



NEW ROOTS PILOT

PARTICIPANT PROFILES



Marta Hinstroza



Marta came to the UK as a refugee from Colombia and set up Pueblito Paisa, a community centre for the Latino community in London offering free legal advice and counseling to local traders and the larger community, while simultaneously serving mouth-watering Colombian delicacies and coffee.



Marta is working to standardise and formalize the community offer so she can deliver it sustainably and developing a strategy to help all traders supported by Pueblito Paisa in moving to a new marketplace in Seven Sisters which is currently being developed.





Fadi Sofi

Fadi developed Talent Engineering & Asset Management (TEAM) an HR software developed to support SMEs to manage their day-to-day activities, payroll and project management while completing his PhD. With his software almost ready to go to market, he is currently working on a sales strategy and market entry strategy for the educational sector in India, and the Middle East.ed.





Mariwan Karim



Mariwan is in the initial stages of planning to open up a ceramics studio. He is currently an art technician in a school but has always wanted to open his own studio focusing on throwing technique, hand build, slip casting, and printing on clay (Screen Print and Mono print), painting on ceramics and exploring and decorative home ware.





Beatrice Fasoranti

Beatrice founded and runs a charity supporting people who have experienced homelessness in the UK and Nigeria while working full-time as a social worker. They provide meals and clothing to people in need and have so far been dependent on charitable donations. Beatrice is keen to transform her charity into a sustainable organisation by developing her fundraising strategy and new earned income streams to grow the support she is able to provide her beneficiaries.

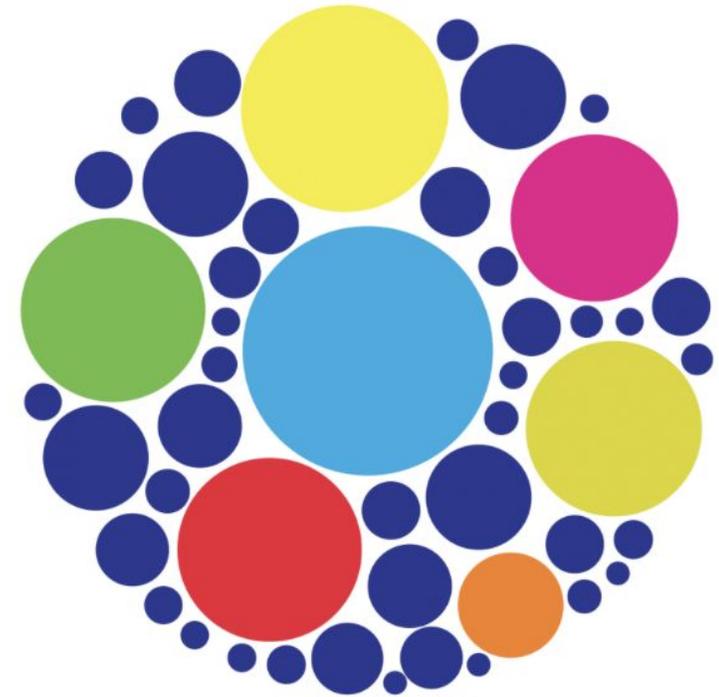




Luz Yolima Cuellas



Luz developed and launched a mobile app called UK Latinos which aims to help integrate the Spanish speaking community in the UK. Through the app Luz makes local and national news, cultural experiences, educational and employment opportunities accessible for Spanish speaking people who would otherwise struggle because of the language barrier. Luz wants to grow the number of users on her app, and businesses advertising their services, to have a greater reach and support more members of the Spanish speaking community in the UK.



UK Latinos



Woin Tegegn

Woin is a cooking instructor and simultaneously has started her own catering company. She has always been passionate about Ethiopian cuisine and recently focused on developing plant-based vegan dishes from Ethiopia through her enterprise Ethiopic Kitchen. Her ambition is to have a permanent location from where to run Ethiopic Kitchen and be able to dedicate herself to it full time and is currently working on increasing her online presence and growing her customer base.





Oku Abara

Oku has an ambition to launch an ethical online based property lettings business. With some years experience in the London property lettings market and having been homeless himself, struggling to access suitable and affordable rental property, Oku wants to put together a considerate property lettings company that is flexible, affordable and able to provide accessible and alternative housing options to various individuals. He is currently working on his business plan and developing his service offer.





Peyman Heydarian

Peyman is an award-winning music scientist and santur performer. A computer scientist and musicologist, he adopted innovative tuning systems and performance techniques to play a multi-ethnic repertoire on the Iranian santur and developed computer algorithms for the analysis of Persian musical signals. Peyman currently teaches performance and music technology courses at London universities while running his music and performance business which he wants to focus on, to grow his portfolio of events and audience reach.





