



SOCIAL FRANCHISE BY MINDY



3RD INTERNATIONAL EXHIBITION | CONFERENCE

HEALTH & REHABILITATION

HELPING INJURED UKRAINIANS RECOVER FASTER



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Who We Are

- My name is Anna, and I represent the charitable foundation "Mindy"



- The Foundation "Mindy" started to work on May 31st, 2022, with two psychologists, Bohdan and Taras
- The focus of activities is to help war veterans and their families to adapt to civil life
- Our active projects are the online platform for psychological help and mental and physical recovery spaces in Kyiv and Rivne
- Over 3,000 services and assistance sessions have been provided to Ukrainians by different specialists
- We are presenting a project that helps solve a critical problem of building the infrastructure for rehabilitation in small towns in Ukraine





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Defining the Problem

After rehabilitation in the hospital, more than half of the veterans and civilians return to their small towns

When speaking about continuing rehabilitation in a small town, it is impossible in 90% of cases

Most rehabilitation infrastructure is in big cities; small communities are often cut off from these services

Rehabilitation for those who get back to small towns often ends up there

Most of the medical and hospital infrastructure in small towns dates back to the ex-USSR

The specialists in small towns might lack experience and qualifications





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We've developed the solution
and are already deploying it

- Our vision for solving the problem – social franchise from "Mindy"
- We use a franchising model to scale up standardized solutions nationwide
- Mindy's proposal is a small, mobile, inclusive, multi-functional space of 78 sq.m.
- Multidisciplinary team includes 6-10 specialists: case manager, physical rehabilitation doctor, physical therapist, therapist's assistant/ massage specialist, ergotherapist, speech therapist, psychologist, veteran-mentor, lawyer and HR manager





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- Physical and psychological rehabilitation, recovery from blast wounds, preparation for prosthetic procedures, rehabilitation after concussions, and other types of help may be given in the module
- The social franchise from "Mindy" is about quick and actual rehabilitation infrastructure for small towns with 5-25 thousand people
- Mindy finances the module, and the local community pays for the module's supporting expenses. The National Health Service of Ukraine compensates the specialists





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Costs and Production

- Mindy's standard fully equipped module for 78 sq.m. costs 90,000 euro
- Mindy needs 2 months to build the module, produce and buy all equipment and inventory, and train the team. Mindy accompanies the multidisciplinary team after the opening for next 2 months to fully integrate the rehabilitation services into the local and national medical system
- Mindy's production capacities are 40 locations/modules per year, 5 modules produced simultaneously
- There are around 1,350 small communities with over 270 key regional centers, which demand quick and viable solutions to the rehabilitation problem





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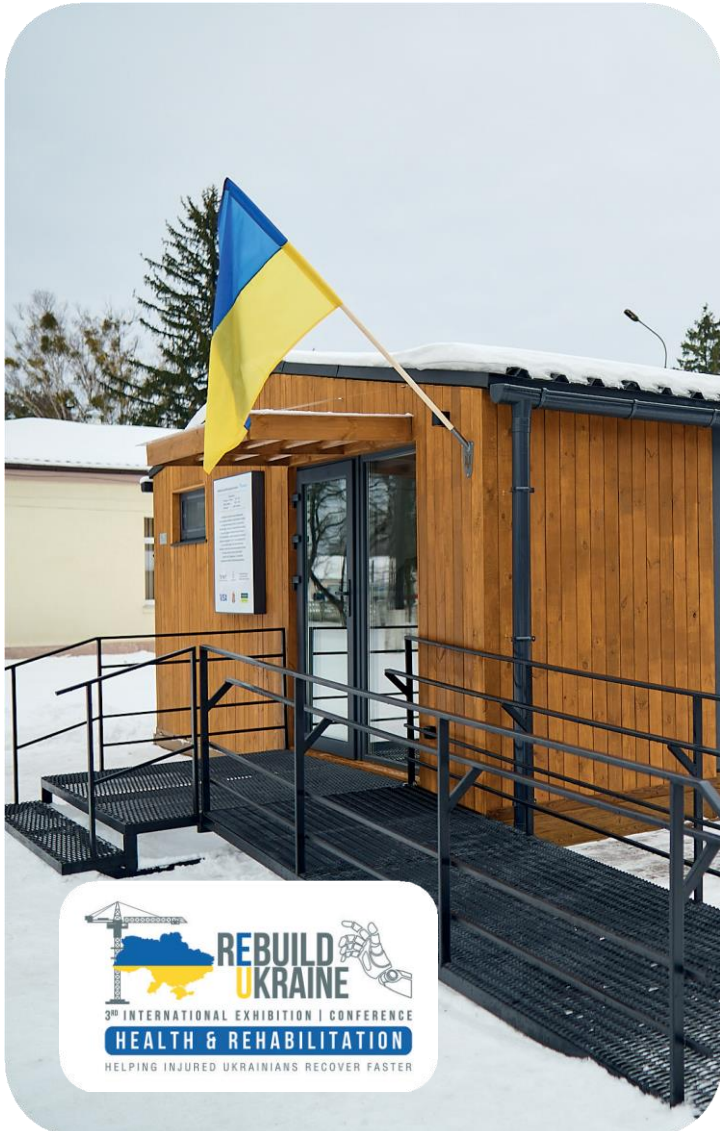
Costs and Production

