

## 1) Description

The YOUNG ENTREPRISE PROJECT (YEP) programme is a pre-business creation learning programme. Groups of young people challenge themselves to identify an innovative, feasible and economically viable product or service idea and build a business model/business plan around it.

The YEP is aimed at students in higher education, in all categories, from both business and non-business backgrounds.

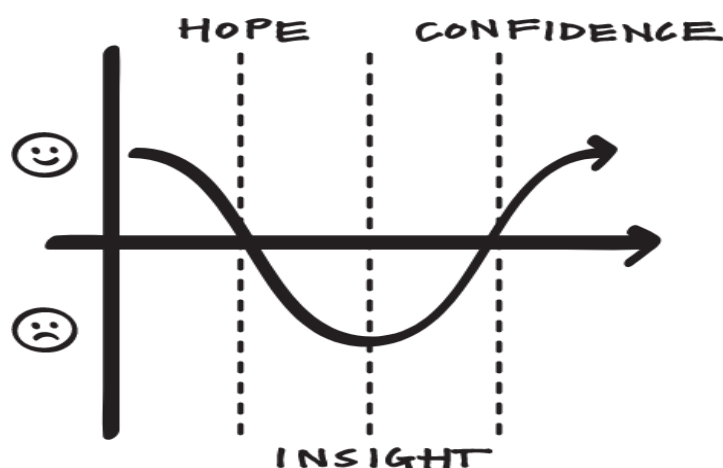
The programme provides guidance and tools for students to realise and develop their projects. Participants study the feasibility of their project with the support of business professionals ("coaches").

The students create prototypes and present their project to a jury of potential investors on several occasions.

Throughout the programme, training sessions with experts from different fields are organised to support and guide the students in the different stages.

A national competition is organised for the best projects of the year. The best team of the year will have the opportunity to participate in the European final - [JA Europe Enterprise Challenge](#) - organised by [Junior Achievement](#).

The Young Enterprise Challenge aims to develop students' entrepreneurial skills, including creativity, perseverance, self-confidence, initiative, team spirit and ultimately a sense of responsibility. All these skills will be useful in their professional and personal lives.



*How the journey of a project feels*  
IDEO

## 2) The different stages

**Duration:** 2 semesters of one academic year

**Target group:** 19-30 years old

<p><b>1. Search for ideas + Coaching</b></p> <p>The students (in groups of 4-5) look for projects ideas and select one they want to further develop. They then designate a project leader, who will be responsible for the smooth running of the group and for liaising with the other actors (teacher, coach, JEL etc.).        A first coaching session is recommended to help the team with the development of the basic concept (proposed products/services, viability, differentiation from competition, target audience).</p>	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Researching ideas and being creative</li> <li>• To innovate and create</li> <li>• Work in a group (team spirit)</li> <li>• Set up an internal organisation (be rigorous)</li> <li>• Set up the first contact with the coach</li> </ul>
<p><b>2. Elevator Pitch of the project and the team - 1st validation</b></p> <p>Each team presents its basic concept in front of a jury made up of people from the private sector and education. A summary document of the project ("1 page to convince") is to be submitted before the presentation.</p>	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Expressing yourself and presenting in public</li> <li>• Managing time</li> <li>• Managing stress</li> <li>• Summarise and describe a whole project in a synthetic way</li> </ul>
<p><b>3. Coaching - Idea Development</b></p> <p>Each team will be accompanied by a coach throughout their project. The coach is a person who works in the private sector and acts as a consultant.        At this stage the coach advises the project on the development of their business concept and marketing strategy.</p>	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Take control of the organisation of the coaching session - prepare questions</li> <li>• Be open to positive and negative criticism</li> <li>• Ask for advice at the right time</li> <li>• Be clear in describing and explaining ideas</li> </ul>

<p><b>4. Empathy Map &amp; Prototyping</b></p> <p>In teams, students create an empathy map that helps them get to know their customers better by going beyond statistical data.</p> <p>Prototyping is an integral part of the design phase and allows students to validate the feasibility of features, gather feedback and eliminate design errors.</p>	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• To put oneself in the client's shoes</li> <li>• Find a common view of the typical client</li> <li>• Find solutions to create a prototyp</li> <li>• Question the project and readjust it if necessary</li> </ul>
<p><b>5. Presentation/pitch 4 min - 2nd validation</b></p> <p>Students submit a document ("3 pages to convince") in which they describe their project in more detail (market analysis, business concept, legal analysis, marketing strategy, financial planning) and defend themselves a second time before the same jury.</p>	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Describe a market and the opportunities and risks associated with a business idea</li> <li>• Develop a business strategy and an appropriate marketing mix</li> <li>• Present initial figures in terms of finances</li> </ul>
<p><b>6. Coaching - Finance and Marketing</b></p> <p>Coaches will be available to give advice on the financial concept and the final drafting of the business plan.</p>	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Prepare the coach's intervention effectively</li> <li>• Present financial data in a detailed, clear and accurate manner</li> <li>• Finalise the project</li> </ul>

<p><b>7. Final: submission of the final business plan &amp; presentation in front of an audience</b></p> <p>In this final stage, students hand in their final business plan and present their pitch deck in front of an audience to attract potential investors. The jury will select and award prizes to the top three YEP teams.        The best team will participate in the international competition - JA Europe Enterprise Challenge.</p>	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Writing a comprehensive business plan</li> <li>• Translate commercial and organisational choices into concrete figures</li> <li>• Make an initial estimate of the projected turnover</li> <li>• Present a provisional income statement and a 2-year financing table</li> <li>• Present and defend your project</li> <li>• Managing competition and stress</li> </ul>
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