

Ukraine*Moves*



Creating Small Business for Physically Disabled

VISION



“UkraineMoves” aims to be a **nationwide** organisation which enables **entrepreneurs** with a physical challenge to start their own **business** by using a special **street trade** tricycle.



STRATEGIC OBJECTIVES (1)



- Establish “UkraineMoves” as new Ukrainian NGO
- Find appropriate organisation model to manage it
- Recruit necessary partners:
 - Companies,
 - organizations for PWDs and government
 - Tricycle builder in Ukraine
- Ensure sufficient funds to operate on long term

OPERATIONAL OBJECTIVES (2)



- **First phase:** (pilot program): enable 10 persons with a disability (PWDs) in Transcarpathian Oblast to run their own business by June 1st 2010.
- **Second phase:** another 20 PWDs by September 1st 2010 within three adjacent Western Oblasts.
- **Third phase:** Nationwide roll out, including Kiev, with entrepreneurs in all 24 Oblasts by December 2011.

WE BELIEVE



We believe that persons with a disability (PWDs) have to be **fully part** of society, unlike the current situation in where they are **isolated** at home. We believe that **entrepreneurship** is the way in which they can built an own, **independent** existence.

THE PWD'S PERSPECTIVE



'Now we will be able to earn our own income. Our mobility will improve, and this project contributes to a *change* in the *attitude* of the public towards us; we are not pathetic or dependent, but can be independent private entrepreneurs.

We will earn the respect of the public'

Sustainable Competitive Advantage for Ukrainian Companies



- Long Term Commercial Partnership
- Strategic Enabler to show Social Responsibility
- Exclusivity
- Innovative & Sympathetic New Retail Concept
- Complementary Channel to Market
- Increased Brand Exposure

A Unique Opportunity for PWDs



- Stable income source by earning own income
- Sales Training
- Increase mobility with tricycle of high quality
- Increase of self esteem
- Collaboration with established Ukrainian company
- Administrative and legal advice
- Contribute to better attitude of public against PWDs

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