

EMPOWERING YOUTH ENTREPRENEURSHIP THROUGH CAPACITY-BUILDING ACTIVITIES AND NETWORKING - **EYE CAN**



1.9.2016 - 31.5.2017
Durrës, Albania
Prizren, Kosovo



Aim of the project

- Overall goal of the capacity building project "EYE CAN" was empowering youth entrepreneurship by raising capacities of youth organizations in the field of entrepreneurship and supporting youngsters in realizing their entrepreneurial ideas.
- Creation of a solid partnership between organizations coming from Western Balkan and Programme countries to support together the process of transforming great ideas into real successful businesses. The focus of this project was to develop youth leaders' business plans through a peer to peer startup mentoring program that would train and accompany them in their business path.



The first mobility activity was organized on the basis of SMP (Startup Mentorship Programme) which is a mentorship-based program designed to train youth workers in the field of entrepreneurship.

- Think big, Start small
 - Youth workers were trained to promote entrepreneurial ideas from youngsters in their working communities and motivate them to start thinking big.
- The challenges of starting a new business
 - This part of the training programme referred to a country-based analysis on the various obstacles that new entrepreneurs face when starting their businesses.
- Guide to fundraising
 - In this part of the mentoring process, the youth workers developed their capacities on being able to efficiently guide youngsters on attaining local and national funding for their ideas.
- Creating efficient network of entrepreneurs
 - Youth workers that actively work with youngsters in the field of entrepreneurship, were guided to highlight the importance of building networks in the field.
- How to stand out when entering the market
 - This part of the programme was dedicated to innovative ideas and their standing out in the market.
- Adapting to ICT challenges in the field
 - The SMP mentors the youth workers on promoting the adaptation of new enterprises to the main ICT global challenges.
- Getting new entrepreneurs to appraise risk
 - This part of the training course focused on getting new entrepreneurs to understand that risking in business can be part of the future success.
- Staying in the market
 - The last module of the training course focused on the strategic entrepreneurial moves to be able to stay in the capitalist market.



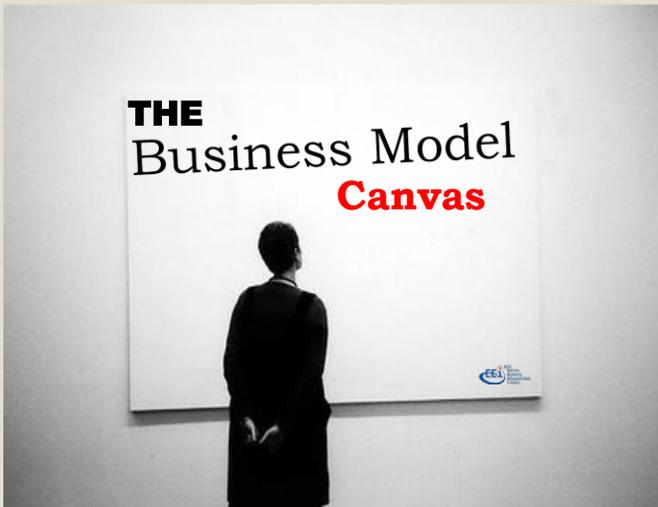
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Mobility Activity 1 Durrës, Albania



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Modules

- Contemporary business models, innovation practices
- Think big, start small/ where big ideas come from

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Modules

Entrepreneurship at the Balkans:
Challenges and Obstacles/ Country Examples



Amalthia Farm
Durrës, Albania



Modules

Field Visit –
Meeting with
Local
Entrepreneurs





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The second mobility was organized on the basis of The Business Model Canvas which is a strategic management and lean startup template for developing new or documenting existing business models. It allows to describe, design, challenge, invent, and pivot your business model. It is a visual template pre-formatted with nine blocks of a business model, which allows to develop and sketch out new or existing business models. The nine blocks of the BMC were introduced to the participants of the second training course, where they developed their business model:

- **Key Activities:** The most important activities in executing a company's value proposition. An example for BMC would be creating an efficient supply chain to drive down costs.
- **Key Resources:** The key resources of a company as the assets of a company (human, financial, physical and intellectual) that create value for the customer.
- **Partner Network:** Optimization of operations and reducing risks of a business model, strategic alliances between competitors or non-competitors.
- **Value Propositions:** The collection of products and services a business offers to meet the needs of its customers - what distinguishes itself from its competitors.
- **Customer Segments:** Identifying which customers it tries to serve (Mass Market, Niche Market etc.).
- **Channels:** Delivering its value proposition to its targeted customers. An organization can reach its clients either through its own channels (storefront), partner channels (major distributors), or a combination of both.
- **Customer Relationships:** Identifying the type of relationship they want to create with their customer segments (Personal Assistance, Self Service, Automated Services, Communities, etc.).
- **Cost Structure:** The most important monetary consequences while operating under different business models (fixed costs, variable costs, etc.).
- **Revenue Streams:** The way a company makes income from each customer segment (Asset Sale, Usage Fee, Lending/Leasing/Renting, Advertising, etc.).



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Mobility Activity 2 Prizren, Kosovo



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The Elevator Pitch



Pitching in 30 – 120 Seconds

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Modules

The elevator pitch

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business model ?

“A business model describes the rationale of how an organization creates, delivers, and captures value”

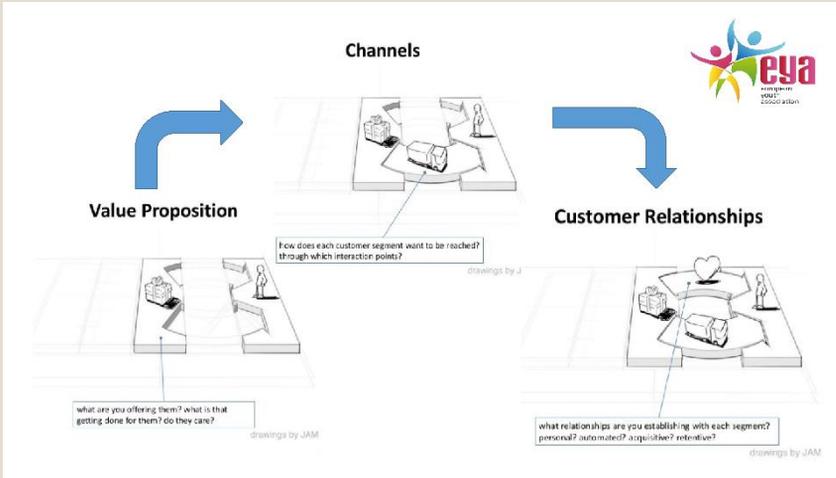
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Modules

The business model canvas presentation of segments

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Modules
Value Proposition



EuroFood, Prizren



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Modules
Field visit – Meeting with local entrepreneurs



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Modules

Mentoring session by
expert trainers

- Coordinating Organization
- **EUROPEAN YOUTH ASSOCIATION**
- Partners
- **SDRUZHENIE ALTERNATIVI INTERNATIONAL**
- **BALTIC YOUTH WAY**
- **INSTITUT ZA ISTRAZUVANJE I OPSTESTVENI INOVACII - IMPAKT SKOPJE**
- **UDRUZENJE METAMORFOZA**
- **YOUNET**
- **SISTEM VE JENERASYON DERNEGI**
- **YOUTH ASSOCIATION - VIZIONI IARDHMERISE**
- **INKLUZIVNI POKRET**
- **ASOCIATIA TINERILOR ACTIVI CIVIC**

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