

Youth-Co

- The Youth Entrepreneur and Investment Platform



Vision

To create a generation of ethical entrepreneurs globally, thereby facilitating sustainable development and ensuring job creation.

Mission statement

Youth-Co aims to create the world's largest online community of youth entrepreneurs, thereby supporting youth entrepreneurship, promoting ethical entrepreneurial culture and stimulating job creation.



Objectives

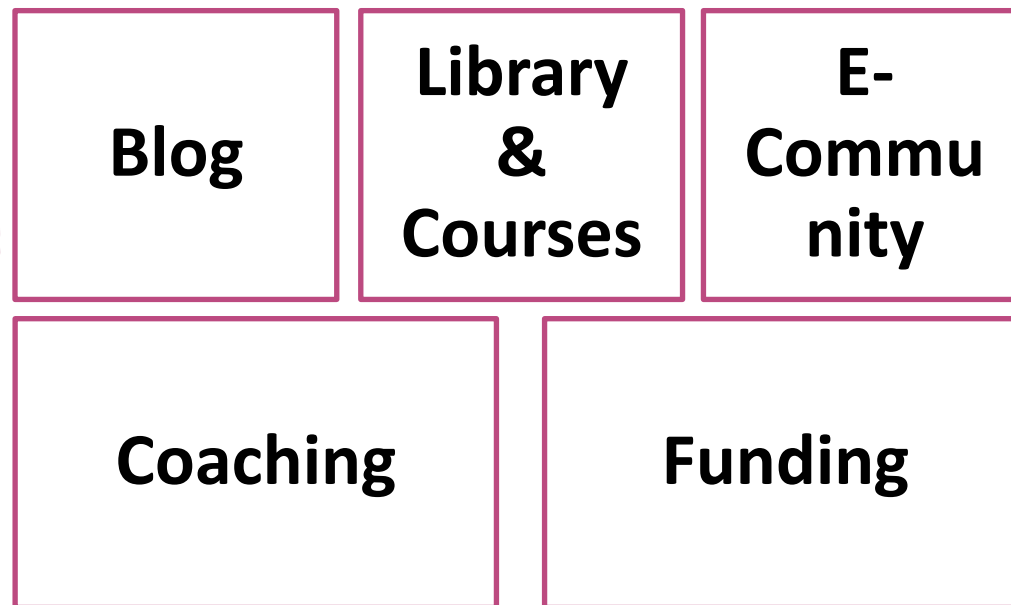
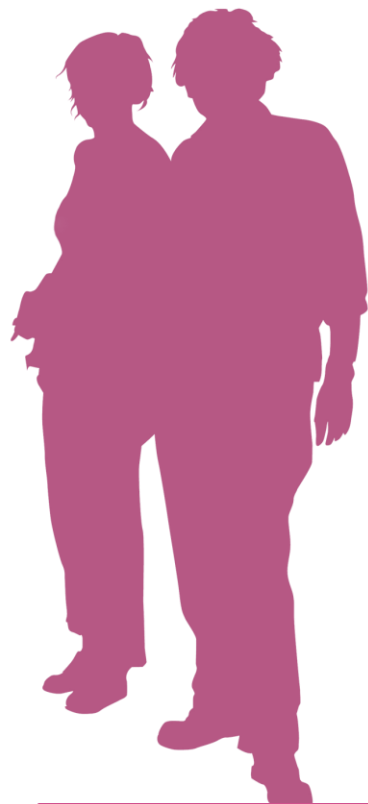
- To create an online platform reaching 10 million youth entrepreneurs by 2020, through:
 - Inspiring blogs by young entrepreneurs
 - Online courses and resources
 - E-Community where entrepreneurs can connect
 - Coaching by experienced professionals
 - Funding facilitated through our partners

Why CYFI

- **Global partners & stakeholders network**
Alliance with over 300 organizations from various sectors
- **Global youth network**
CYFI partner network reaching 18+ million children and youth
- **YouthTech Blog**
Technology and innovations blog reaching over 100 countries and 50,000 views
- **National platforms and outreach**
Policy change and advocacy in 125 countries

