Hello Mum!
Mum- and baby friendly community space and ecocafé
Mum and Woman?
CHALLENGE

Emotional turmoil

Conservative society

3 years long maternity leave per child

Difficult employment reintegration
SOCIAL BACKGROUND

10% 34% ??!!

{Part time job}

{Employment rate}

{Community space}
MARKET AND DEMAND RESEARCH

**Target group**

- 20-40 years old mothers with 0-3 years old children
- health and eco-conscious people
- 45,000 mothers
SURVEY RESULTS - WHAT BUDAPEST MUMS NEED

- Baby-mum community space & café: 88%
- Healthy food: 100%
- Activities for kids and families: 82%
- Trainings for mums with/without kids: 77%
RELOADING MOTHERHOOD

ISOLATION

UNEMPLOYMENT

Community space & Café

SOCIAL AND LABOUR REINTEGRATION
## FINANCIAL AND SOCIAL SUSTAINABILITY

<table>
<thead>
<tr>
<th>Profit</th>
<th>Social benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Café (food &amp; drinks)</td>
<td>Gratis community space</td>
</tr>
<tr>
<td>Courses</td>
<td>Talking sessions</td>
</tr>
<tr>
<td>Partners' Products</td>
<td>Diverse community activities</td>
</tr>
<tr>
<td>Rental supported by Municipality</td>
<td></td>
</tr>
<tr>
<td>Volunteers</td>
<td></td>
</tr>
</tbody>
</table>

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SOCIAL IMPACT

Networking

Experience sharing

Knowledge/Information

New competences

Volunteer and Job possibilities

30 moms/children/day, 10-15 teachers/week, 3 programs/week, 2-3 courses/day, 50 course participants/week
PROJECT STATUS

ORSI
Founder
PR, Communication
10 years experience

KRISZTA
Business Manager
10 years experience

SZABI
Barista
10 years experience

ÁGI
Café Manager
8 years experience

OPENING: DECEMBER 2014

Media
750 Facebook-followers
50 press appariances
2 radio interviews
3 video interviews
5 conference pitches
FUNDING AND RESOURCES

NESsT award 4 800 EUR
Norway Grants 9 914 EUR
Own contribution 16 500 EUR

Voluntary work
11 232 man-hour = 35 100 EUR

Partnerships...
## INCOME, COSTS, PROFIT
### YEAR 1

<table>
<thead>
<tr>
<th></th>
<th>Month 1</th>
<th>Month 6</th>
<th>Month 12</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INCOME</strong></td>
<td>2 800</td>
<td>5 800</td>
<td>7 670</td>
<td>70 900</td>
</tr>
<tr>
<td><strong>COSTS</strong></td>
<td>-5 513</td>
<td>-5 848</td>
<td>-6 285</td>
<td>-70 787</td>
</tr>
<tr>
<td><strong>PROFIT</strong></td>
<td>€ - 2 713</td>
<td>€ 421</td>
<td>€ 1 385</td>
<td>€ 38</td>
</tr>
</tbody>
</table>

... it is enough to buy one more table, and....
...in the next 5 years we can still grow

Profit

Income/month: approx. 7,000 EUR
## NEXT STEPS...

<table>
<thead>
<tr>
<th>Further reconstruction</th>
<th>18,000 EUR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Start-up costs</td>
<td>7,000 EUR</td>
</tr>
</tbody>
</table>
HelloMum!
Come as a Mum, leave as Woman!

Join us on Facebook: Hellóanyu cafeshellomum@gmail.com
### Labour Market Reintegration Activities

<table>
<thead>
<tr>
<th>Training (Labour Reintegration)</th>
<th>Number of trainings / month</th>
<th>Income / training</th>
<th>Number of Participant</th>
<th>Income / month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moms Academy</td>
<td>12</td>
<td>13 EUR</td>
<td>60</td>
<td>156 EUR</td>
</tr>
<tr>
<td>Creative mom workshops</td>
<td>4-5</td>
<td>10 EUR</td>
<td>30-40</td>
<td>500 EUR</td>
</tr>
<tr>
<td>Mom training</td>
<td>8</td>
<td>8 EUR</td>
<td>20</td>
<td>64 EUR</td>
</tr>
<tr>
<td>Mom circles</td>
<td>8</td>
<td>10 EUR</td>
<td>80-160</td>
<td>80 EUR</td>
</tr>
<tr>
<td>Mom A-teams</td>
<td>1-2</td>
<td>100 EUR</td>
<td>10-40</td>
<td>200 EUR</td>
</tr>
<tr>
<td>WAHM and other products</td>
<td></td>
<td></td>
<td></td>
<td>600 EUR</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td></td>
<td>200-320</td>
<td>1 600 EUR</td>
</tr>
</tbody>
</table>
Break-even point – EUR/month

- **Food**: 37/day
- **Drink**: 70/day
- **Courses**: 3/day
- **Products**: 14/day
Future plans

Infospot for families

mom- and baby friendly restaurants, cafés, museums, shops, playgrounds, etc.

Coworking places with nannies

Franchise network model for other districts and cities in Hungary and Europe

Family Zone Certificate
## Financial background

### Sales forecast

<table>
<thead>
<tr>
<th></th>
<th>Month 1</th>
<th>Month 6</th>
<th>Month 12</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FOOD</strong></td>
<td>1 000</td>
<td>1 625</td>
<td>1 967</td>
<td>19 516</td>
</tr>
<tr>
<td><strong>DRINK</strong></td>
<td>1 406</td>
<td>3 300</td>
<td>4 594</td>
<td>38 420</td>
</tr>
<tr>
<td><strong>TRAININGS AND COURSES</strong></td>
<td>200</td>
<td>460</td>
<td>525</td>
<td>5 020</td>
</tr>
<tr>
<td><strong>PRODUCTS</strong></td>
<td>200</td>
<td>460</td>
<td>585</td>
<td>4 600</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>€ 2 800</td>
<td>€ 5 800</td>
<td>€ 7 670</td>
<td>€ 67 604</td>
</tr>
</tbody>
</table>

EIB Social Innovation Tournament 2014 Madrid
COSTS (€)

<table>
<thead>
<tr>
<th>Fixed costs</th>
<th>PER MONTH</th>
<th>PER YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rental</td>
<td>€142</td>
<td>€1 711</td>
</tr>
<tr>
<td>Personnel costs</td>
<td>€1 842</td>
<td>€22 105</td>
</tr>
<tr>
<td>Overheads</td>
<td>€821</td>
<td>€9 856</td>
</tr>
<tr>
<td>Maintainance and cleaning</td>
<td>€100</td>
<td>€1 200</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Variable costs</th>
<th>PER MONTH</th>
<th>PER YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trainers costs</td>
<td>€263</td>
<td>€3 160</td>
</tr>
<tr>
<td>Material costs</td>
<td>€2 370</td>
<td>€28 415</td>
</tr>
<tr>
<td>Other direct costs</td>
<td>€31</td>
<td>€376</td>
</tr>
</tbody>
</table>

EIB Social Innovation Tournament 2014 Madrid
Marketing

Online & offline

Baby-mom websites, blogs and forums
Parent and family programmes
Websites for family and children programmes
Kindergardens, playgrounds
Health centers for kids
Tourist offices
Municipality