

REPORT FORMAT FOR THE RESULTS OF THE CHALLENGE TEAM

Name of the Challenge: Youth Entrepreneurship in Bulgaria

Date: 21.10.2022

Challenge Owner: Irena Boynovska

Team members: Alexander Kolev, other participants name to be added by Irena

Facilitator: Maria Padalski

Name of the Proposal

Starter pack for young entrepreneurs

Description of Proposed Actions [Action orientation is extremely important]

We want to create a starter pack that includes everything necessary for a young person to gain knowledge on how to develop his/her ideas as an entrepreneur, to receive support from people who already have successful startups and products/services developed. The Entrepreneurs Starter Pack includes educational support, mentors support, product development framework, legal support.

- Education with experts on the topics of entrepreneurship, social entrepreneurship
- Working with mentors on the specific ideas the young person would like to develop
- Turning the best idea into reality through following an established framework

What will this achieve? What is the societal impact?

Raise the awareness about entrepreneurship among young people

Provide an opportunity to meet mentors who can inspire young people and also help with valuable advice on how to handle difficult situations related to establishing your own entity

Who is Responsible?

The local Youth Center, the local municipality and other institutions.

Who will be involved? (*In society? In the Challenge team?*)

- Local Youth Center
- Youths
- Local municipality
- Mentors
- Local businesses
- Local innovation centers

Description of the best ideas

The Entrepreneurs starter pack will be designed to be universal and used across different organizations and geographical regions

It can be provided to schools, Youth centers, anywhere young people reside and with the support of trained staff can go through the program.

It will also be available online as a self led program. The idea is to combine the best from the two formats, online and offline.

1st Steps: What must happen in the next 6 weeks? *Who should do what?*

- Finalizing the starter pack and the minimum content needed to release first version
- Promote the starter pack on social media and channels for specific target groups -young people
- Create events with mentors and other young entrepreneurs to increase awareness, connections and attract the young people who are interested in developing a certain idea beginning to end
- Release the first version of the starter pack, collect feedback

Prototyping: What must happen in the next 6 months? *Who should do what?*

- Research what is currently available in region of Gabrovo or online that serves the same purpose as our product
- If there are similar services/products find out if we collaborate with their owners and extend and improve them
- Create a general overview of the program, training courses, potential mentors

- Create business model and how we will find funding
- Release first course and collect feedback to simultaneously start with improvement

Impact in 6 Years

- Gabrovo is famous for its youth entrepreneurship program, it is an incubator for young entrepreneurs.
- We have between 3 and 5 successful products/ideas developed and realized in Gabrovo by young people

Other relevant information