

Ye! Community

THE GLOBAL COMMUNITY JUST
FOR YOUNG ENTREPRENEURS



International
Trade
Centre



About Ye! Community

Ye! Community is the global platform just for youth entrepreneurs. We connect young entrepreneurs between 18 and 35 years old with opportunities, mentors, resources and peers. Ye! is home to more than **18,000 young entrepreneurs** and **300 expert mentors** and we are growing continuously. Ye! Community members come from more than **170 different countries**.

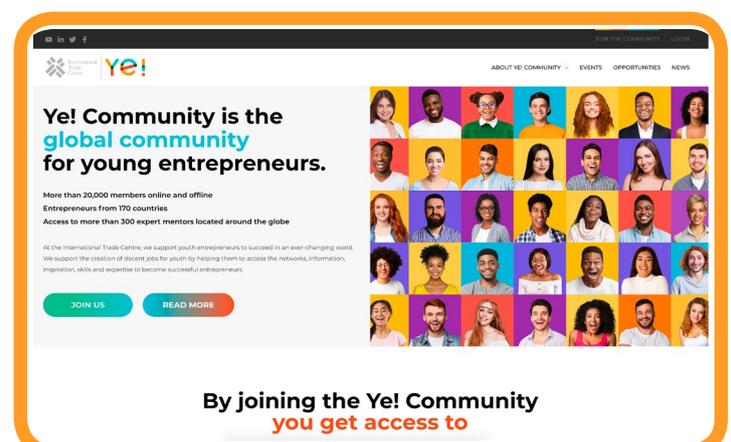
Our big mission is to increase youth economic empowerment all around the world and to get youth businesses connected to the resources, networks, and support they need to succeed. Ye! promotes youth entrepreneurship and self-employment in order to stimulate job creation, enhance the employability of youth, and systemically reduce youth unemployment. Ye! Community is accessible to young entrepreneurs **online and offline** - entirely free of charge.

Through the global platform, young entrepreneurs can connect without barriers. Online, they can connect to opportunities, browse resources, sign up for events, and network with more than 18,000 other youth.

Offline, Ye! Chapters provide targeted peer support. Local chapters provide capacity building, skills development, access to partners, experts and opportunities for business expansion - all according to the local context and in conjunction with local experts. Ye! Chapters are active in 16 countries and counting!

Ye! Community is open to all young entrepreneurs, and anyone who is interested in entrepreneurship or would like to support young entrepreneurs.

Ye! Community was initiated in 2014 by Child and Youth Finance International and is now powered by the International Trade Centre's (ITC) Youth & Trade Programme. Ye! was endorsed by the G20 Global Partnership for Inclusion (GPII).



The purpose

Young people are central to the achievement of the 2030 Agenda for Sustainable Development, both as beneficiaries and drivers. It is our mission to equip youth-led enterprises with the skills needed for the future of work and entrepreneurship.

Yet, youth-owned MSMEs (micro, small, and medium-sized enterprises) are more likely to be exposed to issues of:

Limited access to finance

Limited youth-specific trade support

Limited access to business networks

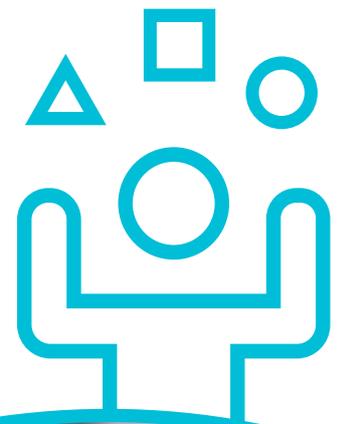
Limited access to markets and market information

Limited trade-related skills

Thus we are working hard to change this predicament and to foster opportunities for youth entrepreneurs around the globe!

Ye! Is uniquely positioned in the entrepreneurship ecosystem. We offer a free platform that focuses on supporting youth entrepreneurs that often lack exposure. We work to focus our support on youth and hubs in emerging economies to provide them the equal footing to compete in the global market.

When youth are encouraged to create change and to be the solution, incredible youth-driven enterprises, associations, and initiatives can thrive. When youth are empowered to take on the challenges of today and tomorrow, everyone wins.



