

## 2021 Report on LEVEL, the new International Incubator of Malmö

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In April 2021, the Municipality of Malmö decided to fund a new start-up known as LEVEL. Therefore, in this first year, we have established the following as a foundation for further development in 2022 and 2023.

### OBJECTIVES MET OR IN PROGRESS

- LEVEL offices at Mobilia (lease signed)
- Build-out of new shared office space (interiors, furnishings, etc.)
- Development of branding/communications/marketing/social media strategies
- Development of website (design/content) in multiple languages (English/Swedish/Arabic)
- Establishment of a steering committee
- Development of an advisory board
- Partnership agreements
- Recruitment of Head of Operations & Business Development (Corinne Trang; "CT"; as of 19 October 2021)
- Recruitment of Senior Business Developer (Åsa Krug; the first staff member; as of April 2021)
- CT's hiring of LEVEL dream team (business developers and community manager)
- Development of business plan for 2022 based on 2021 budget figures

### LOCATION

In sourcing the locale, we identified Mobilia for the new LEVEL offices. Mobilia is easily accessible and has many incentives, including consistent foot traffic, food courts, and a free parking garage, all within an ethnically diverse neighborhood.

An ample space with an open floorplan on the second floor of the mall required extensive renovation. As of mid-November, we are finally ready to move in and welcome clients.

Since April, we have used a temporary space and have signed up over 40 clients, now ready to work in our shared and newly designed workspace.

### CONFIGURATION

The new offices include 20 desks, two small quiet rooms, two medium and one large conference rooms, and a kitchen area. Our space is customizable for large social gatherings and special events.

In our shared space concept, both staff and clients work alongside each other. To manage demand, we are implementing a multi-functional booking system whereby the client can reserve a desk and request a meeting with a staff member.

## **STEERING COMMITTEE**

In this first year, our steering committee consists of representatives from our founding partners, including Coompanion (Johan Broman), Tillväxt Malmö (Jan-Erik Bengsston), Almi (Marie Krüger), and the City of Malmö (Micael Nord and Fadi Barakat). In addition, we have invited Minc and its CEO to participate.

The purpose of the steering committee is to support LEVEL as needed during its inception. To that end, LEVEL is here to address and serve Malmö's marginalized population; inclusion and integration are our mandates. Crucial to this endeavor is that our team be as international as our client base and our expert services delivered in multiple languages.

Furthermore, LEVEL is a new incubator supported by complementary collaborative efforts of like-minded individuals and entities such as our founding partners.

## **LEADERSHIP**

As our new Head of Operations & Business Development, Corinne Trang will lead the recruiting of a dynamic and international dream team to develop LEVEL as the go-to for our international communities. Corinne's background is in business development and branding/communication/marketing strategies. Initially based in New York, she is an award-winning author, university professor, and consultant with over 20 years of experience as a spokesperson, branding/communication/marketing strategist, lecturer, business developer, and visionary. She has spearheaded projects globally.

Corinne will be responsible for developing a cohesive business development program for LEVEL, including an aggressive branding strategy and educational workshop series to help clients build their entrepreneurial skills. Additionally, she will be responsible for the business plan and budgeting moving forward and starting in 2022, using 2021 figures as a foundation.

## **BRANDING**

LEVEL's logo and graphic profile are designed and used in all branding/communication/marketing campaigns and correspondence.

A website is currently being developed in English/Swedish/Arabic to replace the temporary splash page.

Branding/communication/marketing campaigns will originate from LEVEL moving forward. These will be shared and distributed amongst stakeholders and partners for the sake of consistency in our promotional efforts on social media platforms, as well as internal and external communications.

## **CLIENTS**

At present, LEVEL has 40 customers distributed amongst the DREAM (7), START (24; of which two women-operated companies have officially launched), and GROW (9) phases.

Current staff recruiting efforts will improve these figures as we will have more resources in place.

While LEVEL is open to all, our main objective is to gain the trust and serve Malmö's marginalized international population.

## **RECRUITING**

A carefully selected staff to address the specific needs of LEVEL is underway with expectation to be fully staffed in January 2022. What will make LEVEL unique is its ability to conduct business in multiple languages, including Swedish, English, Arabic, Russian, French, and German as the current languages. Additionally, our services will be available in Farci, Urdu, Turkish and Chinese with different levels of fluency.

## **MOVING FORWARD**

On 1 December, we will officially open our doors to clients, partners, and special guests at 15:00 with a ribbon-cutting ceremony scheduled for 16:30. The event will start with a welcoming message from Corinne Trang and LEVEL's partners, as is required.

As is currently planned, the ribbon-cutting ceremony will be officiated by Mayor Katrin Stjernfeldt Jammeh and Vice Mayor Roko Kusar.

## **OUR PRINCIPLES**

We operate on behalf of our international communities with the promise that no one is left behind. Therefore, it is our goal to address every issue with utmost transparency.