



I am a coach and emotional wellbeing counsellor for mothers, helping them recover from birth and maternal depression, and heal from childhood trauma.



Feel Well Mama

Name
Alaa AlChaar

Country
France

Find out more
www.feelwellmama.com



Challenges

Work-life balance: I am a stay-at-home mother of a young child, so my energy and our family's income are limited. However, my vision, my projects, and my passion for my work and mission have no limits. Balancing my work and my responsibilities as a mother, because I carry out all the tasks to develop my project on my own, without the presence of family support, due to migration

Funding: The difficulties are related to the difficulties of funding opportunities, and the unfair complexity of their process. That is why I depended on pushing myself to generate financial income to help me accelerate the project's growth process on my own, including a website, services, employees, financial manager, marketing manager, video editor, designer and producer, etc..

French bureaucracy: Additionally, the complicated system in France, for building a structure, knowing all about the tax system, having access to funding, etc.

My Motivation

Because of the past experiences I had as an expatriate female without family and going through postpartum depression with my child, I recovered after several years of research, and I built my business from scratch to help mothers connect with their feelings and their inner strength as females and as mothers. The birth of my child and my suffering with him was the main reason for changing the lives of women around the world for the better through delivering my voice and my message through social media.

My Approach

I started with zero followers on social media via Instagram and TikTok platforms, by continuously delivering messages, support and inspiration to mothers. My content reached millions of views and today I have more than 430k thousand followers over 2 platforms. I became an entrepreneur by chance, as I found myself with a potential to do the thing I love and transform it into an operational project.



Advantages

First-hand experience that helped me identify hidden layers of needs by women like me, especially those from migrant backgrounds. Additionally, my cultural knowledge of different contexts, especially in underdeveloped countries, helped me find innovative solutions to cater to the women I support.

What interventions/ support did you receive?

I received the greatest moral support from my husband.

With regard to training, support and guidance, after I obtained the results of the private sessions with the mothers, I saved money to learn more and develop personally and to develop the project.

I have additionally benefited from SINGA's support and motivation, especially by meeting other entrepreneurs with similar stories.

Were interventions specifically for underrepresented entrepreneurs?

The supports from SINGA were specific to my needs as a new migrant.

Describe the impact of these interventions?

My ability to learn more helped me grow my project and my own skills, because I am the main project

What interventions or supports would help you achieve those plans and visions?

Financing, for example, filming one recorded course requires at least approximately 1,500 euros for filming and editing, in addition to the marketing cost of approximately 4,000 euros, and most important of all is the cost of the website, which costs approximately 6,000 euros to build a strong foundation for future courses and projects, in addition to Recruiting employees from a designer, financial manager, marketing manager, and video montage and editor on going basis!!! With personal training and special learning courses for my self to develop the knowledge and grow my business with a high level of educational and material value. The list goes on

Future Plans

Reaching at least a million followers on social media platforms means hundreds of thousands of mothers around the world benefiting from my services and products, such as recorded courses, useful lectures, conducting in-person group workshops, and more.

Follow Alaa's progress and visit [her website](#)