

YOUTHWORKS



A Program Of:



Beyond the Classroom: Effective Microenterprise Development for Youth

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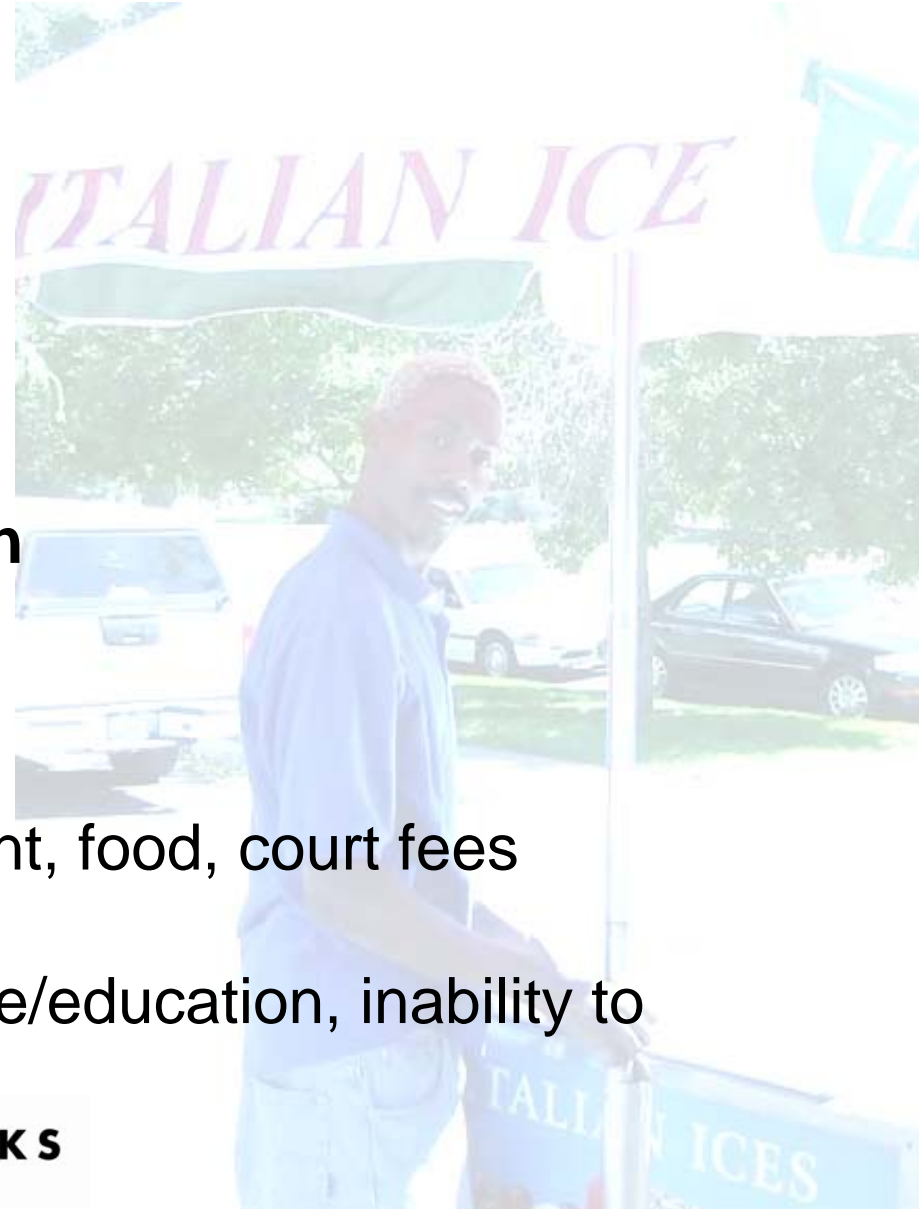
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Income vs. Experience



