

MamaNest



**Empowering Moms,
Nurturing Futures,**



MamaNest

Happy
Mother's Day



Our Team

MAHSA REAZEI
Founder & CEO

MAHROU TANOURI
born to be a
Changemaker!

HOSSEIN TANOURI
Project Manager

SHAHRAM REZAEI
Security Consultant



Our Team



SAEDEH HOSSEINI
Mama Researcher

MITRA REZAEI
Mama Designer

HASTI BAGHBANMANESH
MamaNext Representative

FATEME BAGHERI
Student Success Manager

5 MamaNest Ambassadors

MamaNest Ambassador

10 Mama Mentors

in English Academy, MamaTech Academy

& Agile and growing team
Learning Environment for all

Education

- DBA in Business Intelligence (ForstRim Tech)
- MSc of IT Management (Shahid Beheshti University)
- MSc of Electrical Engineering (Shiraz University)
- BSc of Electrical Engineering (Shiraz University)

& work

- Business Intelligence Analyst (10 years)
- Chief Technology Officer (2 years)
- Intelligent Nest Co-Founder (5 years)
- Digital Marketing and Branding Consultant(3 years)
- Digital Marketing & Data Analytics Instructor (2 years)
- IELTS Coach (5 years)
- Mom Empowerment Researcher /social Entrepreneur
- MamaNest Founder (3 years)
- Podcaster (2 years)

Mahsa Rezaei

I have a **unique** story!





And most
importantly a

Mama

What I've done in 11 months in canada!

- Language was not a barrier for me as a new immigrant!
 - I felt socially Included from day 0
 - I built a network,
 - I got job on the 2nd day of my arrival in Canada.
 - I was able to integrate with Canadian culture,
 - I taught native students,
- Registered my own company (Intelligent Nest) and Activated it.
- My technical skills helped me get 3 simultaneous JOBS.
- I managed to have 4 FREELANCE projects.
- I helped 21 of my students settle into jobs in Canada, even when they came before me!

what was proven to me!

- LANGUAGE Barrier is a thing! specially among moms!
- FREELANCing can an opportunity for economic development that fit well with a mom's lifestyle.
- Personal branding skills helped the new immigrant show up and integrate into the society.
- Nearly most of mothers don't have enough skills to start their career.
- Immigrant women are vulnerable , like mothers in my country, Iran. and even more!



Stefanie Joss

Chelsi Jo

hey friend!

Ready to Grow a Successful Online Business?

I help Christian women grow their audience and make money online

SHOW ME HOW

You Can Su In Home + Business Without Feeling Pulled In All Directions





MamaNest

Mother Empowerment for Holistic Sustainable Development

**Empowering immigrant moms in Canada through
Empowered Education, Community, and Technology, for
Holistic Sustainable Development.**



3 P: Holistic Sustainable Development

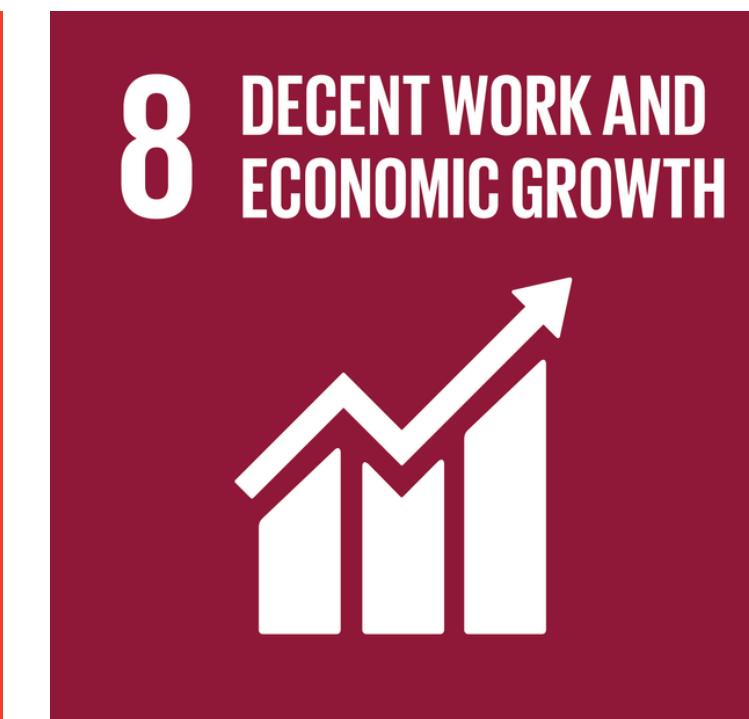
People
Planet
Profit

Social Development

Environmental Development

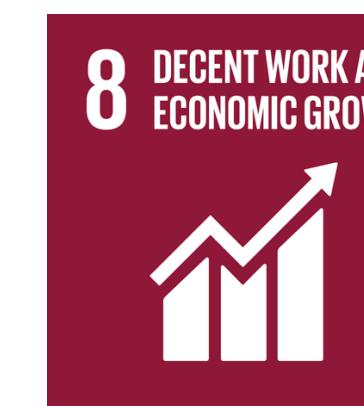
Economic Development

UN Goals





& UN Goals



EQUAL ACCESS TO AFFORDABLE TECHNICAL, VOCATIONAL AND HIGHER EDUCATION



ELIMINATE ALL DISCRIMINATION IN EDUCATION



EDUCATION FOR SUSTAINABLE DEVELOPMENT AND GLOBAL CITIZENSHIP



END DISCRIMINATION AGAINST WOMEN AND GIRLS



PROMOTE EMPOWERMENT OF WOMEN THROUGH TECHNOLOGY



SUSTAINABLE ECONOMIC GROWTH



DIVERSIFY, INNOVATE AND UPGRADE FOR ECONOMIC PRODUCTIVITY



IMPROVE RESOURCE EFFICIENCY IN CONSUMPTION AND PRODUCTION



DEVELOP A GLOBAL YOUTH EMPLOYMENT STRATEGY



REDUCE INCOME INEQUALITIES



PROMOTE UNIVERSAL SOCIAL, ECONOMIC AND POLITICAL INCLUSION



ENSURE EQUAL OPPORTUNITIES AND END DISCRIMINATION



PROMOTE UNIVERSAL UNDERSTANDING OF SUSTAINABLE LIFESTYLES



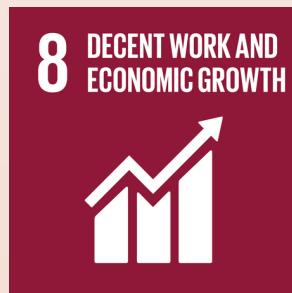
SUBSTANTIALLY REDUCE WASTE GENERATION



SDG 4: Quality Education - MamaNest aims at providing equal access to Affordable and Technical and Vocational education and resources to empower mothers against discrimination.



SDG 5: Gender Equality - MamaNest promotes gender equality by empowering women with technology completely in line with the theme of International Women's Day in 2023.



SDG 8: Decent Work and Economic Growth - MamaNest contributes to mothers' sustainable economic growth by creating an employment strategy that improves their economic productivity as well as a platform that improves their consumption efficiency.



SDG 10: Reduced Inequalities - MamaNest aims to empower mothers to improve their social inclusion in Canada through English training while also ensuring equal employment opportunities for them through ample training and networking.



SDG 12: Responsible Consumption and Production - MamaNest offers a marketplace platform for mothers to assist them in responsible consumption, resulting in a more sustainable future.

A soft-focus photograph of a woman with long, light-colored hair wearing a white and grey striped sun hat. She is holding a young child in her arms. The child has dark hair and is wearing a grey and red plaid dress with a ruffled hem. The background is a blurred green and yellow, suggesting an outdoor setting like a park or garden.

No
influence
is so
Powerful
as that of
the
Mother.

Sarah Josepha Hale

Root Cause



ROOT CAUSE:

**she wants a better future for her kids in Canada
she believes she is not a good mom!**





①

SOCIAL ISSUE:

Motherhood Purchases: Environmental & Economic Burden



TOYS!

- Consumerism
- Environmental Impact
- Excessive screen time
- Social comparison
- Gender stereotypes
- Financial strain
- Clutter and disorganization
- Overstimulation
- Comparison and competition
- Inequality and access

①

SOCIAL ISSUE:

Motherhood Purchases: Environmental & Economic Burden



Kids Furniture!

- Waste and disposability
- Space Limitations
- Economic inequality
- Consumerism and materialism
- Environmental impact
- Social comparison and pressure
- Clutter and disorganization
- Labor exploitation and human rights violations

①

SOCIAL ISSUE:

Motherhood Purchases: Environmental & Economic Burden



Kids Clothing!

- **Economic inequality**
- **Exploitation of workers**
- **Environmental impact**
- **Overconsumption and waste**
- **Gender stereotypes**
- **Social comparison and pressure**
- **Clutter and disorganization**
- **Overstimulation**
- **Consumerism and materialism**

①

SOCIAL SOLUTION:

**Affordable & Eco-Friendly
Mom Shopping (Empowering
Moms to Shop Sustainably)**

The Buyerarchy of Needs

(with apologies to Maslow)





Does English proficiency support the economic development of non-English-speaking countries? The case of Asia

Yufan Li^a✉, Weichen Teng^b✉, Limin Tsai^b✉, Tom M.Y. Lin^a✉

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<https://doi.org/10.1016/j.ijedudev.2022.102623>

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Abstract

In this study, the relationship between the English proficiency and economic development of Asian countries is analyzed using panel data regression. The results indicate that English proficiency exerts a significant effect on economic development, but the effect is fully mediated by economic policies. Additionally, moderation effect analysis reveals that the policy of English as an official language is not a determinant of economic development for high-income Asian countries. Therefore, non-English-speaking countries with no history of colonization by an English-speaking country should prioritize English education reforms, which are more practical than enacting a bilingual nation policy.

Implications of English Proficiency on Immigrant Women's Access to & Utilization of Health Services

Sepali Guruge¹, Ryerson University
Rachel Berman, Ryerson University
Vappu Tyyskä, Ryerson University
Kenise Murphy Kilbride, Ryerson University
Isaac Woungang, Ryerson University
Susanna Edwards, Ryerson University
Laurie Clune, Ryerson University

KEYWORDS: IMMIGRANT WOMEN, LANGUAGE ACQUISITION, SOCIAL DETERMINANTS OF HEALTH, HEALTH SERVICE UTILIZATION

Having the capacity to communicate in a common language is centrally important when people access and utilize health, social, and settlement services. While a considerable portion of recent immigrant women to Canada speak English or French fluently, many others do not command either official language fluently enough to access and utilize available health care services. In this qualitative study, data were collected with service providers who work with newcomer women, with women who became fluent in English after arriving in Canada, and with women who do not currently speak English. We report on the challenges women face in acquiring proficiency in English and, through the use of a social determinants of health framework, on how limited language skills negatively influence the health of these immigrant women and their families. We also present a number of strategies that health professionals could use to better support women's attempts to ensure their health and that of their families.

