

ACADEMIC INSTITUTION

George Brown College

PROJECT NAME

Youth Going Forward - YGF

NEED AND AUDIENCE

- What need does this project address? (This is the place to explain why you decided to run this project)
- What audience(s) did you target and why?

During the pandemic, a large percentage of Canadians were impacted financially because they lost their jobs. This impact was particularly pronounced among young adults who were typically working in service industries, with restricted public access or had to shut down entirely, for extend periods of time.

In addition, some young adults decided to leave their place of employment for personal reasons or safety reasons during Covid. However, given the circumstance Covid presented, a high percentage of young adults simply could not find suitable employment. As a result, a much higher percentage of young adults than normal, decided to explore the path of becoming an entrepreneur.

Our Enactus George Brown team members who were managing a previous version of YGF saw this trend emerging and pivoted YGF's offerings, to provide a range of soft skills training programs and entrepreneurship training programs, for aspiring youth entrepreneurs who wanted to pursue self-employment and take charge of their financial futures.

The primary target market was aspiring youth entrepreneurs and also individuals who had an existing business, who were seeking help with market research, to explore alternative business models and overall to quickly adapt during Covid and keep their business viable.

The YGF program was structured to provide individuals a range of topics, such as, branding, finance management, and marketing, in a seminar format, given by knowledge leaders who were part trainers and part mentors.

The YGF team also focused on building a community among all attendees to share their knowledge with each other regarding topics such as, product sourcing, market trends, loan application processes, etc.

ACTION TAKEN

- What activities did you undertake? (What did you do?)
- What partners did you work with?
- This is a great place to provide more info on ownership, if needed.

Over the last year, YGF has pursued and executed on the following actions:

1. Organized 15 webinars and workshops to help participants learn more about various aspects of entrepreneurship.
2. Partnered with George Brown College Professors and other industry professionals to help guide new businesses and troubleshoot key issues around adapting their business to accommodate Covid restrictions.
3. Guided young entrepreneurs in how to envision their business ideas and then begin to implement their plans.
4. Coaching attendees on how to leverage social media to attract and impact larger target audiences.
5. Encouraged existing business owners to help each other, by forming various levels of partnerships and alliances, to improve their marketplace viability, without increasing their financial risks.

IMPACT

- Please outline the overall impact your project had on participants
- Include any metrics not in the table below

YGF has successfully been able to:

1. Onboarded 10+ speakers and mentors to help and guide the budding community.
2. Organized 15 workshops designed to provide guidance to young entrepreneurs, to assist them to define and then implement their business ideas.
3. Served 383 attendees to take a step forward towards their entrepreneurial journey and learnings.
4. Helped 3 businesses go-live!

STANDARD METRICS

(These metrics are related only to the project presented and represent work done since March 1, 2021)

Number of businesses started	3	Number of existing entrepreneurs helped	3
Number of people exposed to entrepreneurship	383	Number of jobs created	3
PROJECT START DATE	2018	IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?	yes