

## Unlocking the Potential of Female Migrants as Entrepreneurs in the Digital Age

Meet one of the Women who has benefitted from Chameleon



“Chameleon Digital Tools have really helped me with my business idea”

Yeimy Lebrón, SPAIN participant

### Which project activities did you participate in and why?

As soon as I heard about the European Project Chameleon I acceded the digital tools and resources and got in touch with the materials. Since I started my Bachelor`s degree in Business Administration and management I knew I wanted to create my own personal project, but I lacked the motivation and testimonies from other migrant women who have succeeded in the market. I have always loved fashion, and I had this idea of creating my own designs and customizing pieces of cloth that people have unused in their closets. The Chameleon project gave me the self-confidence to start this business idea and to know how to develop it to make it profitable.

### What three things did you like most about your experience?

- Get to know my strengths and challenges and set business goals
- Access the digital tools and project materials
- Identify the target of my products and how to attract them to my business

### What three benefits have you seen as a result of participating in this project?

- I have created my Instagram account to get to my customers
- It has boosted my confidence and trust in my personal project
- It has improved my curriculum vitae

