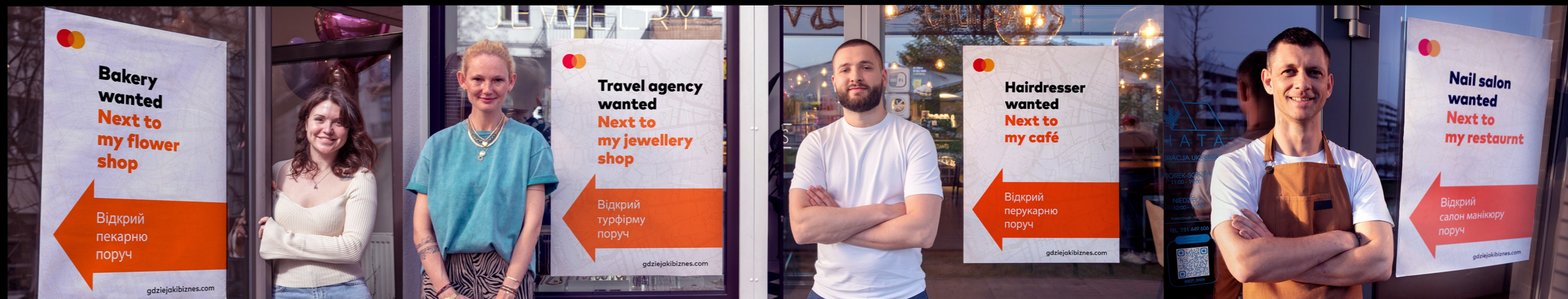




# room for everyone



## Problem

The Russian Invasion has displaced 1.55 million refugees in neighboring Poland, increasing the country population by 4%. With 10% newly opened business being Ukrainian, refugees were increasingly seen as competition.

## Our data story

But Mastercard data revealed a different story: many businesses are complementary, meaning they thrive better when located near one another. This was an opportunity to bring the Ukrainians and Poles together.

## Solution

The Room for Everyone campaign brings together Ukrainian and Polish entrepreneurs getting them to open complementary businesses.

To make this a reality we created a digital tool that combines transactions, footfall and business complementarity data to help them find mutually beneficial locations.



UP TO 40%  
of new business owners  
have used our tool

+10%  
Positive attitude towards Ukrainians,  
reversing negative trend

Ukrainian capital supports  
the Polish Economy

**BUSINESS  
INSIDER**

Ukrainian and Polish  
entrepreneurs are partnering

**euronews.**



Pet stores near drug stores  
are more successful



Bookstores near jewelers  
tend to be more prosperous



Grocery stores near hairdressers  
perform better



Barbershops near restaurants  
attract more clients



Bakeries near beauty salons  
achieve higher sales

