



# Overcoming the challenges of self-employment & Available support for new communities

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About HergenuityAfrika!  
[www.hergenuityafrika.org](http://www.hergenuityafrika.org)

Why do we exist?


To support and promote entrepreneurship, entrepreneurial thinking and business leadership among female entrepreneurs of African descent, towards socio-economic development




...redefining the Afrikan woman

# Our mission – to foster immigrant/female entrepreneurship through

1. targeted, gender-specific entrepreneurship training
2. the right entrepreneurship-focused information/resources
3. a platform and panel of experts for ideation and business advice, coaching, mentorship, compliance with regulations, etc, towards business growth
4. Providing support with HR, Book-keeping and Accounting services, Office Administration, support with grant/funding application, etc.



We connect members with experienced business mentors, strategists and advisors for strategy development and business growth.



\*Connect with us on IG, Facebook, Twitter & LinkedIn  
@hergenuityafrika

and with  
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\*Support, build and lift others\*





# Overcoming The challenges of self-employment



...redefining the Afrikan woman

# Immigrants play a significant role in the economy of the host country



“The phenomenon of immigrant women (entrepreneurs) is shaped by the dual effects of ethnicity and gender - the "Double Disadvantage" dimension.

Azmat, F (2014)



...redefining the Afrikan woman





Can we change the narrative? 

HerGenity Africa! ...redefining the Afrikan woman



# Exploring (potential) opportunities

# 'Creating a network of Business Leaders





Self-Employment - It's not for  
everybody

# Are you an entrepreneur?

## Is self-employment for you – Do you have...

- Courage
- Innovative thinking – Always looking to create better products/services/reinventing your business
- Tenacity/Determination/never letting go – not every business idea will fly
- Perseverance/stubbornness/not giving up
- Passion
- Self-discipline
- Confidence/decisiveness – making mistakes and learning from it



# Are you an entrepreneur?

## Is self-employment for you

- Risk taking – calculated risks (short term income sacrificed to maximize long-term gain)
- Resourceful – Working with what you've got/resources you have
- Hard-work
- Excellent communicator
- Flexibility – performing multiple functions
- Adaptability



# Models of Self-Employment

1. Full time Self-Employment
2. Full time work + Part time Self-Employment
3. Part time work + Full time self-Employment
4. Full time work + Partnership
5. Part time work + Partnership



# Advantages of self-employment

1. Independence
2. Legacy
3. Can be financially-rewarding
4. Flexibility
5. Another route to accessing the labour market
6. Promotes socio-economic inclusion
7. Ideal for those who want to be in full control
8. An opportunity to birth/bring to life a new/innovative idea
9. Freedom from monotony, as no 2 days are ever the same for an entrepreneur



# Challenges of self-employment

1. Funds to get started and to keep growing – managing overheads
2. Juggling full/part time paid work with running/building your business
3. Master-of-all dimension – multi-tasking duties
4. Fulfilling legal obligations
5. Fewer benefits – you pay for everything
6. Reduced security – when there is no work , there's no income
7. Challenges of finding/affording the right staff/team



## Challenges of self-employment – cont'd

1. Financial uncertainty as no guaranteed income – income is hard to predict from month to month
2. Working long hours
3. Marketing and sales
4. Staying motivated
5. Time Management



# Overcoming Challenges of self-employment

1. Build your capital base incrementally – financial, social, financial
2. Take your time – no need to rush
3. Incremental approach – start with side-hustling
4. Freelancing
5. Track your expenses/estimate your taxes
6. Build beyond your ethnic enclave
7. Collaborate to work with experts/work with freelancers
8. Use accountability buddies/join a network
9. Maximising time/managing tasks – Plan your day; schedule one day a week for admin tasks



## Available supports for new communities

1. Entrepreneurship training - e.g New Frontiers
2. Administrative procedures for business setup
3. Mentoring
4. Incubation spaces – Many of the Unis and ITs
5. Developing a business plan
6. Growing your business, including hiring
7. Research and development
8. Banks, Credit Unions, Microfinance Ireland
9. Also see [www.supportingsmes.ie](http://www.supportingsmes.ie)

# Available supports for new communities

1. LEOs
2. Enterprise Ireland
3. Gaeltacht areas – Udaras na Gaeltacht- Remit spreads from Macroom in Co Cork through Connemara and into Donegal
4. Area partnerships – They pay particular attention to those who have been in long term unemployment/in danger of social exclusion
5. Community groups – Pobal – responds to needs within their own communities
6. Leader – EU Initiative for rural development but part-funded by the Irish govt. Their remit include Economic development, enterprise development and job creation



Thank you

Any questions