Our winning offer

As a Ye! Community member, you can access a wide variety of resources, events and tools to help you build a sustainable business venture. Our platform and offline communities are free of charge and always will be.

An overview of our service categories:



LOCAL CHAPTERS

Local networks that offer tailored support to serve the needs of youth entrepreneurs, locally. Ye! Chapters are jointly led by a Ye! Advisor - a high-profile Ye! Community member who is active in the local entrepreneurship ecosystem, and a business hub, accelerator or incubator. Each Ye! Chapter provides in-person activities and events to stimulate the local ecosystem. Ye! Chapters ensure ITC is connected to the experiences of youth on the ground and is building solutions that meet their needs.

ENTREPRENEUR COMMUNITY

Connecting young entrepreneurs online to peer support, knowledge exchange, and networks.



MENTOR COMMUNITY

Linking young entrepreneurs with experienced professionals for one-on-one support. Access to mentors is available to all Ye! community members. Mentors have expertise spanning a multitude of sectors and professional experiences. Ye! engages mentors and youth through a number of initiatives to spur engagement.



E-LEARNING

Providing e-learning courses for youth entrepreneurs, on topics ranging from managing your social impact to understanding logistics. Offered by the International Trade Centre entirely free of charge.





GROUPS

Equipping youth entrepreneurs and hubs with a dedicated space to host groups of like-minded individuals. Groups can focus on specific topics, geographical areas, challenges, opportunities and more. A unique space to connect on the platform!

OPPORTUNITY BOARD

Connecting youth to opportunities such as competitions, jobs, contracts, partnerships and more. Opportunities are published by the ITC team, by youth businesses, and by our network of partners.

ECOSYSTEM BUILDING

Working with national authorities, business support organizations and hubs to build a strong ecosystem that supports youth entrepreneurs on all levels. This includes building roadmaps for youth employment and entrepreneurship and building youth friendly business environments.

STARTUP ACCELERATION THROUGH THE YE! BOOST PROGRAMME

Our Ye! Boost Programme is an acceleration programme supporting export ready startup ventures to access finance and international markets. It is operated in collaboration with local business hubs and builds upon local capacity. The Boost Programme provides a select pool of promising young entrepreneurs tailored support, networking opportunities, market linkages for internationalisation, and closes with a pitch competition.

CAPACITY BUILDING EVENTS

Providing access to business training, capacity building workshops and networking events.

COUNTRY GUIDES/TOOLS

Offering practical, step-by-step guides for young entrepreneurs, including information on legal and accounting matters. Startup tools help youth to operate their businesses more efficiently and include useful software, templates and more.



Who can benefit from the Ye! Community and how?

Ye! is focused on young entrepreneurs. For youth to succeed, we take a holistic approach that ensures all stakeholders are well equipped to elevate youth businesses. In order to achieve this, Ye! involves all actors in the entrepreneurship ecosystem. Any entrepreneur or aspiring entrepreneur, expert, business support organisation/hub, or partner can join in the following roles:

YOUTH ENTREPRENEUR OR ASPIRING YOUTH ENTREPRENEUR

- Entrepreneur or aspiring entrepreneur younger than 35 years old
- Running a startup business or planning/preparing to launch one



HUB OR BUSINESS SUPPORT ORGANISATION (BSO)



- Hubs or business support organisations (BSO) with a focus on youth entrepreneurs
 - At Ye!, it is part of our core mandate to provide a space for BSOs to connect with entrepreneurs to address system gaps and ensure youth are able to access the support and services they need. Ye! provides a place for hubs to connect with today's young innovators and offers a space to share upcoming opportunities and services. With Ye! Groups, hubs can build a public or private space to host their community, share news, view a mini database of members, accept sign ups and applications, share media and surveys.

BUSINESS MENTOR

- Experts in business from a variety of different industries with at least 5 years of experience
 - Ye! provides a platform that matches young entrepreneurs to experienced professionals for mentorship. As a Ye! mentor, you will support a young entrepreneur in making his or her startup grow by sharing your knowledge and experience, and guiding them in finding solutions to their challenges.
 - As a Ye! mentor, you can benefit from our mentor Masterclasses as well as from our Ye! Coffee Roulette - an innovative approach to traditional mentoring.



