

The logo features the text "MeXOXO counting stars" in white, centered within a circular frame. The background of the logo is a vibrant, abstract splash of colors in shades of pink, purple, and red, resembling a watercolor or ink blot.

MeXOXO
counting stars

supported by  ^{THE}
Coca-Cola
FOUNDATION

IMPACT REPORT

2017-2018



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ABOUT MeXOXO

Introduction by Elpida Kokkota, Founder & CEO MeXOXO

MeXOXO is a non-profit organization that educates women and female youth on entrepreneurship. Until today we have helped 2000+ women in Mexico, United States, Nepal, Liberia and Greece.

In 2015 Elpida, the founder, made a commitment to the Clinton Global Initiative to empower 5000 people until 2020.

MeXOXO main actions:

COUNTING STARS

Counting Stars is an educational program for women in the rural Greece. It educates them on entrepreneurship. It is supported by The Coca-Cola Foundation and empowered 600 women until May of 2018.

WOMEN RETAILERS - KIOSK OWNERS

Since 2016 we have hosted 4 seminars helping in total 150 women offering them education of sales, marketing, and communication skills.

FxD - Fashion by Digital Entrepreneurs

We organized the first festival for Fashion in the Digital era, [FxD](#). We educated 300 young women on Fashion Digital Entrepreneurship and its ecosystem via inspirational speaker series from successful people in the fields of fashion, digital and entrepreneurship. FxD through its activity also supported the Municipality of Athens to feed 1000 families for Easter providing them 1000 chickens.

HULT PRIZE GREECE

We are officially representing Hult Prize in Greece. Hult Prize is the world's biggest engine for the launch of for-good, for-profit startups emerging from university with over 2500 staff and volunteers around the world. The Hult Prize Foundation been called the "Nobel Prize for Students" and has been featured in a TIME Magazine Cover Story highlighting the "Top 5 Ideas Changing the World".

GENERAL IMPACT

In addition to that, we support Sami in Nepal and her 286 single mothers, Betty in Liberia to study at the University and raise her baby. We have fed 1500 children in Mexico orphanages, and we support annually the extracurricular education of 40 children in the orphanage of Patras.



ABOUT COUNTING STARS

Counting Stars program, provides business training and mentoring to artisans, retailers, students and women entrepreneurs in Greece to pursue their business dreams. A team of experienced mentors help women on developing their leadership skills, business plans, web and social media skills, as well as navigating through the challenges of the Greek economic crisis in order to sustain or develop a new business.

One of the unique benefits of Counting Stars is the personal support each woman receives. Beyond the 6-8 hour group training and development sessions, the MeXOXO team allocates two or more hours of 1:1 personal interaction with each woman in order to understand better the business challenge and provide personalized suggestions. Each MeXOXO mentor makes a commitment to follow up with each woman individually after one month to learn if she has moved forward on the actions advised and if not, to provide further support and guidance, as needed. 40% of the women are mentored on to one on one basis.

This report presents the result of the program.





THE KEY PILLARS OF OUR PROGRAM

Workshops

We host inspiring and out of the norm interactive workshops featuring from industry experts and their real life story to empower women in different rural areas of Greece.

One on One

40% of our women are consulted into one on one basis. A team of dedicated mentors is helping them personally to build their business plan, define their market target, and work on financial projections and management.

