Opportunities from the Start-up World: a Disruptive Mindset.

Marseille, France
Nov. 2019
Era of the connected refugee.

Refugees’ smartphone ownership:

- 73% in Jordan, GSM Association 2019
- 68% urban refugee population, UNHCR 2016
Community and Services

- SINGA
- REFUGEE INFO
- tarjimly

Training

- RE:CODED
- konexio
- PAPER AIRPLANES

Job Creation and Entrepreneurship

- Meet My Mama
- TaQadam
- 51 LABS
Global language learning services growing rapidly

$43B Market
Highly-skilled “connected” refugees

Growing demand for language & cultural services

Gig economy = Digital inclusion

NaTakallam (we·speak)
A win-win solution

Kate
PhD Student, Baltimore

Noor
Syrian refugee in Lebanon, barred from local economy
Language Learning

Arabic
Persian
Spanish
French

Academic Programming

Middle East
Africa
Latin America

Professional Translation Services

10+
Languages

same cultural tradition; the same geographic area. 1. a rendering of something into another language or into one's own language. 2. a version of something translated from one language into another.
Academic clients

Yale  
Berkeley  
Duke  
Tufts  
Penn  
GEORGETOWN UNIVERSITY  
COLUMBIA UNIVERSITY  

Organizational clients

BuzzFeed  
Save the Children  
BRITISH COUNCIL  
DRC REFUGEE COUNCIL  
HP Foundation  
Unilever  

NaTakallam has earned $1,200,000+ revenue since August 2015.
6000+ unique users
90+ countries
200+ schools & universities
80+ translation clients

$650,000+ earned by refugees
Cross-sectional Partnerships at our core

[Logos of various organizations]
The Startup Mindset

- Market-based
- Risk taking
- Specificity then scale
- Refugees as Customers vs. Beneficiaries
- Reporting to Customers vs. Donors
- Passive Recipients to Aid vs. Self-Sustaining Income
- Leveraging technology to transcend physical borders
Challenges

* Prejudice/Stereotyping against refugees
* Money Transfers and payments
* Legal framework
* 3G / 4G phone coverage
* Access to capital / funding
* Long term sustainability / tech4good
I lost any contact with the outside world because I am what they call here a ‘Syrian refugee.’ NaTakallam gave me an identity again, helped me be part of society.

– Ghaith, Refugee Tutor since 2015
Where are we going from here?

*Tech + fintech developments
*Marketing/Media Exposure
*Build internal capacity & processes
*Training refugees
*B2B sales
*Language Expansion
NaTakallam (we·speak)
The era of the climate refugee

*Climate change* will transform more than 143 million people into “climate migrants” escaping crop failure, water scarcity, and *sea-level rise*. 

– World Bank
A multi-cultural, multi-talented team

Aline Sara  
CEO  
Human Rights, Journalism, Conflict Resolution

Reza Rahnema  
COO  
Econometrics, Monitoring & Evaluation

Christian Chemaly  
CTO  
Tech

Lydia Bassaly  
Head of Translation & Recruitment  
Human Rights

Carmela Francolino  
CP Training and Pairing  
Education, MENA

Hannah Weitzer  
Director Uni/K-12 Partnerships  
Education, Virtual Exchange

Madison Sindorf  
Recruitment & Translation  
Education, Linguistics