



YOUNG ENTREPRENEURS
PROGRAM
empowering leaders of tomorrow

FACT SHEET

The Young Entrepreneurs Program (YEP) is an African entrepreneur exchange and opportunity programme. It provides the chance for newly established or would-be entrepreneurs to go to America, where they receive practical instruction and business training. They study business at an accredited college as well as working at an established company in their chosen field where they work closely with entrepreneurs who can offer them new business skills and contacts.

Thanks to this programme, young starting entrepreneurs can acquire skills and contacts relevant to their individual business plans. At the core of our program is the drive for increased intercultural exchange of knowledge and experience, and better networking possibilities across Africa and America.

Background

The Young Entrepreneurs Program, as part of the International Business Academy (IBA), adds immense value to all who participate, the starting entrepreneur truly gets the experience of a lifetime.

YEP strives to teach motivated young Africans how to operate in a global market and to turn opportunities into successes. It also provides them with all of the necessary tools to overcome the obstacles of entrepreneurship, instead of leaving them to face the unknown alone.

- 51% of young Africans would be interested to follow an entrepreneurial route, but too few of them know how to put their ambitions into practice.
- The internationalisation of African organisations are insufficient, with only 8% of them exporting their goods and services around the world.

This project provides a solution for the need to stimulate entrepreneurship in Africa while simultaneously strengthening business ties inter-continently. By working with and learning from a company in their own field while overseas, "YEPers" will increase relations with similar businesses in America and Africa and create potential partnerships and contacts. Furthermore, the trip will be an invaluable learning experience that will aid greatly in the start-up phase of their own businesses.

What does the programme offer?

- New entrepreneurs have the chance to go to America for six weeks of classroom study at an American college while also experiencing on-the-job training in their field.
- All expenses are paid so YEPers can focus on utilizing their time for learning and developing their own business ideas.
- This is an opportunity for entrepreneurs to learn from college level study while providing a greater understanding and access to foreign markets for future business opportunities.

How does the programme work?

The Young Entrepreneurs Program is financed by its parent company the International Business Academy (IBA), and is operated with the help of many organizations, institutions, and governments across the world. Business beginners spend 6 weeks studying business at an accredited college while also working with a successfully functioning business that pertains to the interests of the young entrepreneur.



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To ensure the success of the trip, the candidates sign an agreement with IBA detailing the conditions for the stay abroad. This may include work responsibilities, legal waivers, financial conditions, etc.

Activities of the candidates during the 6 week trip to the US may include:

- Observing the process of project development and innovation;
- Shadowing a senior entrepreneur;
- Learning business skills through classroom instruction;
- The branding, sales and marketing of an established company;
- How to conduct market research and develop new business opportunities;

Who is involved?

Young entrepreneurs: New entrepreneurs who are in the planning stages of their business and are seeking opportunities to gain experience in order to increase success rates. Their business model can be in any sector of the market. Candidates must provide a viable business idea and possess the openness necessary when conducting business in another culture.

What are the advantages for a potential YEP'er?

- Spend time at an accredited college studying at a higher level to learn important business concepts necessary for a strong foundation;
- Experience a different cultural workplace setting;
- Learn about the American market and how it relates to and cross mingles with the African business sector;
- Benefit from possible co-venturing opportunities and the development of cross-country markets;
- Develop international contacts and learn about working with foreign markets;
- All-expenses paid trip to the USA. Accommodation, food, transportation costs and more all covered for the 6 week duration of the stay.



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Figures (June 2010)

To date, more than 1800 potential entrepreneurs from all African countries have applied to participate in the programme. Nigeria, South Africa and Uganda have been leading in applications accounting for 45% of New Entrepreneurs. Advertising/promotion/printing is the most requested sector (16% of the current exchanges), followed by IT, office and communications (10%), Education and training (8%), Tourism (8%). and Legal, fiscal and consultancy services (8%).

Total number of applications from young entrepreneurs: 1800

- Total number of established relationships: 294 (163 completed)
- 5 most represented business sectors (forming 50% of the YEPers):
 - Advertising, promotion, printing media & related services
 - ICT
 - Education services
 - Tourism Hotel, restaurant; tourism, travel & wellness services
 - Legal, fiscal and other consultancy services
- 5 most represented countries:
 - New Entrepreneurs: South Africa (23%), Nigeria (22%), Uganda (7%), Namibia (7%) and Mozambique(5%).

Take the future into your own hands and apply to be one of the next candidates for the Young Entrepreneur Program. Don't miss your chance to go to America and learn how to make your business dreams a reality!

Apply Now!

For more information www.yepsa.co.za