Esmail Abhollahi



Esmail is a skilled glazer with 8 years of experience. Esmail founded Shiny Glass in the UK supplying and installing glass splashbacks in kitchens, shower enclosures, walk-on glass, skylights and all things glass. Esmail is currently working on a strategy to increase his client base, build his company's web presence to reach a wider audience, and gain the appropriate professional certifications in the UK to be able to grow his business.





Sulaiman Othoman

Sulaiman is journalist and broadcaster with over 17 years experience in the industry in the Middle East. Sulaiman wants to start an online magazine celebrating culture and art, focusing on contemporary art from the Middle East region and providing a window to explore the wealth of Middle Eastern creativity with the wider public. Sulaiman also plans to use the online magazine to sell artwork to a UK audience, and he is currently developing and building his online platform.





Ellon Ninsiima

Ellon has previously run a business in East Africa for 5 years and always wanted to return to running her own business in the UK as well. Ellon wants to open a retail business selling unique handmade African crafts of all sorts like the one she had run previously, but to the UK market. She is currently doing a competitor analysis, research into potential suppliers from East Africa and the different sales channels to reach the UK market.





Daphine Wokuri

Daphine has built up years of experience cooking professionally from when she used to work for the diplomatic service, and now in the UK she wants to start her own food business. Daphine has the ambition of one day opening a restaurant and is currently doing some market research into the food market in her local area, competitors and suppliers, as well as the best business model to start her food business.

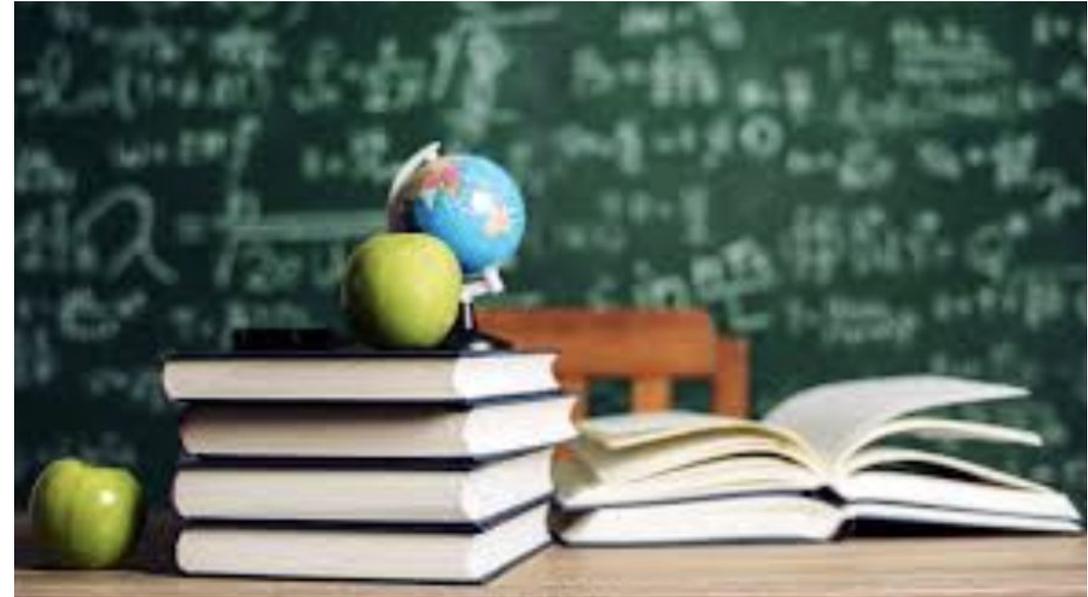




Koroush Kapour



Koroush is a highly accomplished educationalist, human rights activist and a doctoral researcher with over 16 years teaching experience in Sciences, Social Research Methods, and International Education and Development. Koroush wants to make use of his extensive knowledge in the educational sector to develop a service supporting the Kurdish youth in the UK in accessing and attaining education and maximising their potential and is currently developing his business plan and service offer.





Birmad Ibrahim

Birmad is a Somali refugee who is developing an environmentally friendly construction business to offer affordable and eco-friendly homes to low-income communities in urban and rural areas of Somalia. Birmad is passionate about environmentally friendly construction technologies that can be made more affordable and accessible to the urban poor in Somalia and surrounding regions and help speed up the process of reconstruction and recovery which is essential in supporting human livelihoods.