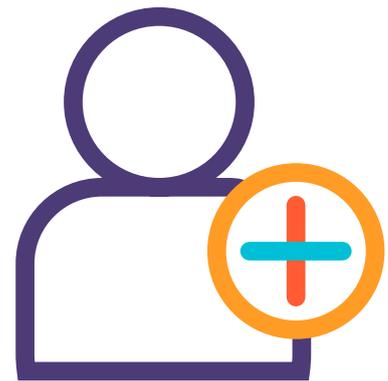
NETWORK PARTNER

- As one of our partners you can join the Ye! Community platform to share opportunities from your network, to connect with youth entrepreneurs and to get access to groups.

Why should you join Ye!?

Because access to networks and skills development is more crucial to the success of youth-led businesses than even financing! Hard to believe, we know. But that is why we have built a platform just for youth to connect and exchange.

As an engaged and active Ye! Member, these can be the outcomes of your membership:



Better business acumen

Greater network linkages

Increased mentorship

Personal development and
better youth leadership

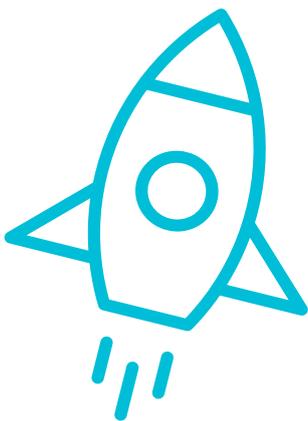
Increased sales and export

Enhances business exposure in
front of partners and investors

Increased opportunities
through our network

Special discounts and services
provided by corporate partners

Increased technical
knowledge



Don't take our word for it!

Hear from the community directly.



Mechi Amaah

Founder of Black'n Natural Cosmetics | Cameroon

" I am Mechi Amaah from Cameroon, a young entrepreneur. I have been on the Ye! Community Platform for close to a year now. This experience has enabled me to expand my network with other entrepreneurs. I have equally met new coaches who have guided me to tackle some challenges in my business, such as improving my brand image, relating with customers and establishing better distribution channels. It has been a wonderful experience. "



Julius Odida

Youth Initiative For Economic Transformation (YIET) | Uganda

" The Ye! Community's Coffee Roulette program that paired entrepreneurs with coaches has created an immense impact on my individual growth and that of my company. I have been connected with various experts from around the globe who I could never have met with without the platform. They have helped me to digitize my business, design smart internal processes and proper decision-making and they have expanded my personal skill-set as a leader. Working with these experts has been and is of great pleasure. My company is forever changed. "



Omowunmi Akande

Founder of Smoothie Express Limited | Nigeria

" I got in contact with the Ye Community in 2015 when I was still very fresh into entrepreneurship. There were not so many accessible organisations that catered to budding entrepreneurs at the time so coming across the Ye! Community was like a gift from heaven. Not only is the membership free and very accessible, the Ye! Community also equips entrepreneurs with resources, materials and strategic partnerships and relationships that enable entrepreneurs to grow and become their best versions. Since 2015, Smoothie Express has recorded exponential growth over the years. In 2018 Business Day recognized Smoothie Express as one of the top 100 fastest growing SMEs in Nigeria. The Ye! Community has been and will continue to be a very vital part of Smoothie Express. "

You too can be a part of

At Ye!, our model is built on collaboration. Our platform is made stronger by partners around the globe. Below, we lay out all the ways that you can contribute to Ye! and support the community and make the community work for you!

- ✓ Register your profile
- ✓ Reach out to a mentor
- ✓ Create and moderate a group
- ✓ Become an Ambassador and start a new Ye! Chapter in your country
- ✓ Post opportunities on our opportunity board and find the right talent for your business
- ✓ Author an article on the platform
- ✓ Take part in a local or global event
- ✓ Join one of our pitching competitions
- ✓ Take part in our free online workshops and e-learning courses and share them with your networks



We are looking forward to seeing you as a member - online and offline!

JOIN THE COMMUNITY

to begin connecting and growing your business network today!

www.yecommunity.com



For any questions, contact us under youthandtrade@intracen.org

