

DIGITAL BOOST FOR SMES

FREE Workshop series
March - July 2021
Round 1 Report



Prepared by Laavanya Dinesh
Project Coordinator



ABOUT DIGITAL BOOST

The main objective of the project was to promote knowledge sharing and training on how different types of Ethnic SMEs can seize the benefits of digitalisation and creating networks and support system for their SME digitalisation.

Under community resilience and recovery, we aimed to provide support and advice to small ethnic businesses by providing knowledge and training on how digitalising can help their businesses during this pandemic time period. Our project included training and raising awareness about digitalization benefits and share information among ethnic small businesses about the possibilities and networks that are necessary for implementation.

OUR TEAM



Dr SANGEETA KARMOKAR

Sangeeta champions a number of educational, research and community engagement initiatives. Her academic research focusses on where Design meets entrepreneurship. Sangeeta's expertise includes design thinking, digital innovation, entrepreneurial strategy, women entrepreneurship and working with the community. She has a special interest in social and women entrepreneurship.



ANKITA DEY

Ankita is the Asia-Pacific President of Innovitas, an international consulting concern. She is a Business Development Manager by profession, and is a strong admirer of self-grown businesses. A travel enthusiast by nature, she has traversed 16 countries so far in her bid to travel the world. Ankita brings quiet experience to many of the sessions, sharing her own journey of discovery with the participants.



PABLO DUNOVITS

Pablo specialises in advanced Human Centered design principles. He exists at the leading edge of digital disruption and innovation, both designing and implementing customised solutions. His rich experience spans a variety of projects, and is deeply driven by successful delivery, and making a difference. He is a globally successful senior professional that specialised in all aspects of Creative Digital solutions.

WHAT WE DID



Free worksheets/
resources



Website support



8 sessions



Presentation by participants



Success stories



Social media support

1

Learn what digital transformation means for your business, why it is critical for the survival of your business

5

Digital transformation roadmap to achieve the business goals

2

Define your digital strategy by using a 'Digital strategy canvas'

6

Financial forecast and planning

3

Digital transformation of your potential customers' journey in making a purchase

7

Digital marketing roadmap and competitor marketing strategy analysis

4

Implementation of the digital transformation tools

8

Explored more digital tools using 'The right tool' by MBIE. More NZ based success stories

Marketing , communication, designing, financial tools etc

OUR PARTICIPANTS

Few of our participants and businesses



Sharlene & Mataia

New startup: IVALIUS

Bridging the gap between human and nature, IVALIUS looks to implement nature's natural goodness in commonly used spaces. We sell plants, pots, plants in plants and wellness office packages

With a unique and scientifically proven approach to human wellness via the branches of nature, IVALIUS strives to endorse the symbiotic relationship between human and nature promoting biophilia 'love of nature'.



Kara & Aayla

New startup: Business & Digital Strategy Consulting

We develop business and digital capabilities through accessible and practical advice, training, systems development, and ongoing support. We provide consulting support to assist individuals and organisations transition into digital workflows and improve efficiency, reduce administrative burden, streamline data collection processes, and strategize for the future. We strive to be accessible and build confidence in our clients.



Karan (Founder of GoGrocer)

GoGrocer is a grocery delivery service based in Auckland, New Zealand. We shop and deliver essentials to your doorstep! Our goal is to offer you convenience of buying groceries from comfort of your home, in just a few clicks. You place an order and a mojo - your personal shopper shops essentials for you.

<https://www.gogrocer.co.nz/>



Connie Sue (Founder of Paint n Chill)

Paint n Chill is a social painting event with a twist. A relaxing social event where guests can enjoy a drink while painting. We pride ourselves in our relaxing and non-judgmental environment with a friendly artist to guide you through the night's featured painting. So just chill, drink, paint and mingle!

<https://www.paintnchill.co.nz/>

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Tony & Lionel Sue

New Startup : KL Lab

Malaysian cuisine with the modern twist of home cooking style. Coming soon !



Faru (Founder of Soul Kitchen)

Food catering services for all celebrations. At soul, you'll find a wide range of delicious menu items suitable for birthdays, anniversaries, weddings and other celebrations you may wish to host. We love making it quick and easy for you to plan your events so that its affordable and has generous quantity.

<https://www.facebook.com/soul.its.your.soul>

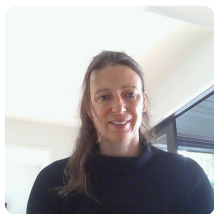


Jaspal

New Startup: Drain flow

Drain flow is an double enzyme based, environmentally & user friendly cleaner sanitizer & degreaser & deodouriser. It is safer & healthier alternative to toxic cleaners, solvents, caustics & bleaches. Drain flow cleaners' concentrated formula can be used full strength - or diluted with water it can be used on any washable, indoor, outdoor, automotive or boating surface. It is an organic solution to a clean, green environment. Ensures clean work spaces.

In process of MPI & Bio-Gro certification.



Geraldine

New Startup

Marriage Celebrant – I will be officiating at marriage ceremonies, supporting and guiding couples in completing all the necessary requirements for their marriage license and making it a special occasion for lifelong memories.

Driving Instructor – I will be planning and delivering lessons teaching drivers theoretical and practical driving skills in Auckland.

SUPPORT



Website and social media support

Few participants were offered website and social media packages to help them take the next step.

OUTCOMES

What we have achieved

COMMUNITY BENEFITS

Our analysis is based on the feedback that we obtained from the few of the ethnic small businesses started via Live your dream Business startup project. They deal with many barriers and challenges during this period of time, which includes low awareness, unfavourable mind set towards digitalization, lack of resources and competence needed to digitise.

Benefits for SMEs

- Knowledge of the benefits of digitalisation
- Knowledge about the resource and tools available
- Networking with other similar SMEs
- Reshape their business to create value, gain a competitive advantage, meet their customers' expectations
- Help small businesses make successful decisions
- Get the satisfaction of knowing they have done a great job

Benefits for Community

When SMEs are willing to adapt to digitalization from the traditional method during this pandemic time, it creates benefits for community as well.

- Ease and convenience:
- Consumes less time and cost
- Products and services will be available around the clock
- Contact the business via social media tools and other digital communication methods



Overall creating digital markets and adapting to digitization can gain significant economic benefits and lead to substantial social benefits to local communities.

TESTIMONIALS



"Very well organised, very relevant and applicable to the current business environment. Makes me feel inspired and encouraged to take the next step in business"



"Top quality materials and presentation"

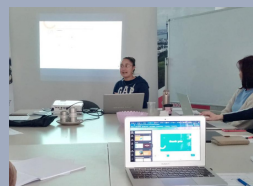


"Great strategies, tools, mentorship and amazing people to collaborate and learn from"

Participants input



Intro to WhatsApp Business: By Karan



Intro to Xero.: By Sharlene



Intro to Microsoft tools and their integration: By Kara & Aayla



Intro to Web Analytics: By Connie

CONCLUSION

We believe that at this current situation awareness and information about why and how to digitise are seen as the most crucial factor in getting productive output for SMEs and supporting local communities.

It's time for us all to help our local businesses to get back on their feet and sustain for the future changing environment.