

BBM COLLECTIVE MODEL



MAY 2020



GOAL



Represent and highlight trusted Birth & Parenting professionals and the services they offer, through a well established platform (BBM) online and offline, whilst maintaining healthy and purposeful collaborations and relationships.

WHAT DOES IT ENTAIL?

GENERAL

- BBM to rebrand as a **personal brand & collective** vs. a *'Doula & Childbirth support 'agency'*
- BBM to carefully select collective members and has the right to include or refuse members
- Collective will include a maximum of 10 birth and/or parenting professionals based in the UAE
- Members will be listed on BBM website, listing their expertise and services they provide.
- BBM to support with promotion of members' services on its social media platforms & others
- Members are responsible for their personal brands via website, social media etc. platforms

- Members are the decision makers on their work and how they want to position/market themselves
- *- Members to obtain their own freelance license
- Collective members can work collaboratively on events, workshops, events, talks, etc. whenever possible
- Each member is her own business but is part of a 'collective' for the aim of supporting each other in this field
- Members have the option of being full time or part time business owners
- *- A nominal fee is requested from collective members

BENEFITS TO MEMBERS (1)

- BE YOUR OWN BOSS! Collective members will not need 'approvals' from BBM on aspects pertaining to running their businesses

- * - BBM will **not** receive a commission from each of the jobs/services the member provides

- Members can set their own prices for the services they provide

- Collective members will be represented by and associated with an established & experienced 'brand' in this niche market

- Members can have their own brand, logos/name, website, social media accounts

- Members can plan and execute their own events and classes according to their needs and schedules

- Members will still receive support from BBM by way of special events invitation / collaboration, workshops

- Members will benefit from been **prioritized** for enquiries and referrals

- Members services can be promoted on BBM networks (social media, website, etc.)

Members to have a dedicated profile page on BBM website, linking to their website/email for direct client-member contact

- Members can have access to personal and professional connections and partnerships made by BBM over the years

BENEFITS TO MEMBERS (2)

- Collective members can directly communicate, coordinate and finalize agreements, payments, discussions with clients/potential clients without going through BBM
- Members to receive special rates/discounts/invitations to BBM events, classes, trainings etc.
- Dedicated FB group for Collective members to share ideas, seek recommendations or offer referrals
- Bi-monthly 'Collective members' meet up for catch ups, updates, recommendations, ideas exchange etc.
- Receive support for setting up your freelancer license
- Member opportunities for growth with ongoing BBM future projects

- Members to still have a support network and gain a feeling of belonging with a group of like minded women in it for the same goal

Member opportunities to make 'partner' or invest in BBM in the future!



POTENTIAL CHALLENGES (OPPORTUNITIES!)

- *- Have to get your own license (e-trader)
- Having **primary** responsibility and drive to get jobs
- Have to do your own admin/finance work (*or outsource!*)
- In charge of your own marketing & promotional activities
- Handling your own Graphic Design (*Canva!*)
- Using BBM email handle (TBD) ?!



DED E-TRADER LICENSE



<https://dedtrader.ae/index/>



Welcome to DED Trader

DED Trader is a license launched by the Department of Economic Development to license independent and home-based business activities.

DED Trader entrepreneur will ensure protection of their e-commerce through the codification exercised activities and facilitate the mechanism for protection of intellectual property rights for entrepreneurs and support them to practice their commercial activities properly.

Register

Login

License Renewal

Search

Activity Search

LICENSING FEES - DED E-TRADER LICENSE

Benefits

- Do not need an Ejari / physical office
- No Emirati sponsor required (sole ownership)
- Covers 'Professional' & 'Consultancy' services
- Covers workshops, coaching, health awareness, blogging etc.
- Covers Social media and website marketing and selling of services
- Possibility to add multiple activities in 1 category (around 10+)
- Can open business (e-trader) bank account *(or personal)*
- Can obtain several categories under a new e-trader license
- Processed immediately *(DED cafe & online)*
- Renewal of license costs same as license + No cancellations fees

Cons

- Under 1 person's name (no partnerships)
- Cannot issue visas / sponsorships
- Cannot register 'commercial' activities *(import / export)*
- Nationality specific

COST

AED 1,070

-

AED 1,300

**Depending on
business
category and
activities selected*

MEMBERSHIP FEES - COLLECTIVE MODEL

- Membership fees are charged to cover costs incurred by BBM
- Flexible payment options available
- Can be paid in debit/credit card (monthly/bi-yearly) or as direct debit (to be set up)
- Minimum commitment of 1 year

***TOTAL COST OF COLLECTIVE MEMBERSHIP + LICENSE COSTS =**

< AED 5,000!

COST

**AED 300
MONTHLY**

OR

**AED 1,700
BI-YEARLY**

EXAMPLE OF SAVINGS - DOULA MODEL

CURRENT BBM STRUCTURE:

1 DOULA CLIENT / MONTH (BBM COMMISSION)= **AED 1,400**
AED 1,400 x 10 months = **AED 14,000**

NEW COLLECTIVE MODEL STRUCTURE:

1 - 100 DOULA CLIENTS / YEAR (BBM FEES)= **AED 3,400/YEARLY**

1 DOULA CLIENT / MONTH (DOULA PAY)= **AED 3,000+**
AED 3,000+ x 10 months= **AED 30,000 +**
AED 30,000 - AED 3,400= **AED 26,600 (DOULA YEARLY PROFIT)**

COLLECTIVE LAUNCH

The Birth & Parenting Collective model is set out to go live on 1st May 2020

- This will launch all collective members' profiles on the Belly Baby Mom website/social media pages, with a direct link to the member's website and/or email address

- Confirmation on joining the Collective to be received by 30th March 2020.

- Collective membership fees to be received by **31st May 2020 (yearly or monthly)**

THANK YOU!

MISSION

To work together, to
achieve a bigger goal...
Serving our community.



BELLY BABY MOM
EMBRACING MOTHERHOOD