Language Barrier: Hindering Inclusion & Progress



Why Perfecting Your English Can Lead To Lucrative Work Opportunities From Home

By Neya Abdi on Feb 2, 2017 8:42:34 PM

Today, almost anyone can make a living from the comfort of their couch with remote work from home. The required tools? A working computer and a high speed internet connection—as well as the necessary skills for the job of course. Online video conferencing and project management platforms have made it easier and cheaper to build international teams.

And there are plenty of benefits to working remotely, too. On a personal level, your hours are flexible, your specific work environment is up to

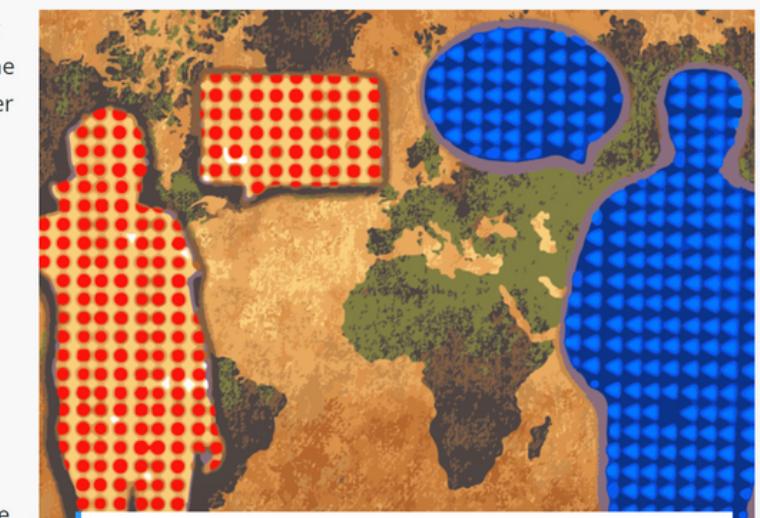
Language Barriers to Social Participation

By Ingrid Piller | August 26, 2022 | 66 Comments | 4 min read | 6,678 views

When Yu Qi (not her real name) discovered her son was falling behind in school, she had no way of finding out why or how she could support him. After getting injured at work, Venus (not her real name) was asked by her supervisor to delay seeking medical attention until she had finished her shift. She was unaware of her rights.

Yu Qi and Venus are both victims of a language barrier in Australia that seriously affects their wellbeing. Language barriers can make public communication inaccessible and exclude people from equitable participation in education, employment, healthcare, welfare, and all aspects of social life.

The number of people who suffer from linguistic exclusion is high. [UNESCO estimates](#) that 40 percent of students worldwide experience a mismatch between their language repertoires and the language of instruction. Even [within OECD countries](#), the literacy skills of over 30 percent of the adult population are insufficient to cope with complex bureaucratic demands.



[Image credit: "Language, power and identity share an entangled relationship", Michael Joiner, 360info]



SOCIAL SOLUTION:

Empowering Moms: Speak Up & Connect Empowering moms Socially

- English language education for mothers
- Flexible scheduling to accommodate mom life
- Emphasis on building community and social connections
- Opportunities for personal and professional growth
- Tailored to meet the unique needs of mothers



MamaNest

"Breaking Barriers"
"Bridging Language & Community"
"From Isolation to Inclusion"

3

SOCIAL ISSUE: Mom Employment Challenges Persist

Lack of Flexibility in Workplace

CLOSING THE GAP

Women with child-care needs are 32% less likely to leave their job if they can work remotely, according to new report

Published Thu, Jun 17 2021 11:00 AM EDT


 Courtney Connley
 @CLASSICALCOURT
SHARE    

Chart 2
Employment rates for men and women with and without children, 20-to-49 year-olds, by marital status, Canada, 2021

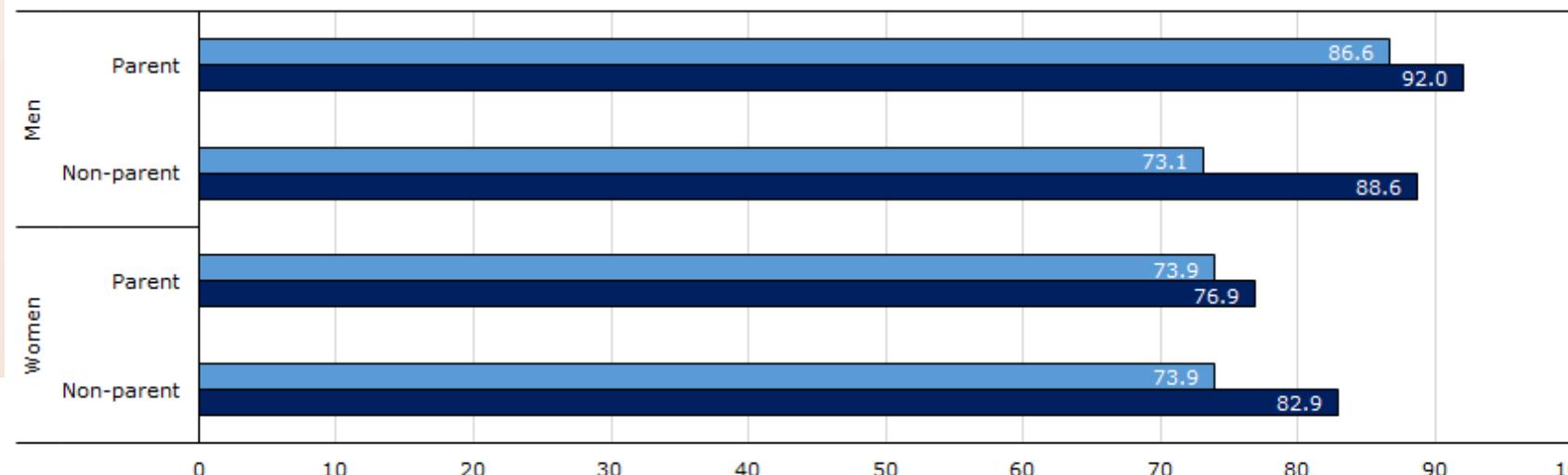
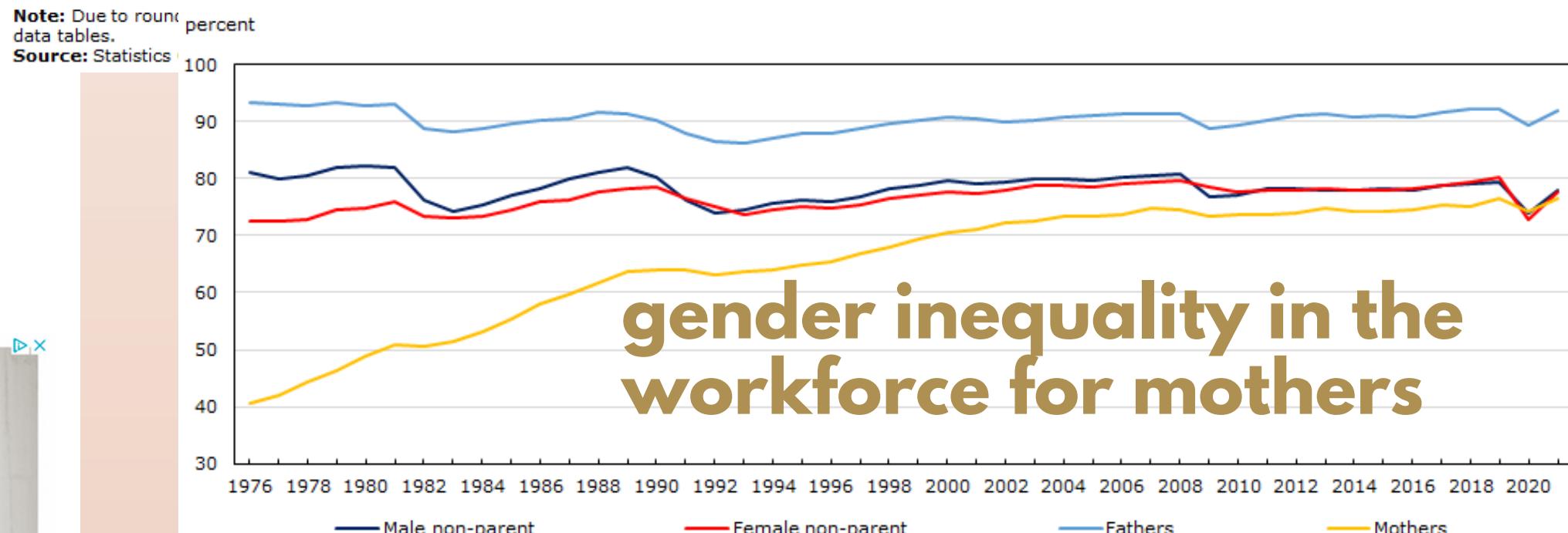


Chart 1
Employment rates of parents and non-parents, 20-to-49 year-olds, by sex, Canada, 1976 to 2021



gender inequality in the workforce for mothers

Note: Due to rounding, estimates and percentages may differ slightly between different Statistics Canada products, such as analytical documents and data tables.

Source: Statistics Canada, Labour Force Survey, custom tabulation.