Social Franchise for 5 locations, list of works	Cost for 1 location in Euro	Number of locations	Total Costs in Euro
Project and technical documentation	949	5	4,745.00
Module production	55,319.00	5	276,595.00
Furniture production (custom designed sizes)	3,677.00	5	18,378.00
Equipment rehabilitation 30 pieces medical and for psychologists 14 pieces	5,931.00	5	29,656.00
Technical inventory (hygiene vectors, inclusion elements, plasma etc.) etc.)	4,152.00	5	20,759.00
Legal support for all issues (contracts, agreements)	949	5	4,745.00
Marketing and advertising support (before opening launch campaign, after the launch to enhance engagement)	1,898.00	5	9,490.00
Supporting manager of the franchise (coordination of organizational issues and communication)	3,084.00	5	15,421.00
Training of the module specialists (courses, skills improvement trainings, supervision)	5,504.00	5	27,521.00
Ramp and start production according to the design standards of the franchise to meet financing requirement regulations	2,372.00	5	11,862.00
Administration expenses (lawyer, accountant, SMM, SMO, project manager)	6,168.00	5	30,842.00
Total	90,003.00		450,015.00



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Advantages and Benefits



- Mindy's module is a small space, which means it is cost-effective in production
- Mindy looks for the module financing while the local community prepares the place for the module
- The module and its inventory are highly standardized
- Modern rehabilitation facility starts to work almost immediately after opening
- Everything inside the module is new, modern, and of good quality so the Mindy's module may work for many years ahead
- The module and the location are inclusive. People with peculiar needs may readily use Mindy's module
- The module is mobile and can be transported to another location if necessary
- Compatible with the local healthcare system and national services
- An integrated network of mobile rehabilitation modules
- The module is a next-to-the-door solution for small towns
- Specialists from the module also work as a mobile care team



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Examples of module implementation and our partners

The first module was opened in Jan 2024 in Ovruch, the town near the frontier with Belarus in the Zhytomyr region

Mindy is implementing the social franchise into 4 new locations that should be launched in Sept 2024



Mindy works with local partners to provide health care assistance, veterans' return to everyday life, and business donors like VISA, OschadBank, and PrivatBank and others