Youth-Co: 6 pillars of support

Youth-led and youth co-created



Deep dives on strategic thrusts

Thrust	Elements
Blog	<ul style="list-style-type: none"> ▪ Inspirational stories from youth entrepreneurs
Library and courses	<ul style="list-style-type: none"> ▪ Gallery of online entrepreneurship resources (e.g. templates) ▪ Online entrepreneurship courses with top university(ies)
E-Community	<ul style="list-style-type: none"> ▪ Connecting young entrepreneurs online for peer support ▪ Knowledge exchange among peers ▪ Networking among peers
Coaching	<ul style="list-style-type: none"> ▪ Online coaching with experts with experience in entrepreneurship, private equity, management consulting, accounting, industry, etc.
Funding	<ul style="list-style-type: none"> ▪ Linking to micro finance institutions for low-interest loans ▪ Linking to other business for mergers and collaborations ▪ Linking high growth potential business to private equity firms ▪ Reaching out directly to angel investors
Policy change (indirectly)	<ul style="list-style-type: none"> ▪ Advocating for legal system to facilitate youth entrepreneurship ▪ Advocating for favorable tax treaties for youth owned enterprises

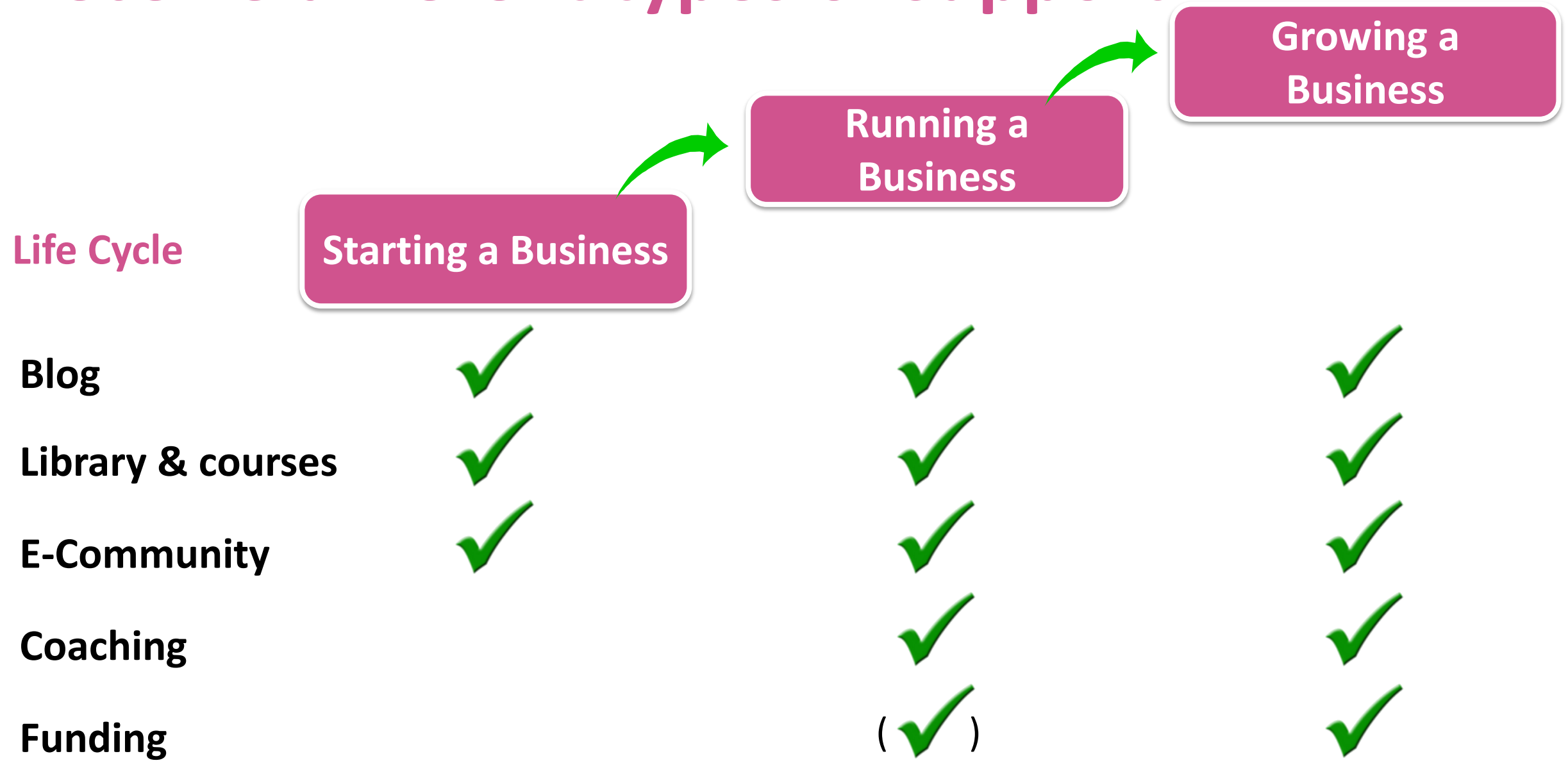
Youth-Co Targets young entrepreneurs in all stages of their adventure