3

SOCIAL ISSUE: Mom Employment Challenges Persist

Changes in Personal Situation

CLOSING THE GAP

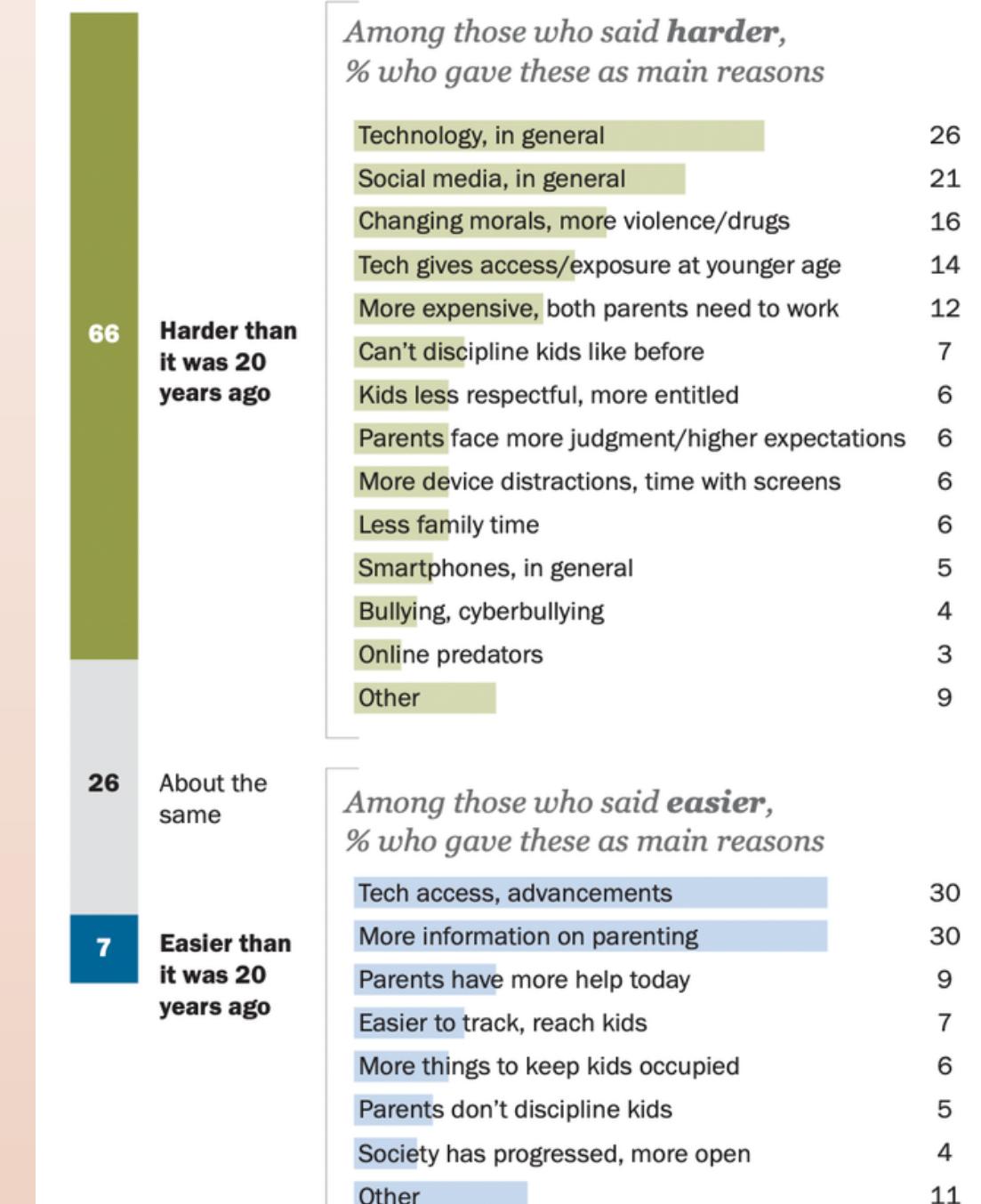
Women with child-care needs are 32% less likely to leave their job if they can work remotely, according to new report

Published Thu, Jun 17 2021 11:00 AM EDT


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 @CLASSICALCOURT
SHARE    

Two-thirds of parents say parenting is harder today than 20 years ago, with technologies like social media and smartphones being cited as a reason

% of U.S. parents who say that for most parents, parenting is ...



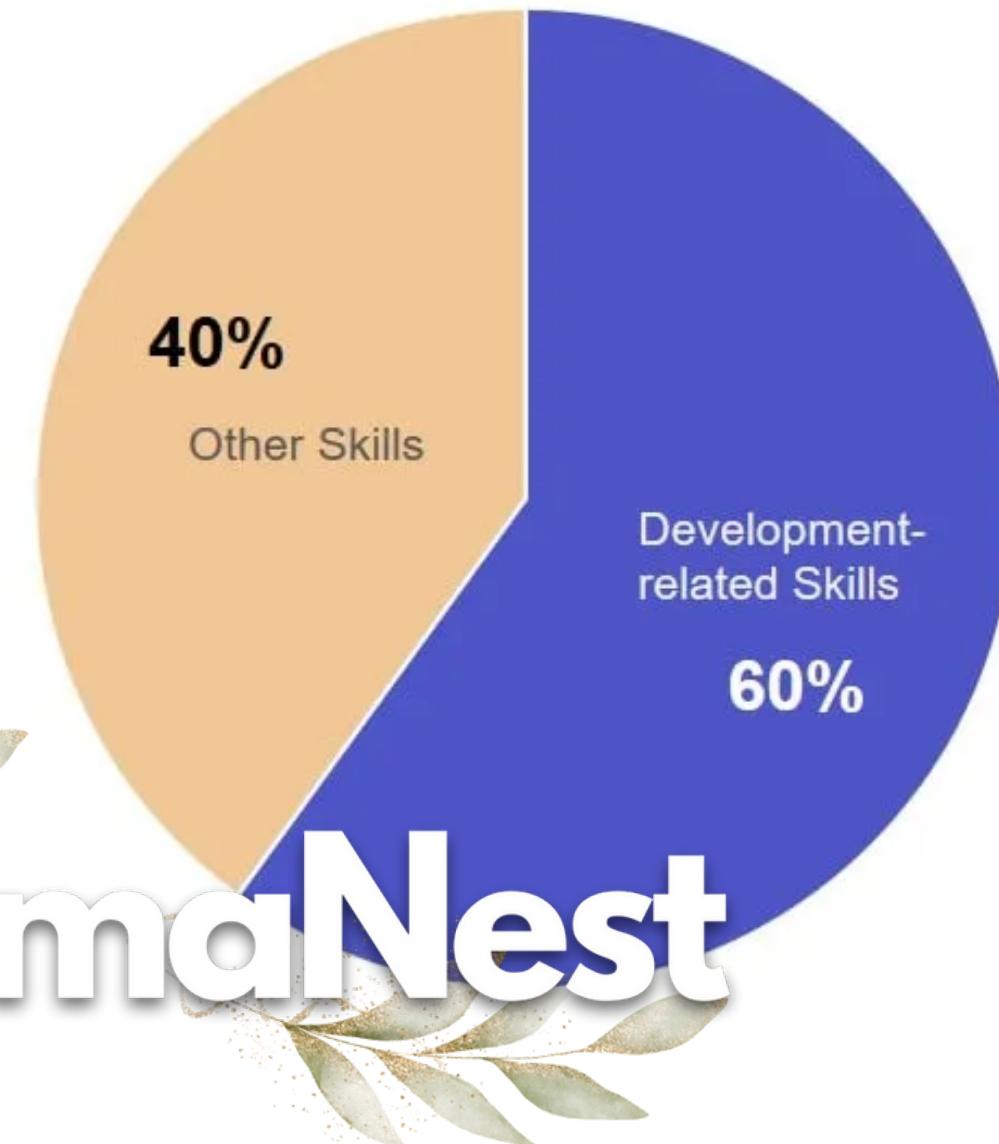
Lack of Technology Knowledge

③

SOCIAL SOLUTION:

Empowering Moms: In-Demand Skills for Freelance Jobs

Top 20 in-demand Skills for Freelancers



MamaNest

| # | Top 20 Skills for Freelancers |
|----|-------------------------------|
| 1 | Blockchain |
| 2 | TensorFlow |
| 3 | Amazon DynamoDB |
| 4 | Voice over |
| 5 | Subtitling |
| 6 | Art direction |
| 7 | Content strategy |
| 8 | Computer Vision |
| 9 | Microsoft Power BI |
| 10 | Augmented reality |
| 11 | Chatbot development |
| 12 | React native |
| 13 | Media buying |
| 14 | Go Development |
| 15 | Information security |
| 16 | Scala development |
| 17 | Instagram API |
| 18 | Adobe Premiere |
| 19 | Machine learning |
| 20 | AngularJS development |

Upwork's In-Demand Skills 2023

upwork

This is how companies of all sizes are scaling up, down, and sideways, to fill talent gaps and meet business demands.

The future of work is digital

Tech top 10

- 1. Full Stack Development
- 2. Front-End Development
- 3. Back-End Development
- 4. Mobile App Development
- 5. Web Design
- 6. Ecommerce Website Development
- 7. UX/UI Design
- 8. CMS Development
- 9. Manual Testing
- 10. Scripting & Automation

Customer connection pays off

Marketing top 10

- 1. SEO
- 2. Social Media Marketing
- 3. Other Digital Marketing
- 4. Lead Generation
- 5. Sales & Business Development
- 6. Telemarketing
- 7. Search Engine Marketing
- 8. Email Marketing
- 9. Marketing Strategy
- 10. Marketing Automation

Among the list of most in-demand skills, those with the highest year-over-year growth on the Upwork platform across our priority categories are sales & business development (54%), data entry (47%), accounting (45%), and 3D animation (44%).

The relationships are remote. The connections are real.

Customer service top 10

- 1. Email, Phone & Chat Support
- 2. General Virtual Assistance
- 3. Data Entry
- 4. Digital Project Management
- 5. General Research Services
- 6. Tech Support
- 7. Dropshipping & Order Processing
- 8. Community Management
- 9. Market Research
- 10. Transcription

Creativity is always in-demand

Design/creative top 10

- 1. Graphic Design
- 2. Video Editing
- 3. Illustration
- 4. 3D Animation
- 5. Presentation Design
- 6. Image Editing
- 7. Cartoons & Comics
- 8. Product & Industrial Design
- 9. 2D Animation
- 10. Video Production

This is how the right talent adds up

Accounting/consulting top 10

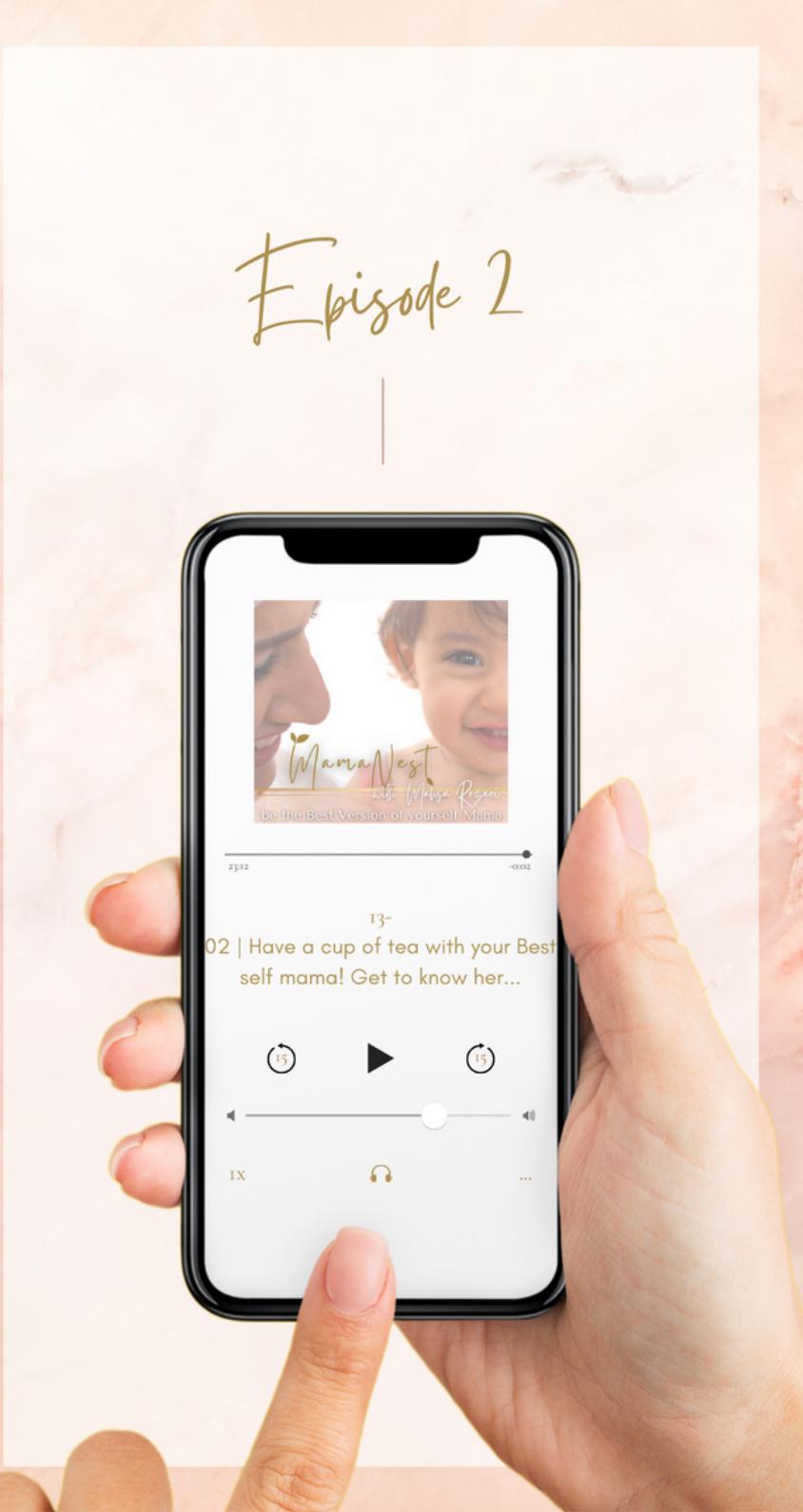
- 1. Accounting
- 2. Recruiting & Talent Sourcing
- 3. Bookkeeping
- 4. Financial Analysis & Modeling
- 5. Management Consulting
- 6. Instructional Design
- 7. HR Administration
- 8. Business Analysis & Strategy
- 9. Tax Preparation
- 10. Financial Management/CFO