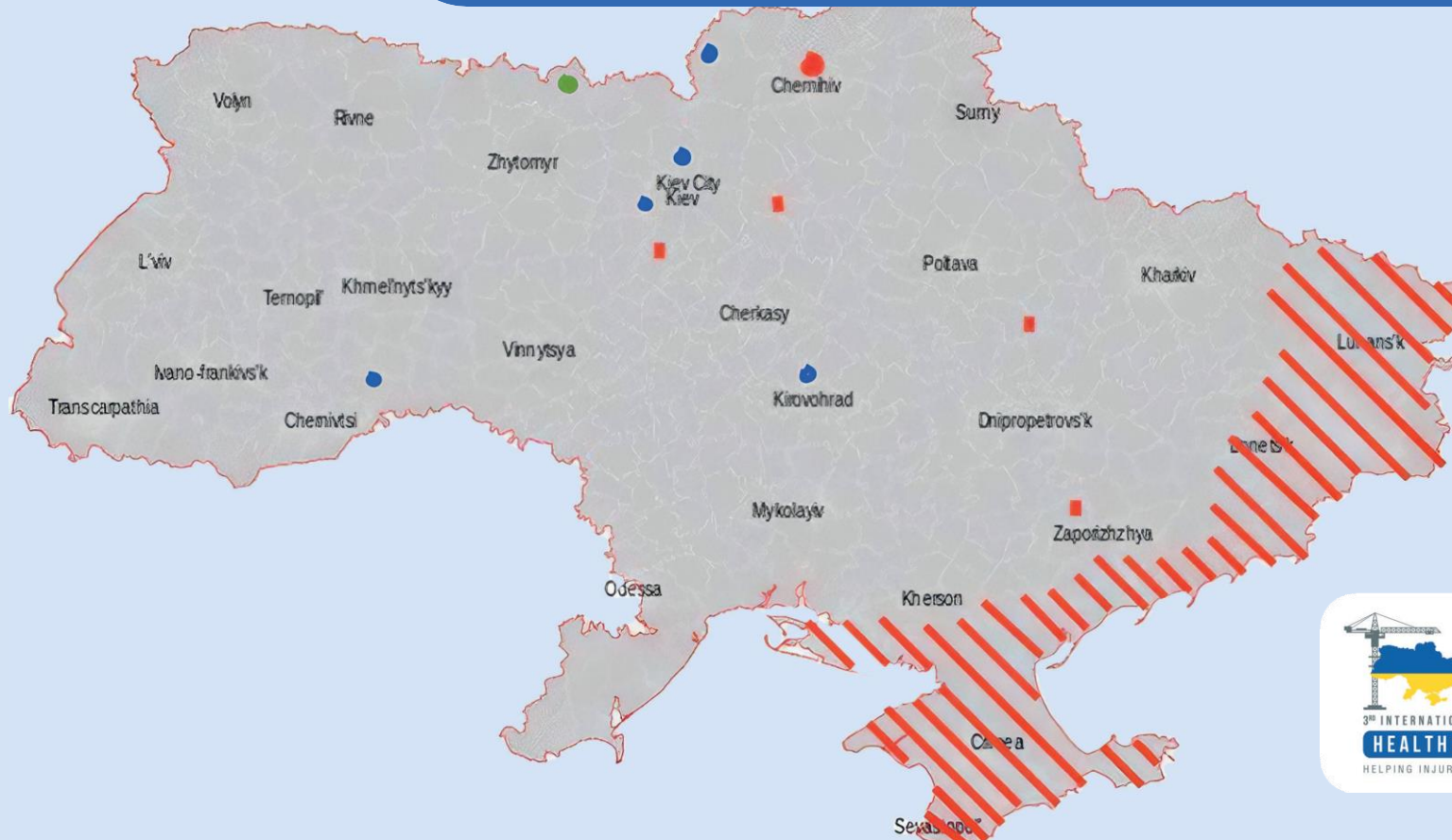
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The network of “Mindy”



Green – working modular in Ovruch city, Zhytomyr region

Blue – financed, opening in September - October 2024 in the cities of Khotyn, Kropyvnytskyi, Vasylkiv, Vyshhorod, Slavutych.

Red – we are looking for financing to open at the end of 2024 in the cities of Chernihiv, Shiroke, Lychkovo, Yagotyn, Bila Tserkva.



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What we expect and what we can give in return

Mindy have dozens of requests from Ukrainian local communities. Small local communities are eager to have the Mindy's module and is waiting for it

We are looking for the financial support to implement the project in 5 cities for a total of 450,025 euros

By partnering with Mindy, you can join the systemic changes in Ukraine's social and humanitarian sphere, mainly by building a modern rehabilitation system in the smallest communities



Thank you for the attention
and would be happy to
become partners



Site:

<https://socialfranchise.com.ua/en/>

