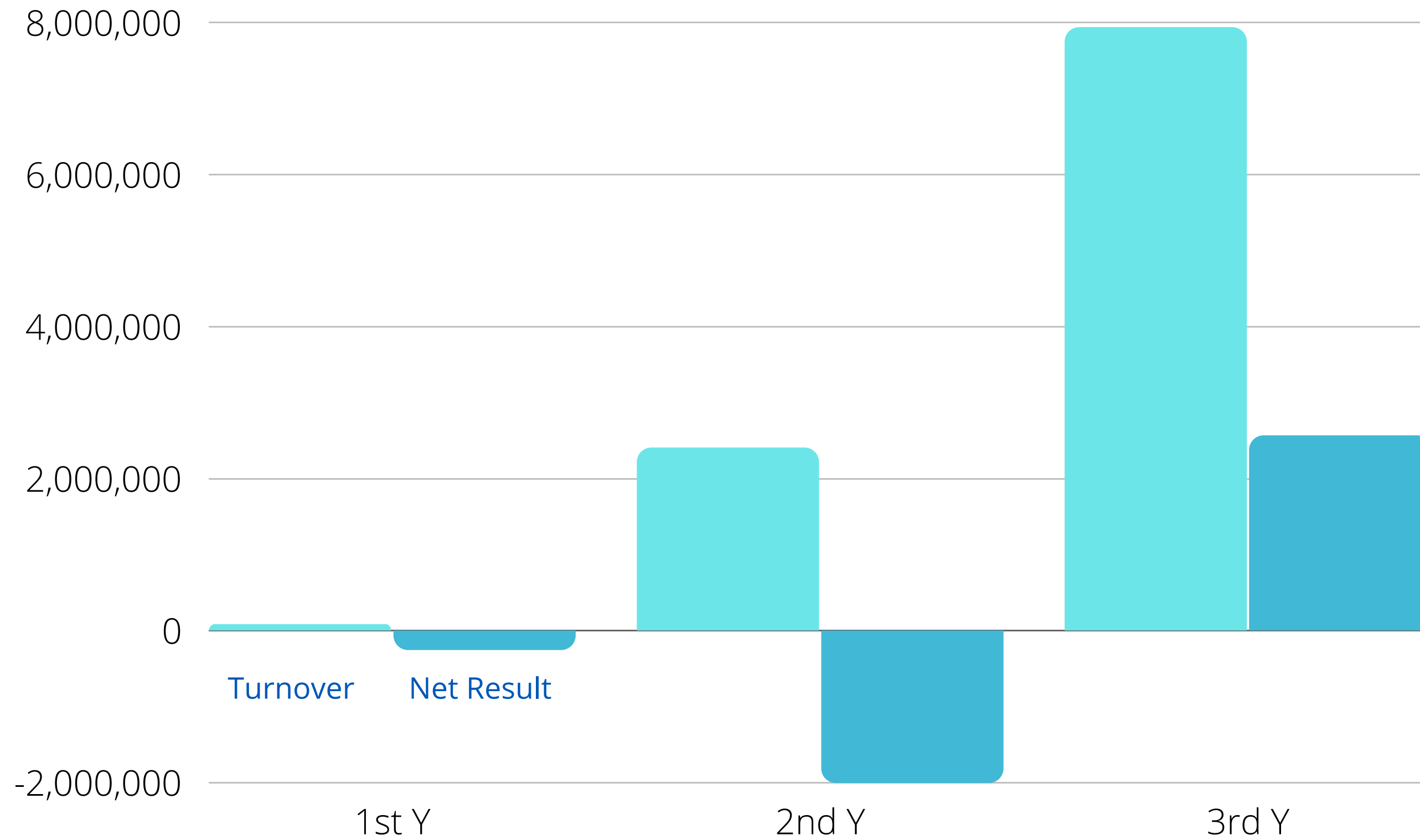
**110 000 newcomers covered by the end of 2023**

The subscription fee for regular newcomers is 29.99 € / month.

For refugees, the subscription is **free** for the first year and this can be extended up to 3 years as long as the person has not been able to become financially independent.

We start refugee subscriptions in September 2022  
and regular subscriptions in March 2023.

## The financial perspectives





Our solution

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# Roadmap



## 2022

- Launch MVP in France
- Start with the **Welcome Package** for 10 000 refugees
- Raise funds
- Find partners



## 2023

- Covering 110 000 newcomers
- Starting the regular subscription 29.99 € in March
- Launch in Europe for all refugees
- Add **Integration** services
- Add **Inclusion** services



## 2024

- Support all newcomers
- Develop Europe
- Add more services



## 2025

- Launch US & Canada

# Ask

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## 500 K €

Hiring the team :

Product manager, dev, UX-UI, business dev

Development of the beta version of the platform

Development and launch of the first package

**Goal : launch in September to reach 10 000 refugees by the end of 2022**



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**You can be part of the solution**

## **Contact Us**

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www.welcome.place

# Annexes

## Filling the gap

**Most NGOs focus on arrival, which is necessary.**

**We focus on accelerating inclusion, which is sustainable.**

Most governments, NGOs, and donations focus on the emergency needs in the first 3 months of a refugee's life.

We focus on accelerating their social and economic inclusion.