Data source: Skills data was sourced from the Upwork database and is based on United States freelancer earnings from January 1, 2022 to October 31, 2022. Each skill had a minimum of 500 projects with active work during the period.

4

SOCIAL ISSUE:

The Pressure to be the Best Mom! (Pressure of Perfection)



- 1. Time management struggles**
- 2. Difficulty focusing on personal growth**
- 3. Pressure to compare and compete**
- 4. Lack of support and isolation**

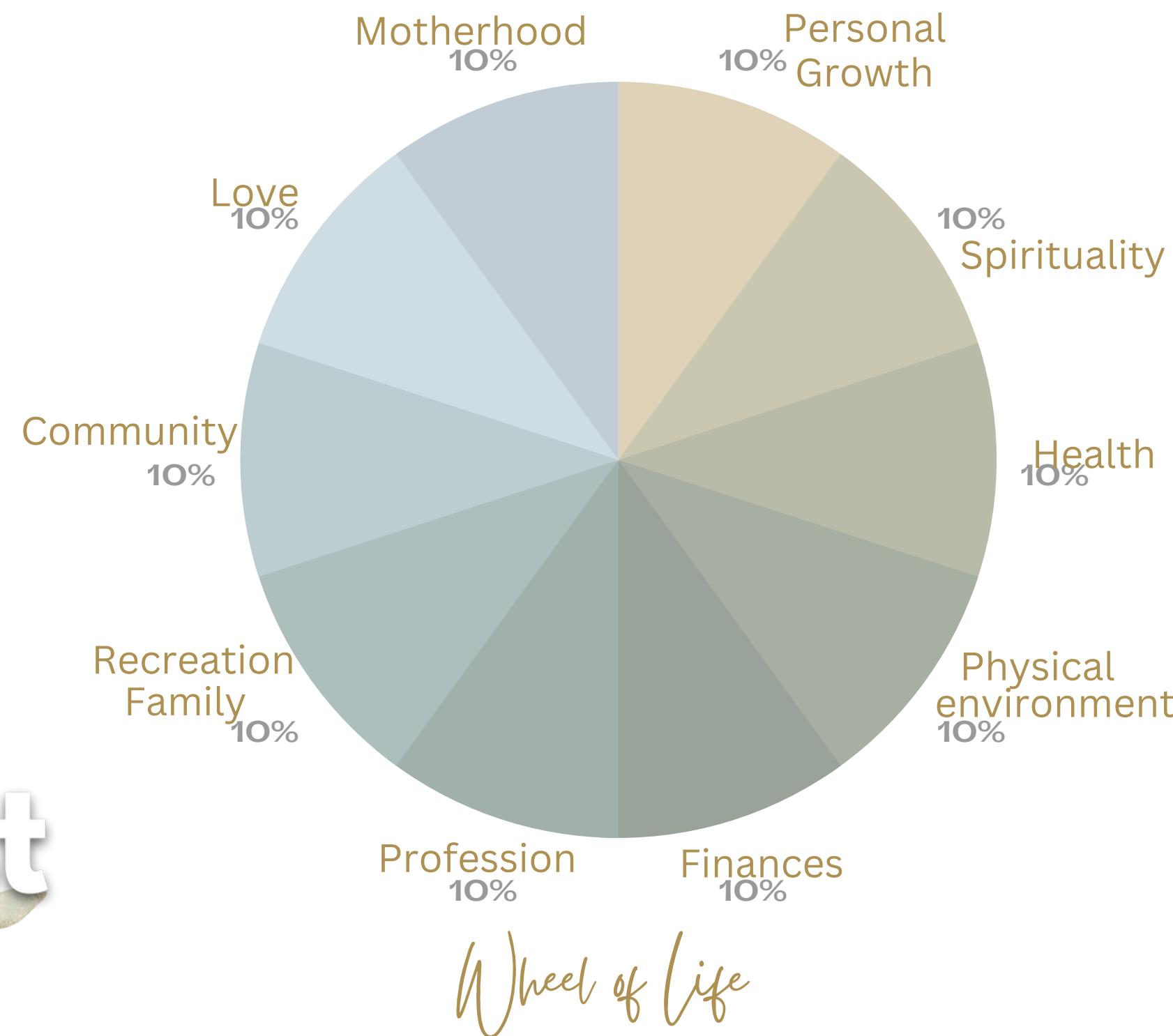


one of the Listeners of MamaNest podcast

4

SOCIAL SOLUTION:

Empowering Moms beyond Perfect Motherhood (Helping moms reach their Potential)

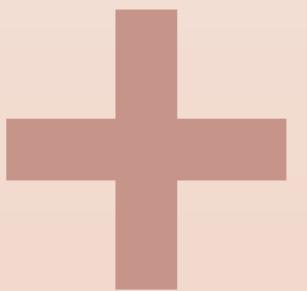


MamaNest

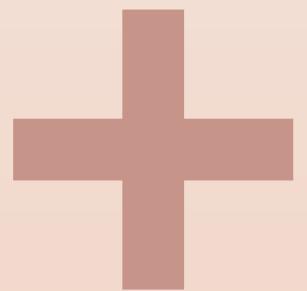
MamaNest SOLUTION



EMPOWERED
EDUCATION



COMMUNITY



TECHNOLOGY

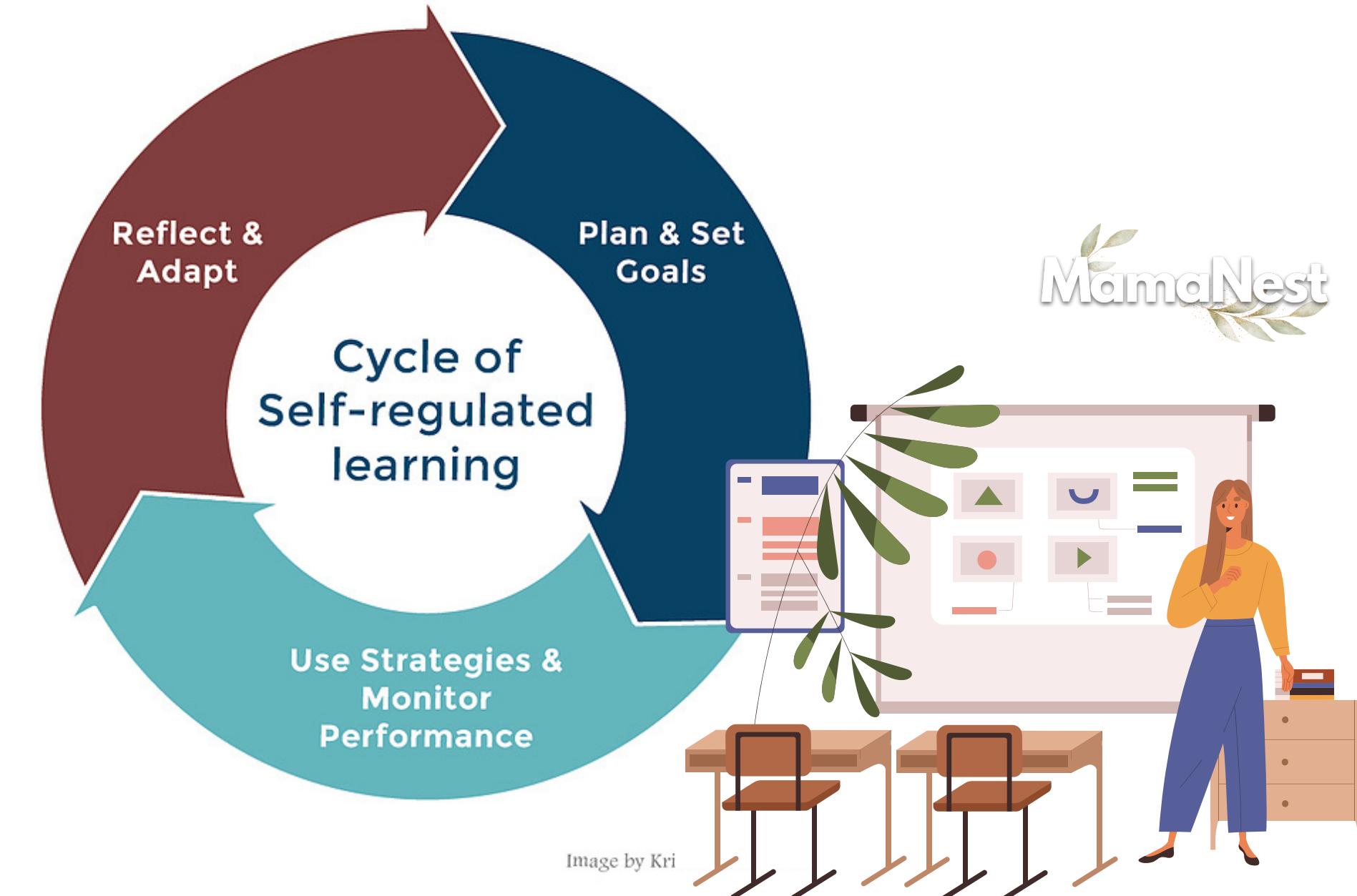
Empowered Education

Accountability

1. Increased confidence and self-esteem.
2. Greater sense of control over their lives and choices.
3. Improved problem-solving and critical thinking abilities.
4. Enhanced creativity and innovation.
5. Improved communication and interpersonal skills.
6. Increased motivation and engagement in personal and professional pursuits.
7. Improved overall well-being and life satisfaction.
8. Greater sense of fulfillment and purpose in their roles as mothers and individuals.

