



# Become a REDpreneur and be part of the change!

REDpreneur is the first-of-its-kind global innovation and acceleration program of the Austrian Red Cross facilitating the development of capacities to initiate and grow social businesses in Red Cross core areas. The Program empowers participants from the Red Cross Red Crescent Movement, other Civil Society Organisations (CSOs) and Impact Start-ups to ideate new business ideas and validate financially sustainable business models and implement innovative solutions to solve old and new complex social and environmental problems.

## — Are you ...

*... a staff member of a Civil Society Organisation or an Impact Start-up?*

*... and do you have the ambition to deliver impactful, relevant, accessible, services and products to tackle social and environmental challenges in an entrepreneurial way?*

## This is why REDpreneur is for you!

### KICK-START & GROW INCOME GENERATING ACTIVITIES

A proven solution to support you in kick-starting and growing income generating activities.

### BECOME A SOCIAL ENTREPRENEUR

Explore social entrepreneurship approaches as vehicle to reach humanitarian goals.

### DRIVE THE CHANGE

Shape those services or products that generate revenues and positive social and/or environmental impact.

### CONNECT WITH THE WORLD'S LARGEST HUMANITARIAN NETWORK

Our mission-driven network is present in 192 countries around the world.



**Network is the key to success in many ways!**  
An important aspect of the REDpreneur programme is the extensive global humanitarian network that we have been given access to.

ANNE-METTE, MY PERSONAL HEALTH BANK

## OUR OFFER

### ONLINE TRAINING ACADEMY

Develop your entrepreneurial skills and ideate or validate your impactful business ideas in our 8-weeks live and online social business incubation program.

You'll learn how to transform an idea into a business and financial plan for a social enterprise and simulate its financial potential.

- Open to all CSO staff and impact start-ups globally working on solutions to tackle one or more of the 5 Global Challenges: 1) Climate Change, 2) Crisis and Disasters, 3) Health, 4) Migration and identity, 5) Values, power, and inclusion
- 3-5 hours/week over 8 weeks
- Online live Sessions taking place Tuesdays
- Online live Townhalls taking place Thursdays
- Registration needed. 40 seats per cohort
- A commitment fee of €150 per person applies

Registration open until 7th of September 2023

REGISTER NOW

Next Online Training Academy starts on 19 September 2023

### MASTER CLASS

Take your existing impactful business idea to the next level in our 3-month hybrid accelerator program.

You'll learn how to implement business fundamentals such as Theory of Change, Value Proposition and complex Revenue Models as well as the in and outs of core strategy topics such as Go-to-market Strategy, Team, Finance & Funding. This can bring your business and financial model to pilot and investment readiness!

- Open to teams of 2 persons with feasible, financially validated and scalable business ideas to tackle one or more of the 5 Global Challenges: 1) Climate Change, 2) Crisis and Disasters, 3) Health, 4) Migration and identity, 5) Values, power, and inclusion
- 4-5 hours/week over 3 months
- Online live sessions taking place Tuesdays. Online live Townhalls taking place Thursdays
- Two online workshops and one in-person workshop (workshop fee, accommodation and full-board covered)
- Application with business and financial plan needed, 10 teams per cohort
- A commitment fee of €1.500 per team applies

APPLY NOW

Next Master Class starts in December 2023



Next Information Session for interested participants / sponsors/ decision makers:



“REDpreneur is a great opportunity to gain new knowledge and exchange experiences with colleagues from other countries”

EKATERYNA , UKRAINIAN RED CROSS

55

Participants in Pilot from 11 RC NS, 75% female

14

Business & Financial plans developed

11

Businesses piloted or regularly offering services

<https://redpreneur.org/events/>

  
ÖSTERREICHISCHES ROTES KREUZ  
Aus Liebe zum Menschen.

 NEW PARADIGM  
ventures

With funding from  
 Austrian  
Development  
Cooperation