Self-Esteem

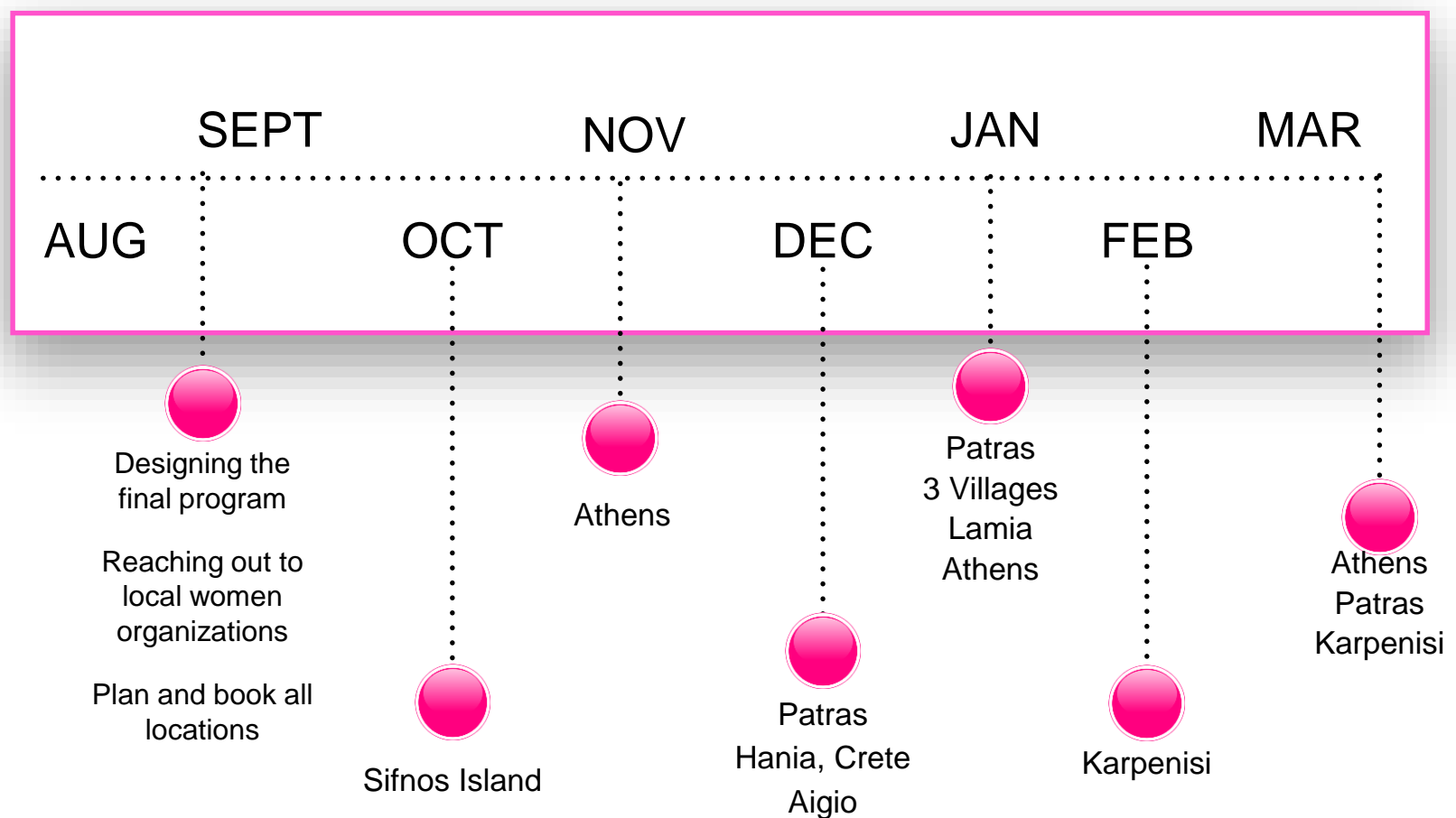
80% of our women are coming to our workshop being in difficult emotional stage due to the economic crisis in Greece. They feel stuck and staggered. We uplift their spirit and we show them the way to manage their fear and recognize their strengths.

Financial Support

For the workshops' organization we hire local women in every location. For example women who own an event's venue, women who own a catering or hotel rooms.

We connect the women to other female owned businesses to increase their sales.

COUNTING STARS 2017 - 2018 CALENDAR





COUNTING STARS IN GREECE

Reached Out to

28,671

via social media, calls, emails, personal invites

Workshops

373

One on One

232

Financially Supported

\$22.7K

through activity



GREECE

1

Sifnos Island

25 One on One's

2

Hania, Crete

3 One on One's

3

Patras, Aigio & Villages

95 One on One's
206 - 3 Workshops

4

Athens

35 One on One's
45 - 1 Workshop

5

Lamia & Villages

10 One on One's

6

Karpenisi & Villages

101 Workshop

7

Athens - Patra - Karpenisi - Villages

21 Workshop
64 One on One's



OUR IMPACT

Our impact is quantity and quality oriented. We are measuring our impact online data that we collect via application forms, surveys, and testimonials.

After each workshop or one on one mentorship, we are monitoring for 3 months the women who participated through a focus group of 35 women. We are recording their progress and the impact they bring in their community.