Learning Environment

Community



Technology

Moms need Tech, Tech needs Moms!

- to be an example of what is possible for our kids!
- to do good in the world!

the skills that mothers have:

- Problem Solving
- Deep Thinking
- Project Management
- Empathy
- Maturity
- ...



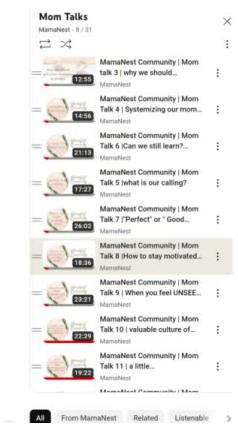
Community

- **supportive Network of like-minded individuals**
- **opportunities to learn and grow**
- **open access to resources and information**
- **a sense of belonging and connection**

Mom Talk



MamaNest Community | Mom Talk 8 | How to stay motivated in the messy middle?



Mom Talks
MamaNest | Mom Talk 8 | How to stay motivated in the messy middle?

MamaNext



MamaNext | our target audience in MamaNext

MamaGuest

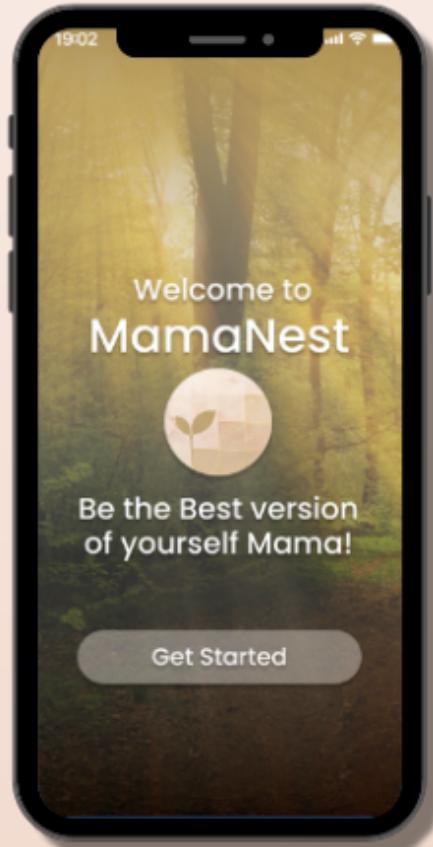


| Get familiar with MamaGuest |



Our Products & Services

①



MamaNest
mobile app

②

MamaSpeak
social circle

③

MamaTech
career hub

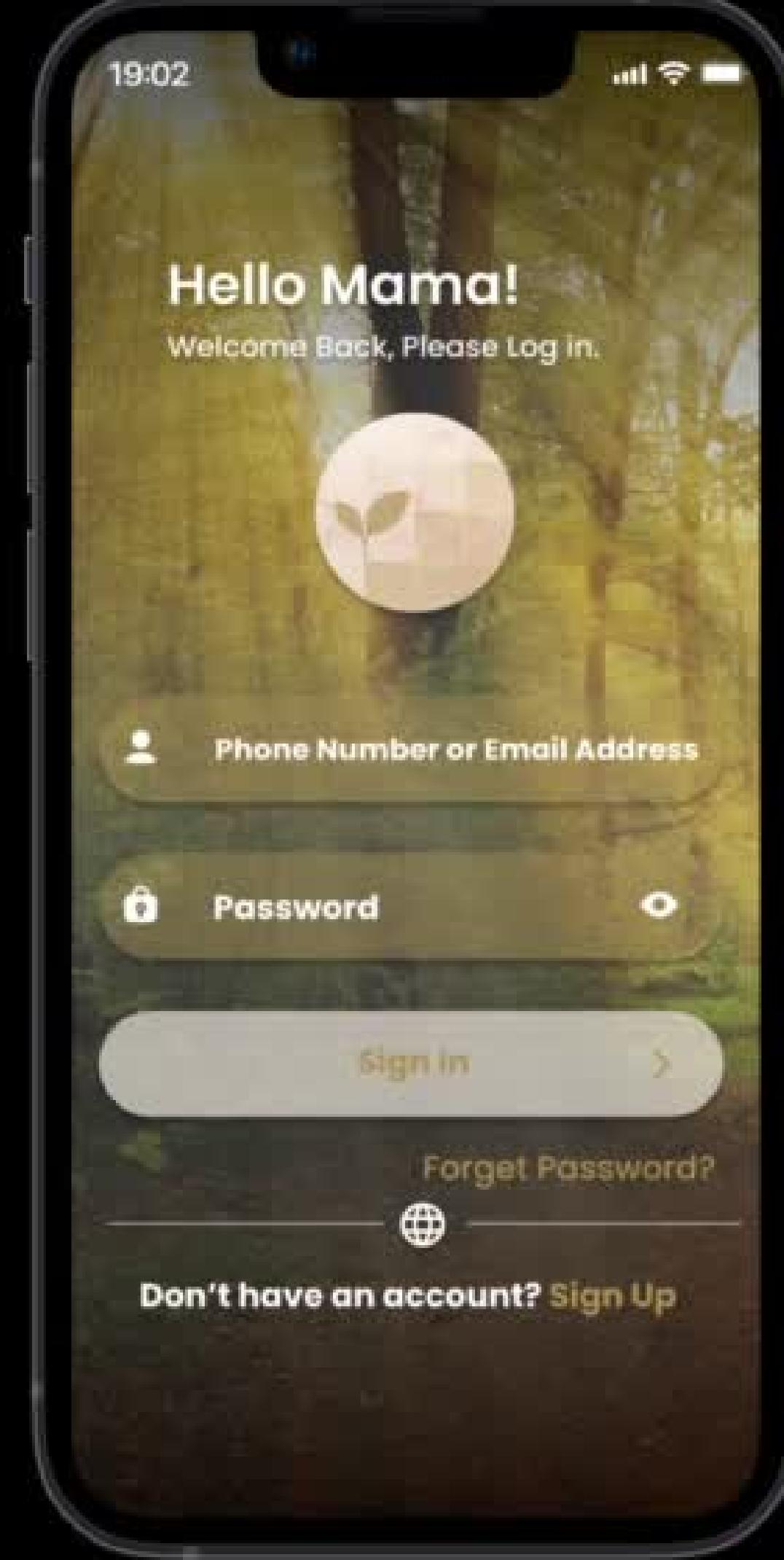
④

MamaBest
support club

MamaNest

mobile app

- **Planner (manage life)**
- **Exchange Center (manage kids belongings)**
 - Swap
 - Donate
 - Share
 - Recycle
- **Academy (manage learning)**



MamaNest

mobile app

Applications / Mother

From sources across the web

| | | |
|---|--|---|
|  Cozi Family Organiser |  Playground Buddy |  Baby Connect |
|  Mom.life — pregnancy &... |  Instacart |  Ibotta |
|  Keepy - Artwork & Schoo... |  BabyCenter - Pregnancy... |  Peanut App |
|  Hey! VINA - Meet New Fri... |  Flipp - Weekly Shopping |  MyUniqueMoments |
|  The Wonder Weeks |  Find My Friends |  Baby Tracker - Newborn... |
|  Cloud Baby Monitor |  WebMD Baby |  Carezone |
|  Ovia Pregnancy & Baby T... |  Rakuten |  Bambino |
|  Groupon - Local Deals N... |  Kegel Trainer - Exercises |  PBS KIDS Video |
|  OurHome - chores and r... |  Workout for Women |  Social.mom - Parenting A... |
|  Amazon |  Taskrabbit - Handyman &... |  Out of Milk - Grocery Sh... |

| | | |
|--|--|---|
|  Groupon - Local Deals N... |  Kegel Trainer - Exercises |  PBS KIDS Video |
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|  Amazon |  Taskrabbit - Handyman &... |  Out of Milk - Grocery Sh... |
|  UrbanSitter |  Ink Cards |  TripCase |
|  VarageSale |  Pregnancy Tracker - Spro... |  The Wonder Weeks |
|  Mother App |  MoodTools - Depression ... |  Parenting Guide from Las... |
|  BabySparks - Developme... |  Sound Sleeper - White N... |  Mint |
|  Gemini Photos |  Wunderlist |  Glow Baby Milestone Tra... |
|  Pregnancy App & Baby Tr... |  Insight Timer - Meditatio... |  Shutterfly |
|  Moms Into Fitness |  Habit List |  Milk Maid |

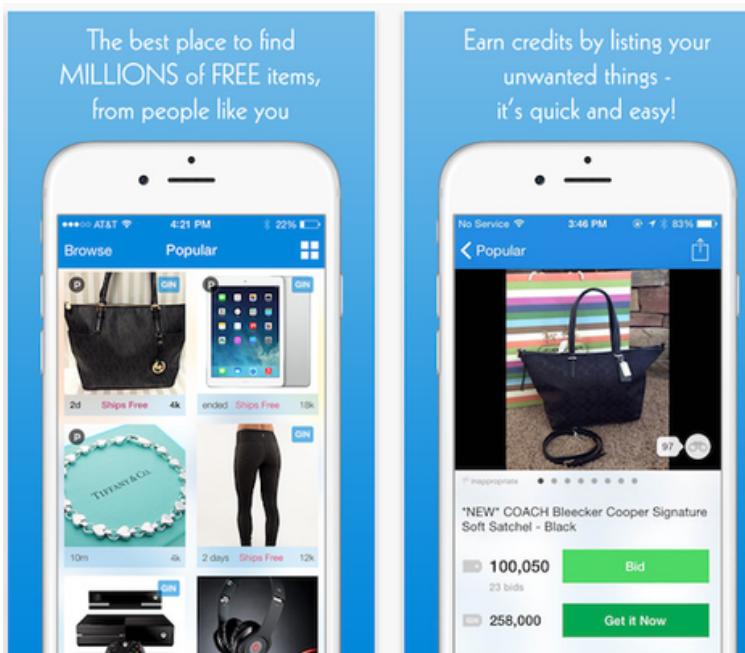
Surprisingly there is no application that has all of the features that are specifically designed for the mother's life! not the role of a mother!



