

LINA, ROBOFUN



LINA, SISTER SINCE 2018

“I remember when I joined Sister School last year, I was amazed by what they offer to support our ideas and how they work hard to accelerate our businesses. I kept asking why! Why do they offer all of these opportunities to us for free! But the answer is simple - they believe in the social impact of empowering women.”



12 months engaged

After moving to Australia 4 years ago from Jordan, Lina was unable to get her qualifications in IT recognised or access employment in her field.

One-third of all recent migrants report difficulty in getting jobs due to factors such as lack of local Australian experience and male migrants were more likely to be employed full time than females: 90% of male migrants with Australian citizenship were employed full time compared with 63% of females (ABS). Following the birth of her daughter, Lina needed flexible employment and decided to use her skills to create her own business that would develop kids STEAM interest and capabilities.

Lina founded Robofun, an educational academy to teach kids robotics and coding. Robofun is a mix of “Make, Code, and Play”. The business is based on STEAM principles and provides services such as robotics, coding, 3D design and science education to children in her local community.

Lina is driven to be financially independent, employ other women who have faced similar barriers to employment and create an impact in the community through her business: “I hope to attract more girls to STEAM fields and develop future STEAM leaders”.

Follow Lina’s business journey at:



robofun.com.au



@robofunacademy



How Global Sisters is making a difference

Lina participated in our business education programs in Melbourne, delivering one of the most compelling pitches ever heard at Sister School. Global Sisters then arranged for her to market test her concept at an ‘incubate’ event, where she sought and received feedback from potential customers.

Lina wasted no time in incubating the business, supported by the Melbourne Accelerator Lead and her business coach. In 12 short months Lina has gone from ‘pre-idea’ to ‘marginal’ stage of business - a phenomenal achievement for this determined young mum.

In late 2018, Lina was successfully supported to receive the AMP Tomorrow Maker Grant and Sister Pitch pro bono business support to take her business to the next level.