COUNTING STARS WOMEN ARE:

ARTISANS

RETAILERS

FASHION

TOURISM

F&B

STUDENTS

WE RECORDED THAT EVERY WOMAN WE
DIRECTLY IMPACT

HELPS 4 OTHER WOMEN

IN AVERAGE, WITHIN HER BUSINESS,
COMMUNITY & FAMILY.

COUNTING STARS
TOTAL DIRECT &
INDIRECT IMPACT IN
AVERAGE
FOR 2017-2018

3025 WOMEN



"I liked that the workshop brought back to my mind a business idea that I had years ago. The instructors were a true inspiration and a incredible example of people who are action oriented and passionate about their job."
Stella Zygora ~ 19 years old ~ 7th technical lyceum of Patras



90% 25%

testifies that CS improved their entrepreneurial skills, boosted their self-esteem and gave them the strength they needed to move on in their life and their business.

plans to collaborate with other CS women who meet in our workshops and they testify that this is one of the most important benefits they gained.

COUNTING STARS DEVELOPS
ENTREPRENEURSHIP SKILLS
AND CREATES A STRONG
COLLABORATIVE NETWORK
AMONG THE WOMEN WHO
ATTEND THE WORKSHOPS



Counting Stars program includes businesses at Idea, Start-Up and Growth Stages.

65%

of the CS women attendees takes their business into the next level of growth after working with us

200%

Increase in social media followers from the first year.

382%

Increase in our impact from year one.



COUNTING STARS EDUCATION PILLARS

BUSINESS SKILLS

- Business Plan
- Financial Management
- How to Start a Small Business
- Understand the market - Target Group
- Positioning their Business in the market

TRADITIONAL - DIGITAL COMMUNICATION

- Social Media
- Sales Skills
- Communicating their business to customers
- Communicating their business to investors, shareholders

EMPOWEREMENT

- Inspired by real Stories
- Empowered by interactive exercises
- Learning to re-gain their power and grow their self-esteem
- Finding their strengths through personality tests



“I admire your social work. I am very happy I had the opportunity to attend the Counting Stars Program and learn how to build a business plan. I feel blessed that there are people and organizations like you that truly care about humanity and women’s empowerment. These difficult times your workshop offer us what we needed the most. Thank you so much!”

**Maria Chrysanthopoulou ~ 22 years old
~ CS one on one mentorship ~ Patras**

“I found potential strategic partners with whom I can work, share my thoughts and share my difficulties”

Maria Nadali ~ 45 years old ~ one on one mentorship ~ Sifnos



2017-2018 COUNTING STARS INSTRUCTORS IN ACTION

SELF-ESTEEM



Elpida Kokkota
Founder & CEO
MeXOXO
Helped 2000+
women globally

SOCIAL MEDIA



Giorgos Xanthakis
CIC Social Media
Manager The Coca-
Cola Company
CCA @Coca-Cola
Hellas S.A.

B-PLAN -SALES



Penny Skarpeta
Impact Director
MeXOXO

25 years global trade
expertise

START-UP



Stefanos Poulidis
Young Serial
Entrepreneur

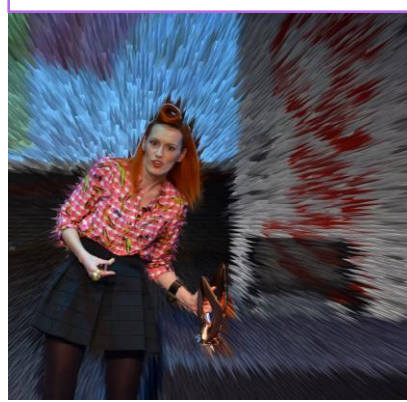
Stanford Graduate

SOCIAL IMPACT



Sharmila Thapa
United Nations N-
Peace Award Winner
for her social impact

FASHION



Joy Koumentakou
Founder Made by
JK Fashion, featured
in Vogue Italy

TECHNOLOGY



Diana Boutyrakou
Founder Unique
Minds & Robotics
Olympic Winner

BRANDING



Costantino Rosseli
Best Selling Author
Former Brand
Strategist Red-bull &
Ferrari