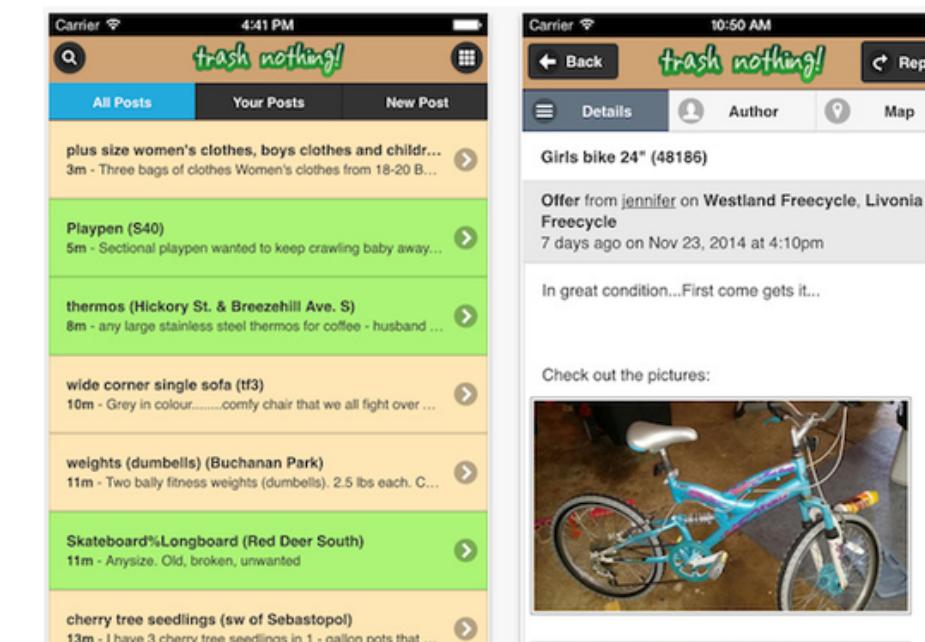
MamaNest mobile app

COMPETITORS

for the "exchange center" feature



Listia
for Swapping



TrashNothing
for Sharing or Giving Away

- Not focused on the tidy kids related stuff!
- don't have recycle option
- don't have all options of share, donate, recycle, swap!



The future of Language Learning is Social!

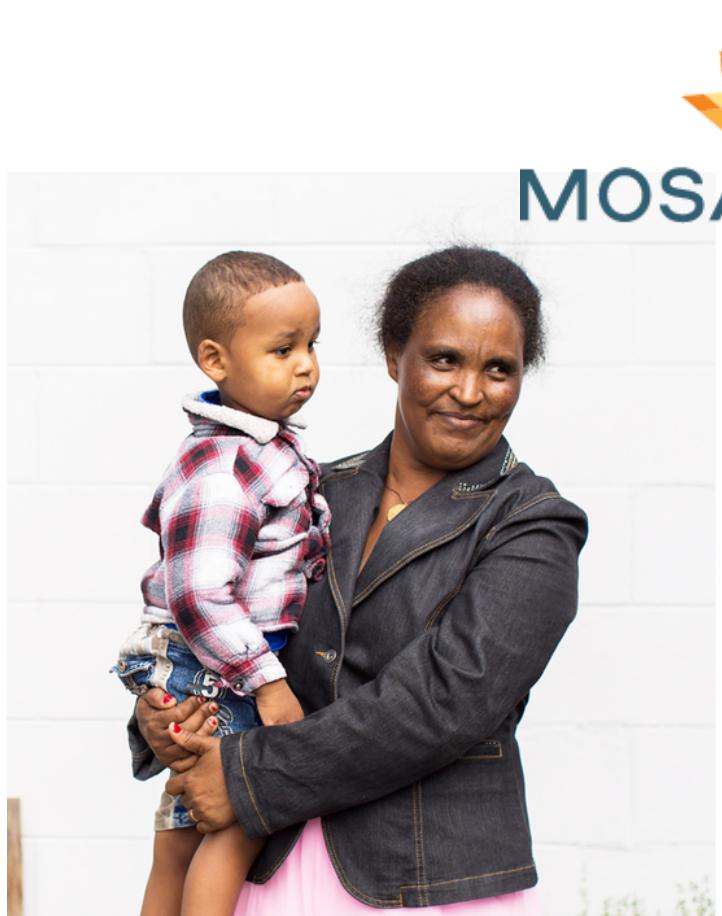
Join us, speak up, and belong!
Building bridges through language.
Empowering Moms: Speak Up & Connect"
From Isolation to Inclusion: MamaSpeak"

+310 Students

+150 Sessions



MamaSpeak COMPETITORS *social circle*



The Ready English Accessible for Caregivers at Home (REACH) Program

Free Online English Classes for Mothers

Are you a newcomer mother looking to learn English? Our new online English classes for caregivers will help you learn English on your own time.

MOSAIC has received funding to create online English classes for newcomer mothers who want to better their English skills. This is for mothers who can't attend in-person or live LINC English classes due to caring for their kids.

You will:

- improve your English
- meet new mothers
- get parenting support

- **Classes are not available at all times.**
- **It is restricted to mothers with very young children**
- **It is only targeting Basic level**



(In-Demand Skills for Freelance Jobs in addition to mentorship to land their job)

the future of work is Digital!



Rebeca Cordeiro • 1st
Data Engineer | Business Intelligence | ETL | UX | Digital Marketing Specialist
2mo • Edited •

(Portuguese message will follow)

I am so glad I finally found the best way to do my best in the professional world, because today, after 3 months of improving my knowledge of Digital Marketing in a Post Graduation course, I learned that it is possible to use all my background to do something which I have always loved: Marketing! I can do more than others who don't have this background because my skills in KPIs, Dashboards, and Platforms can bring too much value to my clients. This makes me happy because now I improve my career with something better.



Mahsa Rezaei (She/Her) • You
Senior Business Intelligence Analyst | IT Project manager | Marketing & Bra...

That's awesome Rebeca, so excited for you!

Like • 1 | Reply • 1 Reply

I am very excited about the next steps, so I can do my best in my job with passion.

I feel grateful for the career I am building because it has brought me her



Rebeca Cordeiro • Author
Data Engineer | Business Intelligence | ETL | UX | Digital Marketing ...

Thank you teacher for open my mind!



+150 Graduates

+25 Sessions



MamaTech COMPETITORS



The Mom Project is a digital talent marketplace and community that connects professionally accomplished women with world-class companies.

Lacks skill trainings

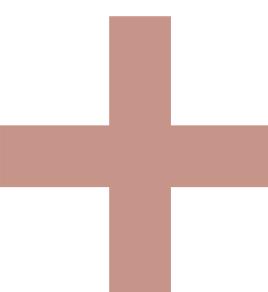
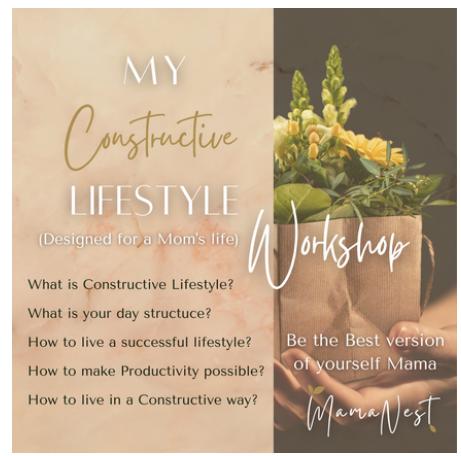
Tech-Moms provides technical training for women.

students only learn coding!

Lacks freelancer-specific training and generalized skills.

