



**Grow your high-impact enterprise and tackle the toughest global challenges together with the largest humanitarian network of the world!**

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 enables participants from the Red Cross Red Crescent Movement, other Civil Society Organisations (CSOs) and Impact Start-ups to cultivate new business ideas, validate financially sustainable business models and implement innovative solutions to complex social and environmental problems.

## Are you a High-Impact Enterprise tackling the toughest social and environmental challenges through social entrepreneurship?

Do you have a viable business case that is impactful, financially sustainable and scalable in one of the following areas:

CLIMATE AND ENVIRONMENTAL CRISIS

EVOLVING CRISIS AND DISASTERS

GROWING GAPS IN HEALTH AND WELL-BEING

MIGRATION AND IDENTITY

VALUES, POWER, AND INCLUSION

**Then apply for the REDpreneur Master Class and grow your business in cooperation with the Red Cross Red Crescent Movement!**

## OUR TARGET GROUPS



STAFF AND VOLUNTEERS OF THE RED CROSS RED CRESCENT MOVEMENT



CIVIL SOCIETY ORGANIZATIONS



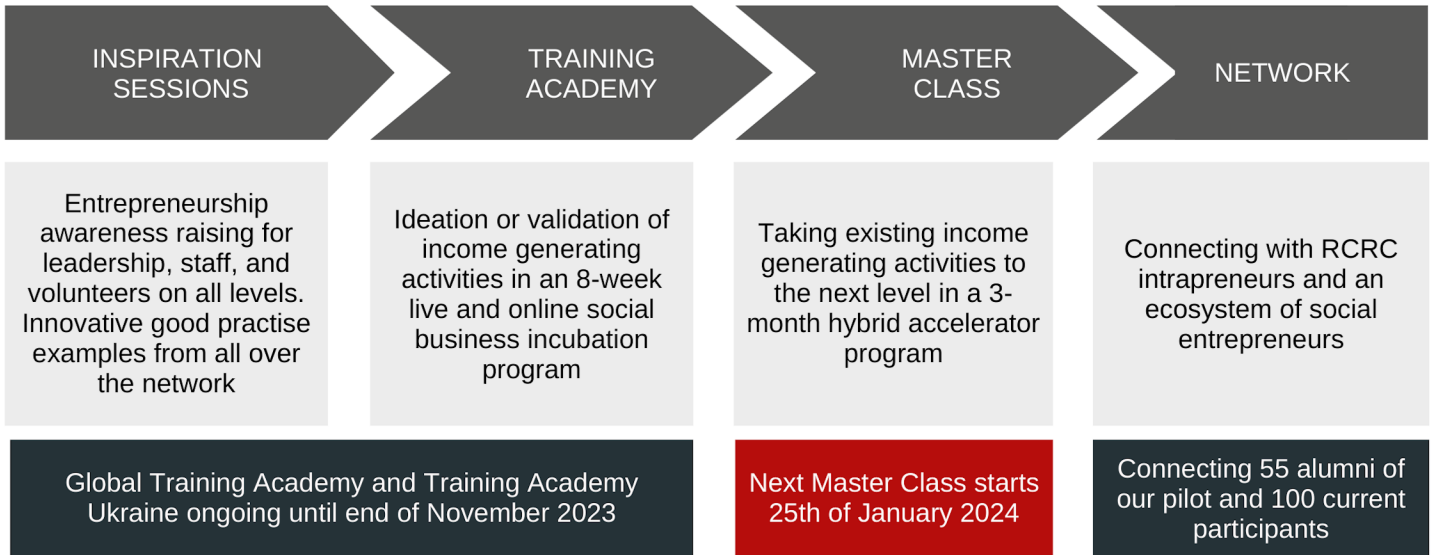
IMPACT-DRIVEN START-UPS



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

ANNE-METTE, MY PERSONAL HEALTH BANK

# OUR APPROACH



## MASTER CLASS

We take financially viable and impactful business ideas to the next level in our 3-month hybrid enterprise capacity building program

### LEARNING OUTCOMES

You will learn how to implement business fundamentals such as:

- Theory of change,
- value proposition,
- complex revenue models combining different revenue streams,
- the in and outs of core strategy topics such as go-to-market strategy, team, finance & funding.

With our support you will make your business and financial model investment ready!

In addition, you will be able to network and explore piloting and scaling opportunities together with the Red Cross / Red Crescent network, the largest humanitarian network in the world, present in 191 countries with approximately 13 mio. volunteers on community level.

### CONDITIONS TO PARTICIPATE

- Open to all entrepreneurial and intrapreneurial initiatives, ideally in teams of 2-3 people, with a viable business idea to tackle one or more of the five Global Challenges: 1) Climate Change, 2) Crisis and Disasters, 3) Health, 4) Migration and identity, 5) Values, power, and inclusion (e.g. First Aid and Workplace First Aid, Pre-Hospital Care, Home Care, Maternal Health, Medical Waste Management)
- from a Red Cross/Red Crescent national society (endorsement letter by line management needed), from a Civil Society Organisation or an impact start-up (globally)
- able to commit 4-5 hours/week over three months to participate in online live sessions and online live Townhalls
- Participation at two online workshops and one in-person workshop (workshop fee, accomodation and full-board covered)
- Application with business and financial plan needed, 10 teams per cohort
- A commitment fee of €1.500 per team applies, if you need financial support get in touch with us

APPLY for  
our MASTER  
CLASS!!

Are you ready to tackle the toughest global challenges following an entrepreneurial approach together with us?

Apply now until 15th December 2023 - 23.59 GMT



Get in touch with us!  
[redpreneur@redcross.at](mailto:redpreneur@redcross.at)

55

Participants in Pilot  
from 11 RC NS,  
75% female

14

Business &  
financial plans  
developed

11

Businesses piloted  
or regularly  
offering services