- Young entrepreneurs (16-30)
- In various stages of their adventure:
 - Starting a business
 - Running a business
 - Growing a business

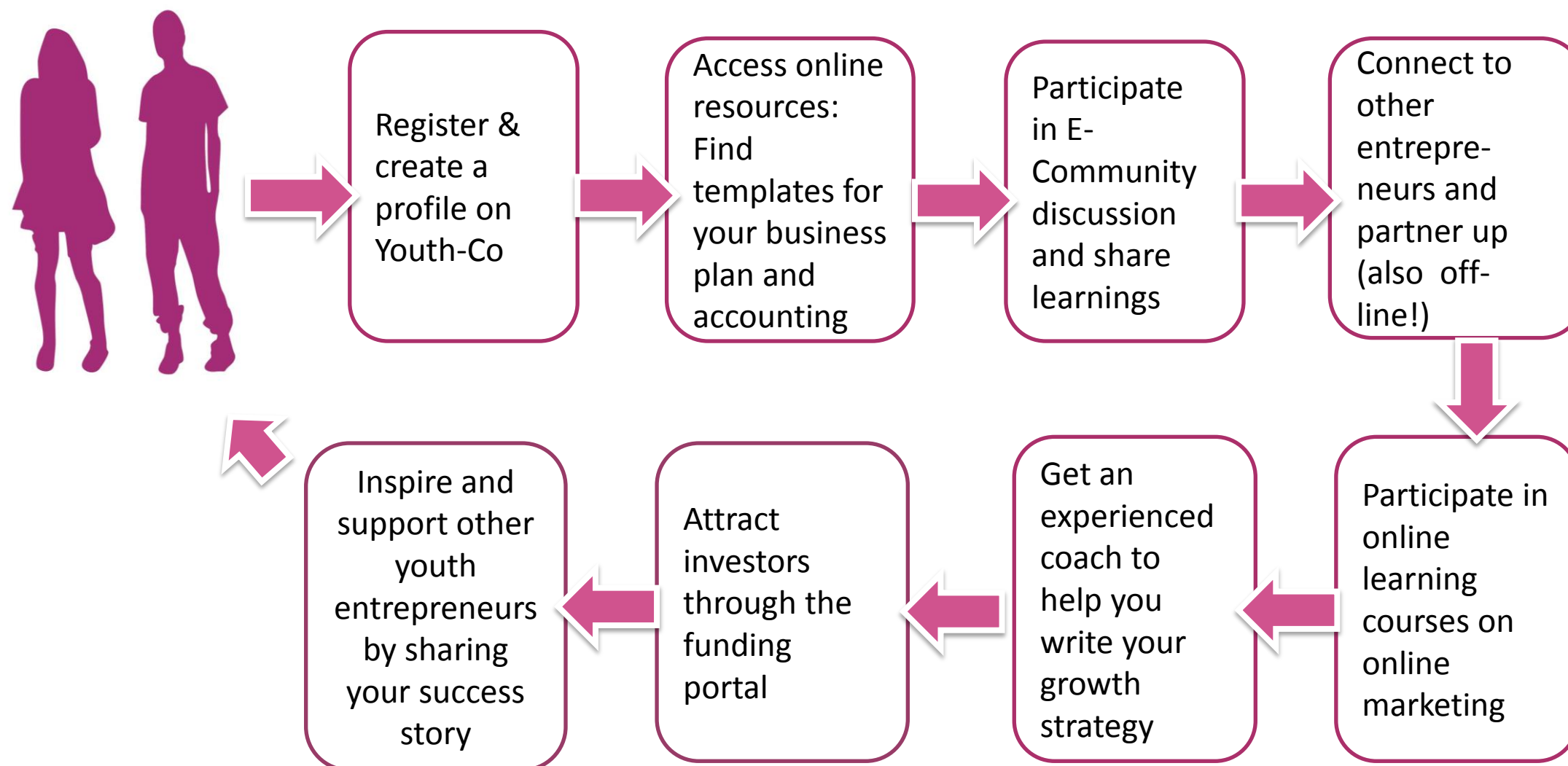
Philosophy

An inclusive philosophy, so we aim to reach out to as many motivated youth as possible


Entrepreneurs at various stages require and receive different types of support



Example of a user path



Website Concept



Welcome to **Youth-Co** !

Youth-Co aims to become the world's largest online community of young entrepreneurs. Here you can find an inspiring blog, a collection of online courses and resources, a place to connect to other entrepreneurs, coaching by experienced professionals, and funding opportunities.

Get
Coached

Get
Invested

Get
Inspired

Get
Smart

Get
Connected

ANNOUNCEMENT

Official launch
coming soon !

Library

The E-Library has a gallery of online entrepreneurship resources. Here you will find a comprehensive collection of online courses, learning materials, podcasts, videos, softwares and templates covering various topics of entrepreneurship. No matter you are thinking of starting a business or are already running one, you will always find resources that are useful to you!

GET
STARTED

STRATEGY

FINANCE
& ACCT

LEGAL

CREATIVITY

MARKETING
& SALES

OPERATION

LEADERSHIP

Timeline

0~3 months

3~6 months

6~12 months

12~18 months

18~24 months

**Feb 2014:
Research &
Preparation**

**Build and
launch plat-
form; build
partnerships**

**Continue
building
community and
content**

**Establish
funding cycle
and ongoing
development**

**Assessment
of Year 1**

- Assess needs of young entrepreneurs:
 - Survey
 - Focus groups
 - In-depth interviews
- Build platform prototype
- Announce launch (today!)

- Build platform
- Build partnerships/community with:
 - Local entrepreneurial hubs
 - Educational institutions
 - Investment institutions

- Further develop learning curriculum
- Further build community and link coaches to entrepreneurs
- Monitor and filter out high potentials for funding

- Establish funding cycle
- Continuously develop platform
- Build app

- Assess impact Year 1
- Continuously develop platform



We are building partnerships with

- **Entrepreneurial networks** to further Introduce Youth-Co to young entrepreneurs worldwide (*e.g. entrepreneur hubs, incubators, NGOs, unis*)
- **Educational partners** to co-develop the curriculum and online courses on entrepreneurship (*e.g. international organizations, universities*)
- **Coaching partners** to add experienced professionals to our coaching program (*e.g. coaching networks and organizations, individuals*)
- **Funding platforms** to further develop funding opportunities for young entrepreneurs seeking growth (*e.g. microfinance institutions, private equity, investment funds, crowdsourcing platform, angel investors*)
- **Strategic partners** to support and sponsor CYFI in rolling out Youth-Co globally (*e.g. foundations, international organizations, corporates*)

Youth-Co.com

Contact email: ron@childfinance.org

 ChildFinance  ChildFinance
www.childfinanceinternational.org

About the Child and Youth Finance Movement

A global movement that aims to reshape the future of finance to ensure that every child and young person

- Believes in himself/herself
- Knows about money
- Has a bank account to save for their future
- Has a job or starts an enterprise
- Financially engage with the greater society

The Movement was launched in 2012 with the ambition to reach a 100 million children and youth in a 100 countries.

And it has already exceeded the first milestone