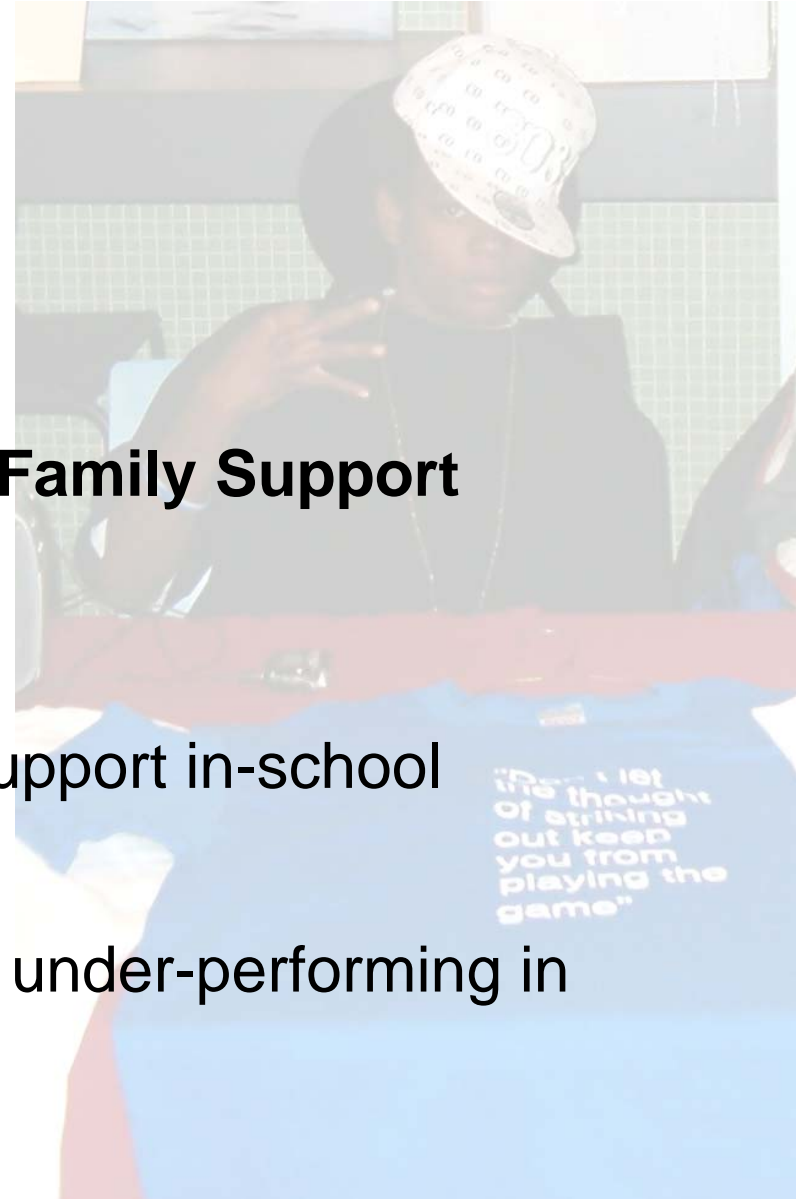
Youth Profile #1: Donavon

- **Male**
- **Age:** 18
- **Seeking GED**
- **Unstable Housing Situation**
- **Existing Criminal Record**
- **Needs:** Money to pay for rent, food, court fees
- **Barriers:** Lack of experience/education, inability to secure employment



Youth Profile # 2: Cedrick

- **Male**
- **Age: 18**
- **In School**
- **Stable Housing With Extended Family Support**
- **Adjudicated Youth**
- **Needs:** Real world learning to support in-school education and personal goals
- **Barriers:** High-risk environment, under-performing in school/work



Elements of Entrepreneurial Change

- **Goals**—What are you trying to accomplish?
- **Skills/Characteristics**--What opportunities exist within your skill sets?
- **Motivators**—Why this? Why you? Why now?
- **Resources**—What else do you need? What is available?
- **Action Plan**—How will you meet your goal?

Actual Service Mix:

Donavon

- 1-on-1 Business Consultation
- Basic Skill Development—Marketing
- Basic Skill Development—Business Budgeting
- Business Development Loan

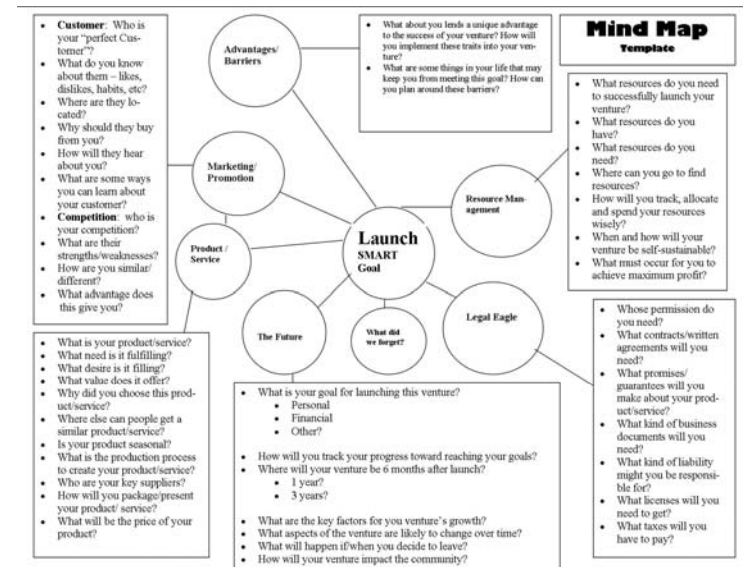
Cedrick

- Intro course: Entrepreneurship 101
- Marketplace Loan
- YW Internship
- 1-on-1 Business Consultation

Action Plan:

The YW Business Planning Tool:

- Serves as centerpiece of the client service plan
- Focuses on the ins and outs of the business concept
- Offers a realistic take on what **MUST** be done in order to meet the goal
- Adapts to individual clients' learning styles
- Experiential process allows youth to learn **WHILE** they are planning and launching their business
- Meshes with existing Adult Business Development Services



Key Points:

- *Income vs. Experience:* What does the youth need most?
- *Community Partners:* Who can provide what you cannot?
- *Realistic Goal setting:* What can the youth accomplish with their skills and available resources?
- Keep it relevant to the individual's situation
- Link youth services up with existing adult programs whenever possible
- Allow youth to learn through 'Real Consequences'
- Processes and curriculum must be flexible and allow youth to take advantage of their own interests and abilities
- Application: programs must allow youth access to the resources they need to **DO** their Business.

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