2017-2018 COUNTING STARS INSTRUCTORS IN ACTION

PROJECT MGT



Christos Fioros
Innovative Real Estate
Business

TALENTS



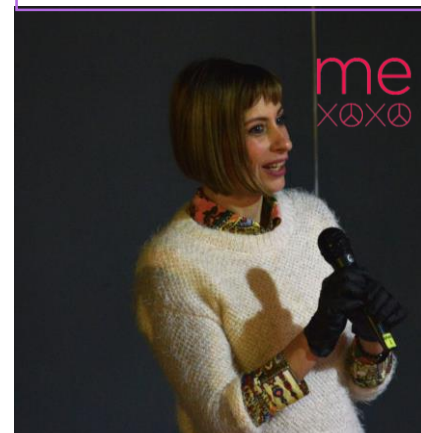
Sophia Protopapa
Career Director
Hellenic American
College

SUPPLY CHAIN



Vasilis Elaiotrivaris
Systems Leader - Internal
controls coordinator
Procter & Gamble

ART & LANGUAGES



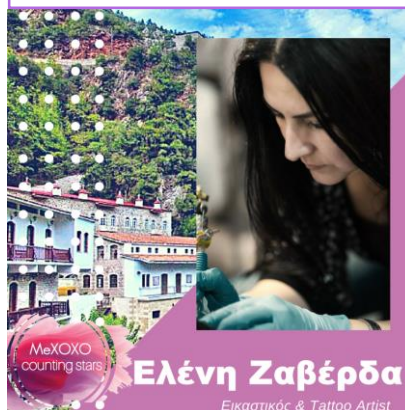
Nadia Kontogianni
Artist & Foreign
Languages Educator

EXPORTING - NEW MARKETS



Maria Loi
World Recognized
Chef - Entrepreneur

ARTISANS



Eleni Zaverda
MeXOXO woman -
Artist & Entrepreneur

RETAILING



Aristaia Banteka
3 Kiosks Owner

ALUMNI STORIES



The next part of this report takes a closer look to some of the most successful women graduating the Counting Stars Program, and the impact that this experience had on their businesses.





DIANNA BOUTIRAKOY

ATHENS

“Everything started last year when I first met Elpida, Founder & CEO of MeXOXO. When I ask her opinion, she said to me: “You must take life in your hands. Take the risk and act on what you love. Success then will come” So I DID! I did start my own business, I got awarded for it and today I feel fulfilled and happy to keep creating.”

~ Dianna Boutirakou, Co-Founder Unique Minds

MeXOXO support:

- self-esteem
- business guidance
- opened opportunities towards growth
- social media support
- supporting her to become thought leader by giving her the opportunity to publicly speak about her work

Launch Date:

December 2016

Operating in:

Athens

Next Steps:

Expanding in all Greece

SUMMARY

We met Diana one year ago when she wanted to start her own business at the age of 21 while still being a student. We inspired her, guided her and supported her growth. Today, Diana is the Co-Founder of Unique Minds, an innovative non-profit organization whose purpose is to assist students and young adults to identify and follow their ideal career path. In December 2017, Diana won the first prize at The Greek International Women Awards (GIWA), under the category Young Stars.

IMPACT

Diana and Unique Minds have:

- Recruited and hired 361 university students as mentors in a volunteering basis
- Organized 7 live events
- Inspired 28.500 school students who attended their seminars
- Assisted 10.061 school student in total. 6260 students have been impacted via live events and 3801 via the Unique Minds on-line platform.





MATR3VE

PATRAS

“We are starting project that we hope to become a successful business and to become successful youth entrepreneurs. We want this project to fund our college studies abroad. Counting Stars has been a amazing mentor. They are next to us to every step and helping us to reach our goals. With their help we can make our dream come true!” ~ Matr3ve - Gilda, Irini, Gogo

MeXOXO support:

- self-esteem
- business guidance
- business plan
- financial analysis
- social media mentorship
- strategic branding techniques
- opened opportunities towards growth
- social media support

Launch Date:

November 2017

Operating in:

Patras

Next Steps:

Become Global Teen Influencers

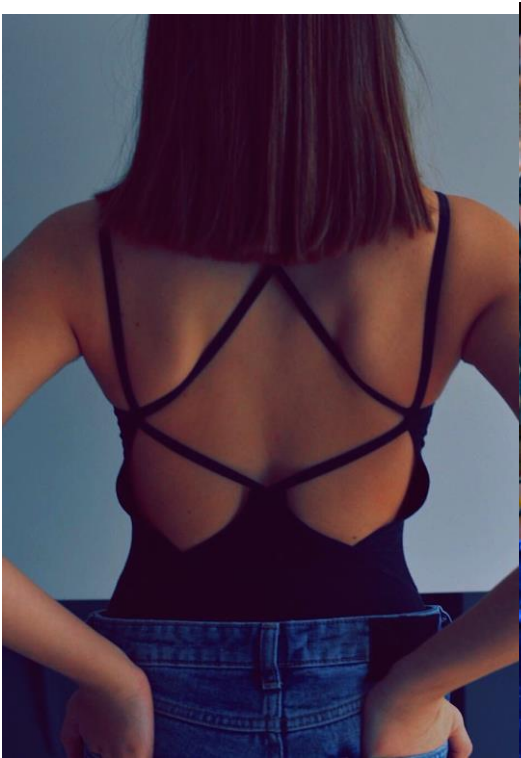
SUMMARY

We met Matr3ve in Patras in November 2017. We are mentoring them into one on one basis but they also participated in January's workshop. Three young girls, three best friends at the age of 16 with top performances at school looking for action. They are our young stars and we are guiding them to to become digital global influencers.

IMPACT

They started their Instagram page on December they have made two photo shootings and already have more than 1500 followers and 1563 likes at their posts .

After one and half month of action Matr3ve are already contacted by Nadine the founder of <https://poppyapparel.com> asking them to become fashion Ambassadors of the brand.





STELLA ZALONI

SIFNOS

"Meeting with MeXOXO team on the Counting Stars program helped me so much to clear up my goals and take action upon them. I will keep asking for their help because I need it."

~ Stella Zaloni, Artist - Stellart

MeXOXO support:

- self-esteem
- business guidance
- opened opportunities towards growth
- social media support
- defining the market
- market positioning
- branding strategy

Launch Date:

October 2017

Operating in:

Sifnos

Next Steps:

Expanding in all Greece

SUMMARY

We met Stella at our first seminar in Sifnos and immediately we recognized her talent and passion for her work.

Stella is a fine artist creating contemporary art using glass and redefining the vitro technic.

We worked with her in one on one basis and we supported her to find her niche and focus: large scale glass boats to decorate and be placed in top destinations of aegean islands.

IMPACT

Stella is working on designing a prototype for her first large scale project and preparing a sale strategy for her artwork. Through our social media posts and after our recommendation Stella's work was recognized by a big multinational company who loved her work and placed an order. Stella created unique glass hearts as promotional gifts for them.





ELIA PAPATHEODOROU

PATRAS

"I loved the freshness of the workshop, the hope you give to young people, and the direct communication style of all speakers. I want to thank MeXOXO because they helped me to take my business one step further by introducing me to big companies that booked my venue and increased my revenue"
~ Elia Papatheodorou, Epikentro Venue Owner

MeXOXO support:

- business guidance
- opened opportunities towards growth
- social media support
- economic support via activity

Launch Date:

January 2018

Operating in:

Patras

Next Steps:

Growing Revenue of the business

SUMMARY

We met Elia in our pilot workshop in Patras and since then we are supporting her in every way. Promoting her on social media and introducing her to our network so she can increase her business revenue.

IMPACT

We hired her space for two days for our January workshop in Patras increasing her revenue by 1000 euros. We also introduced her to Coca-Cola Hellas who hosted the Entrepreneurship school for one day increasing her revenue by 1520 euros.





NTINA LAGIOU

KARPENISI

“Great workshop, amazing speakers. Thank you for giving me the strenght to dream and to dare. I always missed that from my life. Your existence is a blessing for all of us. Thank you for being here.”

~ Ntina, Restaurant Owner in Village Gramenni Oxia

MeXOXO support:

- self-esteem
- business guidance
- opened opportunities towards growth
- social media support
- defining the market
- market positioning
- branding strategy

Launch Date:

February - March 2018

Operating in:

Village Gramenni Oxia

Next Steps:

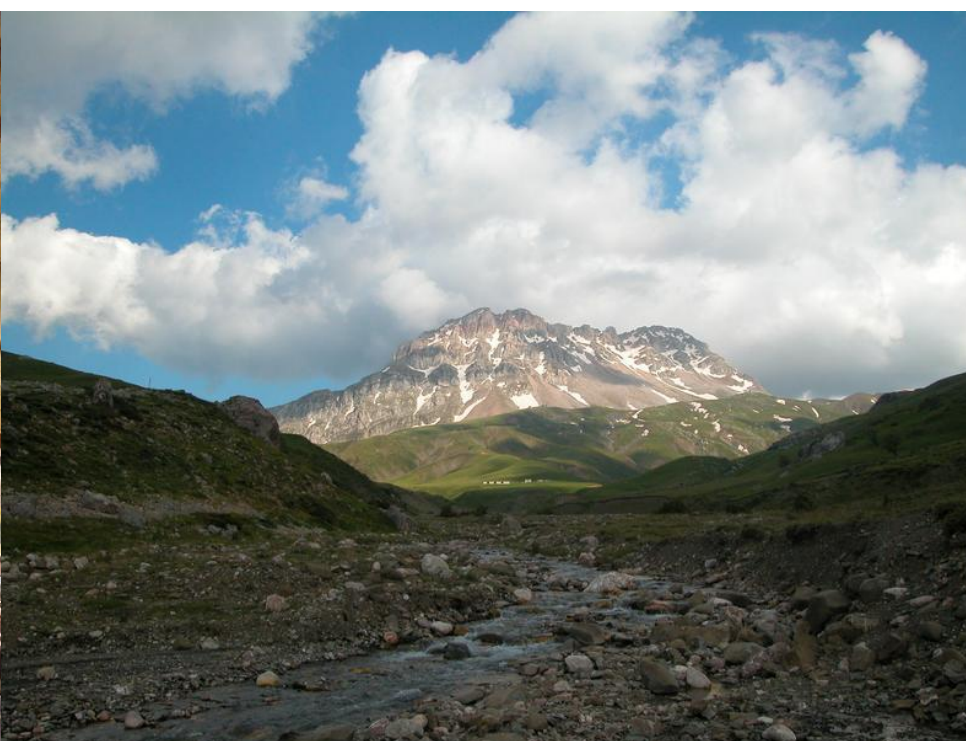
Project Management,
Employees Management,
Increasing season

SUMMARY

We met Ntina in the tour of Villages in Greece. She runs a restaurant in a small village in the mountains of Nafpaktia. She was facing a lot of fear of success and lacked in organizational skills on how to grow her business. Ntina attended our seminar in Karpenisi, FxD and she is also receiving one on one mentorship. Her growth in one month is tremendous.

IMPACT

She found other women to support her. After the seminar in Karpenisi she booked two women's groups to visit her in the village and dine in her restaurant for two days. She also helped with her turn a woman who needed support on how to export her marmalades and connected her with a friend of hers. Now these two other women are working already together. Finally Dina came to FxD, and met Grigoris Arnaoutoglou (TV Persona) who promised her that he will go to her village and eat at her restaurant with his friends and family.





IMPACT STORIES



CHRISTINA RANGOU

Christine Rangou participated in the first Counting Stars on December 2016 in Patras. Since then she follows and attends all our workshops.

From the first time we met she told us "I am an English teacher at the 7th technical high school of Patras and not an entrepreneur, but the knowledge I get from your workshops is something that I transfer to my students every day "

Christina impacts an average of 300 students per year and on January 2018 arranged for us to get permission and visit her school (a very challenging process in Greek educational system). We got the opportunity to teach the business plan to 19 female youth and 1 male youth.

SHARMILLA THAPA

Sami, a 2015 MeXOXO woman, was traveling to Italy to speak to a conference for her impact. We took the opportunity and invited her in November to Greece to speak to one of our workshops and inspire the Greek women with her strength and incredible story. Sami stayed in Greece one week and we worked hand-in-hand on how to grow her non-profit in Nepal in order support more the single mothers. Last month with our support and guidance she opened a bed and breakfast where she employs single mothers to work and make their living.



ELENI KATSOULI

Eleni is the president of KYADA that supports the homeless people and families of Athens Municipality. She brings a tremendous impact to our society and we are supporting her through our one on one program. We mainly support her by connecting her with the right people when she needs resources to feed the homeless. Also because of Eleni's need to supply 1000 families with 1000 chickens for Easter, we created the FxD Festival! She planted the seed for something very big and impact-full.



LOOKING TO THE FUTURE



We are focused on completing the last two Counting Stars destinations on February 25th & March 9th!

For next year, our goal is to double our impact and support the socio-economic growth of more Greek women in the rural areas, giving them the opportunity to a new happy and sustainable life.