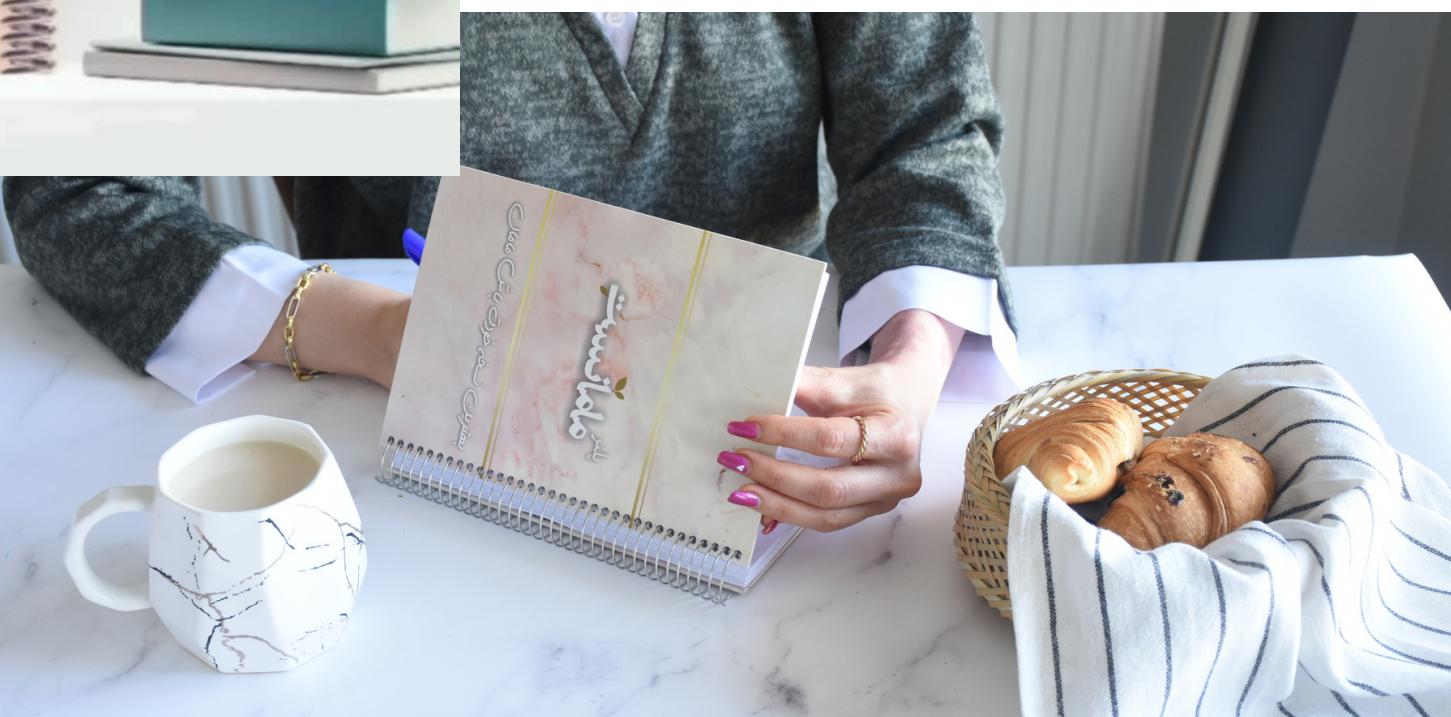
MamaBest

support club

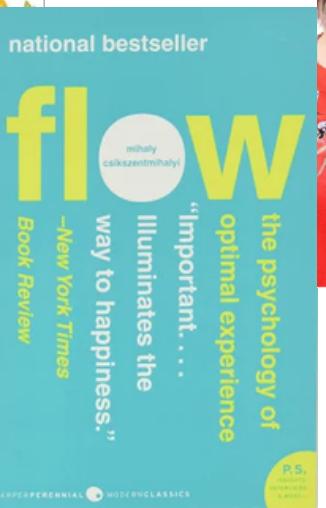
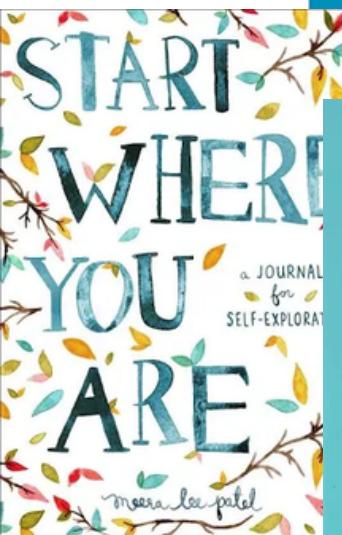
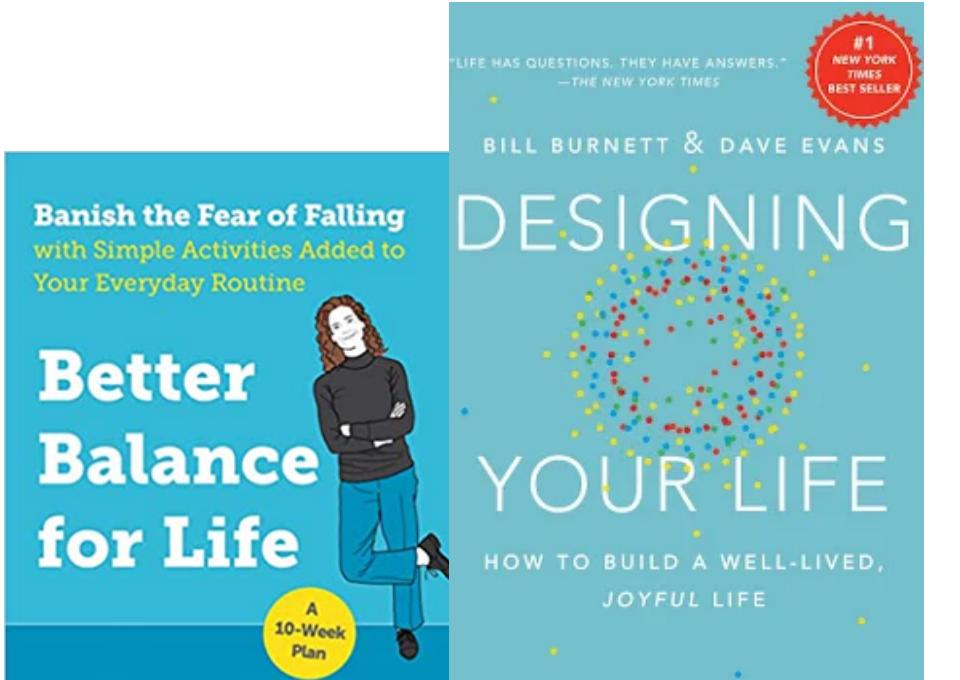


MamaBest

support club



MamaBest COMPETITORS support club



Not designed for mom's life, not flexible to the unpredictability of her life, and thus not practical

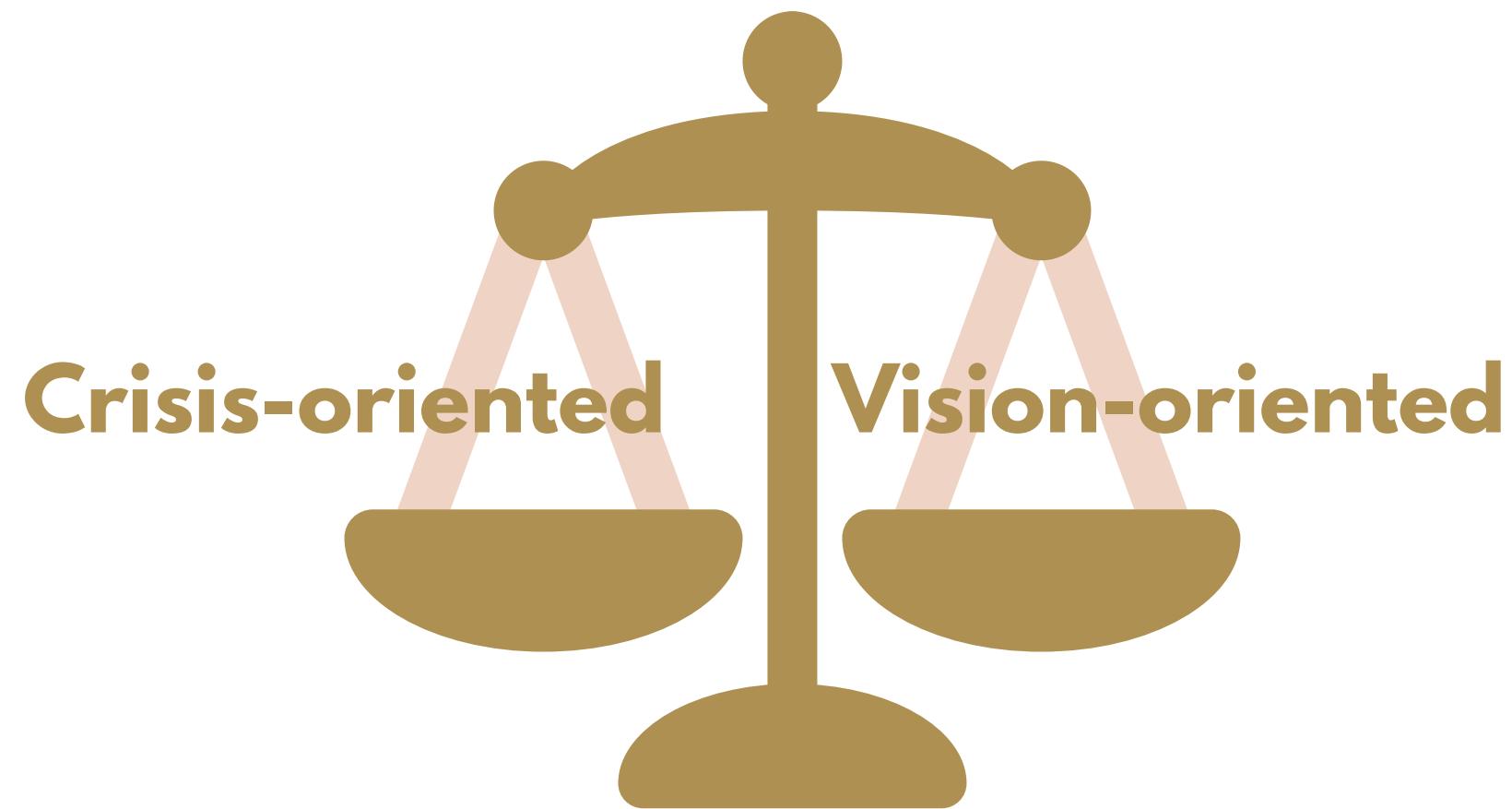
SCALE, SCOPE SOCIAL ISSUE

Census Data:

approximately 2.2 million foreign-born women in Canada who reported having at least one child living with them in their household.

The top countries of birth for immigrant mothers in Canada were the Philippines, India, China, Iran, and Pakistan.

NATURE OF OPPORTUNITY



SOCIAL NEWNESS

Mother Empowerment Focus as an individual not a role!

Holistic sustainable development Focus (social, economic, environment)

Empowered Education (self-directed learning and growth)

Community Focus (social inclusion and support)

Technology Use (mostly overlooked for mothers)

