

## Young Entrepreneurs Start-Up Programme

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| <b>Title</b>                     | Young Entrepreneurs Start-Up Programme (YES)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Coverage</b>                  | Indonesia                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Organization/enterprise</b>   | International Business Links (IBL) / LiveWIRE Global Network / Youth Business International and supporting companies                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Topic</b>                     | Entrepreneurship development                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Target group and outreach</b> | Young unemployed aged between 21 and 30; university graduates with viable business ideas                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Purpose</b>                   | The initiative aims at supporting young people, mainly university graduates, to start up their own independent businesses. It integrates methodologies of the Shell LiveWIRE programme and Youth Business International (YBI). It encompasses business development planning and selection, provision of expert mentoring and access to finance.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Key features</b>              | (1) Integrates business plan development and training, start-up loans and mentoring<br><br>(2) Features direct support of private sector in providing information, mentoring and access to credit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Strategy and approach</b>     | <p>Young Entrepreneurs Start-up (YES) was launched in mid-2003. The main feature of this initiative is integrating business plan development and training, start-up loans as well as mentoring. A common feature of these programmes is the direct involvement of the private sector in providing information, mentoring and support in accessing credit.</p> <p>Business Mentoring:</p> <p>The Business Mentoring programme is an integral part of the overall YES framework, which means its activities often blend or coincide with other components of the programme, particularly the business plan development and training.</p> <p>This initiative entails an on-going long-term business counselling relationship between an experienced business advisor or a group of business advisors and a young entrepreneur team. A diverse range of topics are covered in order to assist the business as it develops over a period of time. Business mentors are volunteer business people who serve as coach, counsellor, guide and friend alongside the young entrepreneurs to ensure their business has the best possible chance of survival.</p> |
| <b>Partners</b>                  | <p>This programme is jointly implemented by Shell Companies in Indonesia, McKinsey &amp; Company, Standard Chartered Bank, IBL and Progressio.</p> <p>Furthermore, Young Entrepreneurs Start-Up (YES) is a part of the LiveWIRE Global Network and a programme jointly implemented by Shell Companies in Indonesia, Standard Chartered Bank, McKinsey &amp; Company, Indonesia Business Links (an affiliate of Youth Business International) and Yayasan Progressio Indonesia with further assistance from the ILO.</p> <p>The mentor mechanism and management were initially supported by the ILO together with Youth Business International (YBI), London. Currently the YES Programme Business Mentors are supported by Coca Cola, General Electric, Indonesia Business Links, McKinsey &amp; Company, Shell Companies in Indonesia.</p>                                                                                                                                                                                                                                                                                                           |

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|                               | <p>Indonesia Business Links</p> <p>Indonesia Business Links (IBL) is undertaking the management and coordination of this pilot programme. IBL's ultimate goal is to establish a model of partnership in the youth entrepreneurial development area to be scaled up or replicated elsewhere. IBL will remain as the facilitator, not the implementer. At the development stage, IBL received technical and financial support from the ILO.</p> <p>IBL is a not-for-profit foundation established in the wake of the Indonesian economic crisis. A major aim of the organization is to contribute towards the creation of sound and ethical business practices in the country. The organization is an affiliate of the Prince of Wales International Business Leaders Forum (IBLF).</p> |
| <b>Major achievements</b>     | <p>For the first batch of participants (2003-2005), the YES programme recruited 36 finalists from an Innovation and Business (I+B) Competition conducted by Progressio Indonesia and McKinsey. Every year, this I+B Competition attracts between 250-300 teams from across universities in Indonesia, but mainly located in Java.</p> <p>Through the YES Programme Business Plan and Competition, eight best practices were selected from among 36 candidates to obtain start-up loans, administered by Standard Chartered Bank.</p>                                                                                                                                                                                                                                                  |
| <b>Additional information</b> | <p>Link to LiveWIRE Global Network: <a href="http://www.shell-livewire.com/">http://www.shell-livewire.com/</a></p> <p>Youth Business International: <a href="http://www.youth-business.org/">http://www.youth-business.org/</a></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
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| <b>Internet link</b>          | <p><a href="http://www.ibl.or.id/en/yes/html/home.php">http://www.ibl.or.id/en/yes/html/home.php</a></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

Source: *Indonesia Business Links*