STAKEHOLDER MANAGEMENT

Identify



STAKEHOLDER MANAGEMENT

Identify



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Identify



STAKEHOLDER MANAGEMENT

Identify



STAKEHOLDER MANAGEMENT

Identify

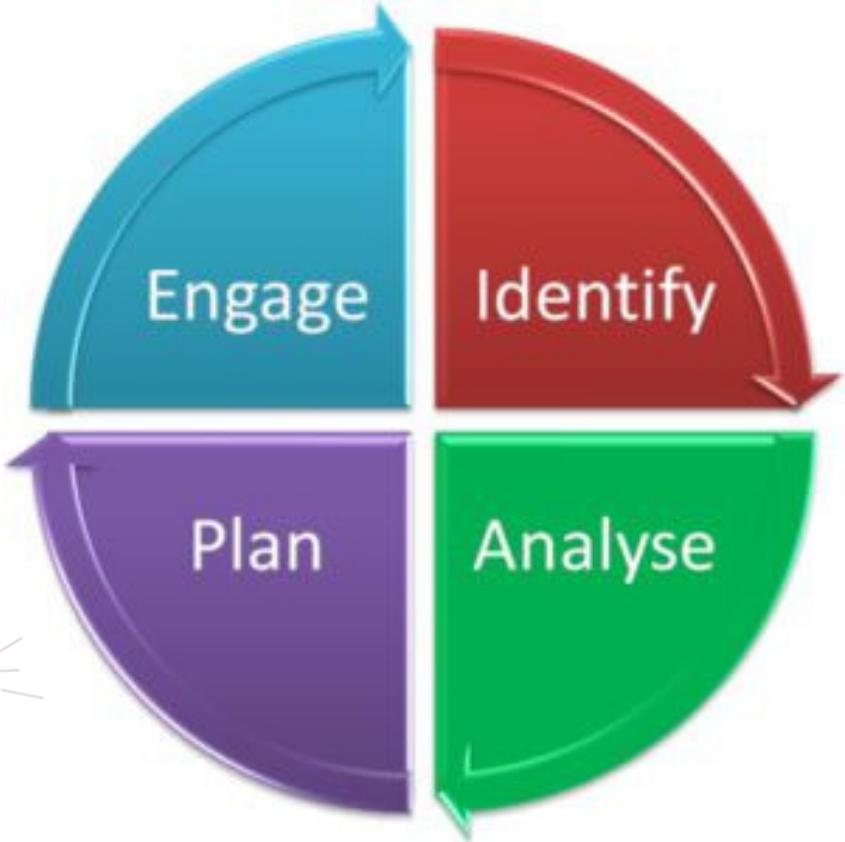


STAKEHOLDER MANAGEMENT

STAKE Identify



Immigration, Refugees and Citizenship Canada

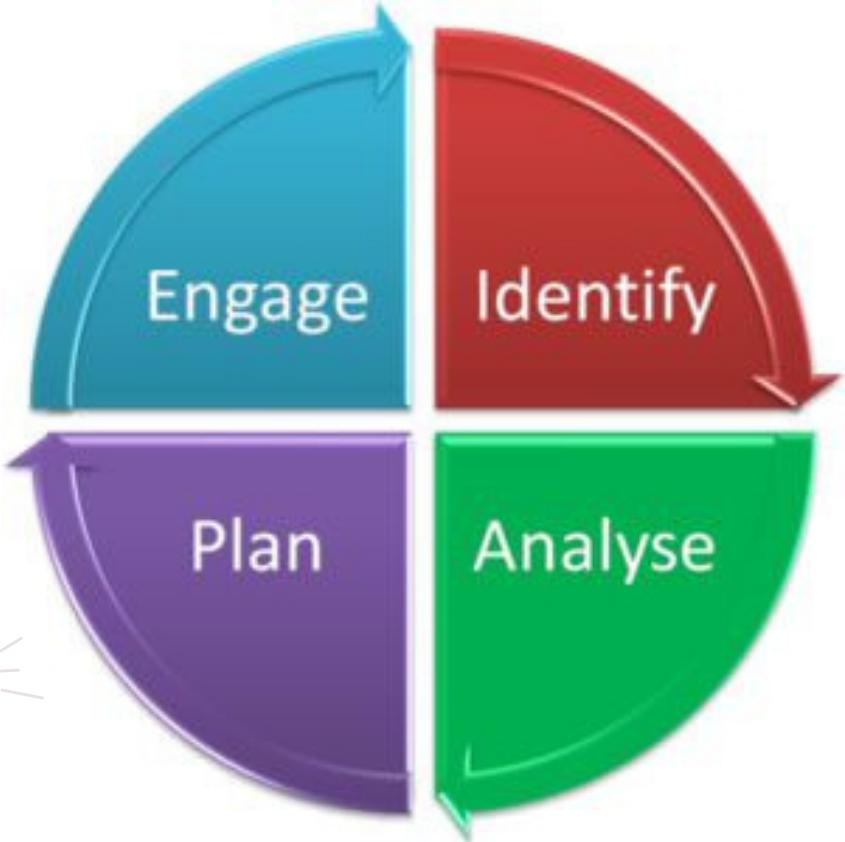


STAKEHOLDER MANAGEMENT

Identify



Immigration, Refugees
and Citizenship Canada



STAKEHOLDER MANAGEMENT

Analyze



High

Power

Keep Satisfied

Monitor
(Minimum Effort)

Low

Low

Interest

Manage Closely



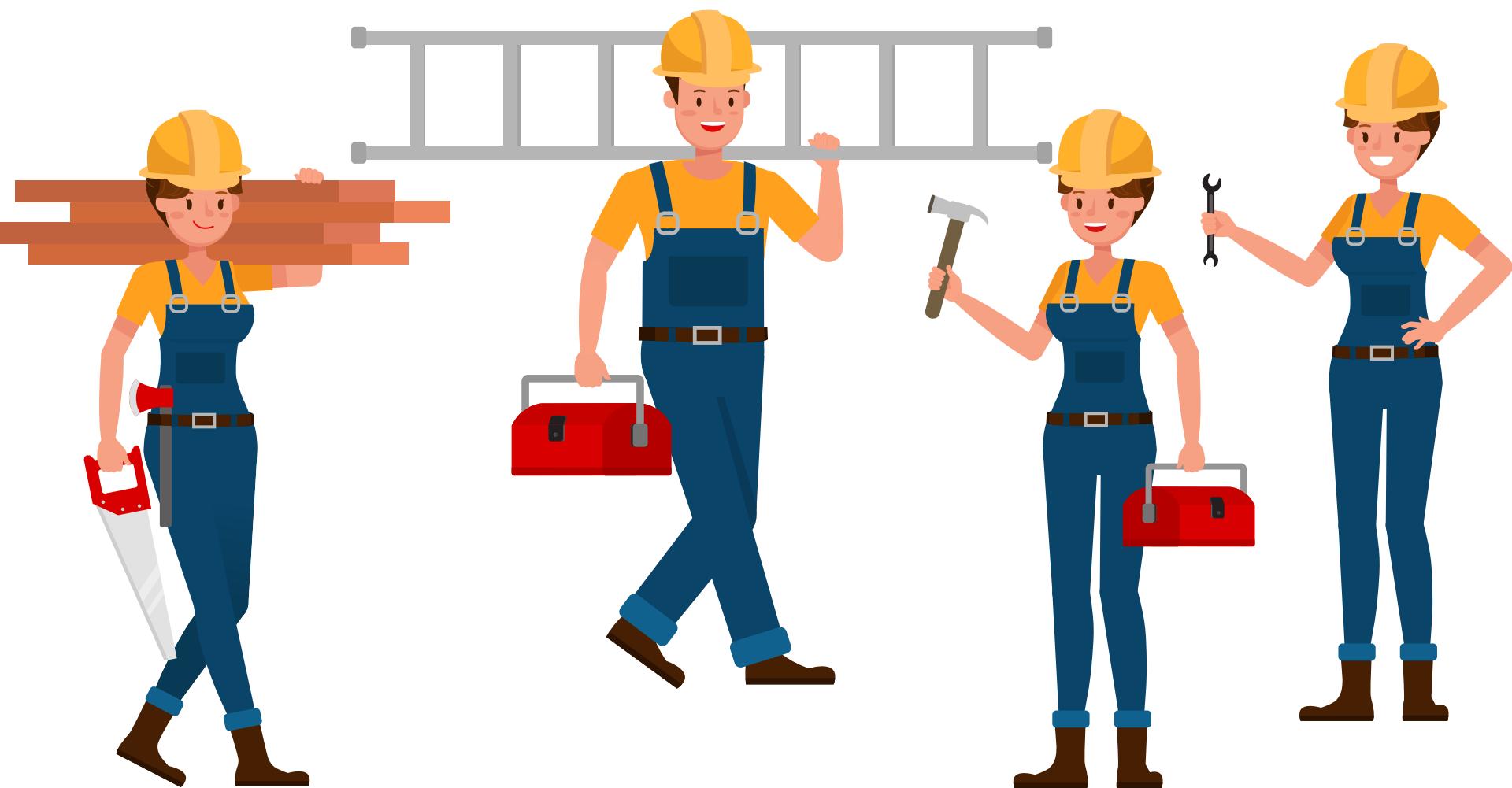
Keep Informed

High



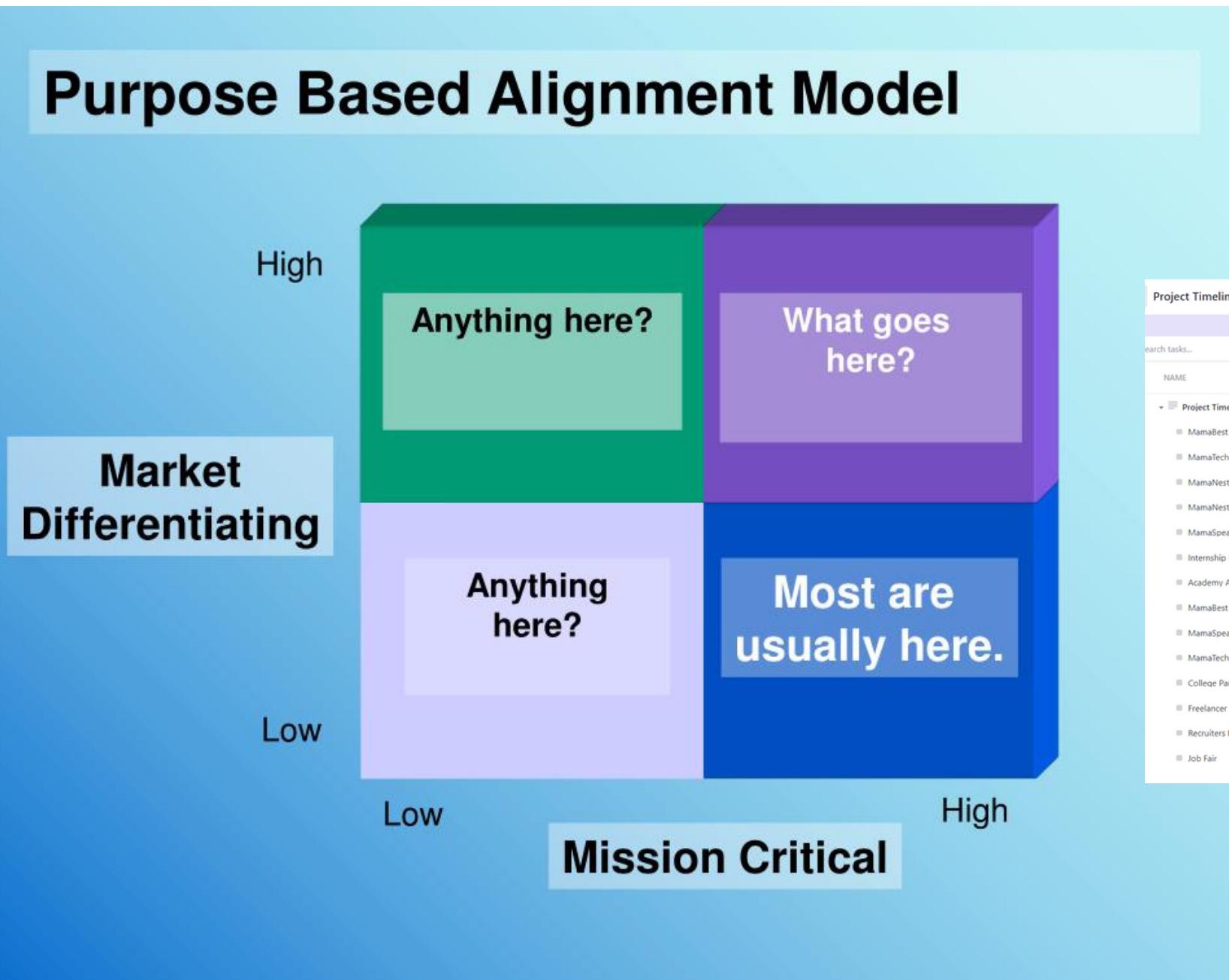
TYPOLOGY OF SOCIAL ENTREPRENEURSHIP

Social constructionist



MamaNest

PROJECT TIMELINE:



The image is a composite of two screenshots of the ClickUp application. The top half shows the ClickUp homepage with a dark purple header featuring the ClickUp logo and the tagline 'One app to replace them all.' Below the header is a screenshot of the 'Design components' board, which is a 'Table' view showing a list of tasks. The tasks include 'Merge styles into main', 'Add toggles to form fields', 'Update toggle component', 'Update button textures', and 'Add link'. The right side of this board view shows detailed information for a task titled 'Task View Redesign', including status (Closed), assignees (two users), priority (Medium), time estimate (8h), and dates (20/03/23 - 20/03/23). The bottom half shows the 'Project Timeline' Gantt chart. The chart displays several horizontal bars representing tasks: 'MamaTech Career Hub' (blue bar, spanning from April 1 to June 1), 'Academy Application' (blue bar, spanning from April 1 to June 1), 'MamaSpeak Course' (blue bar, spanning from May 1 to June 1), and 'MamaTech Course' (blue bar, spanning from May 1 to June 1). The left sidebar of the Gantt chart lists various project tasks and categories. The ClickUp logo and website URL 'clickup.com' are visible at the bottom of the composite image.

IMPROVEMENT STRATEGY





**Why
MamaNest?**

What's in a Name?

**Mama+Nest
MamaN+est**

Logo Story



MamaNest

Our Core Values



Empowerment



**Embracing
Motherhood**



Empathy



Earth-friendly



Economic

MamaNest



**Empowering Moms,
Nurturing Futures,**