

# EDC'S ENTREPRENEURSHIP AND SELF-EMPLOYMENT PROGRAMS



**Around the globe, young adults seek new opportunities as business owners to jump-start their careers and contribute to their local economies.**

As part of EDC's Work Ready Now (WRN) program, WRN Biz builds youths' core skills in business planning, business start-up, and ongoing business management. WRN Biz also helps young people develop the skills and mindset needed to be successful entrepreneurs, including creativity, critical thinking, perseverance, vision, and confidence.

Through training, structured coaching, and market facilitation strategies, youth start, build, and grow their own businesses to meet the needs of their local markets.

## A Positive Impact on Youth in Business

WRN Biz youth range in age, experience, and education levels, from those who dropped out of school to college graduates. They share one thing in common—they all have the ability to start and run successful businesses.

### Following are some business started by WRN Biz participants:

- Apparel design and sales
- Food production and sales
- Restaurant and hospitality
- Housekeeping services
- Healthcare production and sales
- Caregiving services
- Agribusiness transport
- Agricultural supplies sales
- Business center services
- Solar panel installation
- IT repair
- Videography

### EDC's Experience in Entrepreneurship:



**15 YEARS  
OF EXPERIENCE**



**29 COUNTRIES**



**27 PROJECTS**



**18,000+ YOUTH  
BUSINESSES**



**RURAL AND URBAN  
ECONOMIES**



**70% OF BUSINESSES  
SUCCESSFUL AFTER 2 YEARS**



## WRN Biz programs set youth on the path to self-employment and entrepreneurship.

WRN Biz programs address the entire entrepreneurship ecosystem, with multiple entry points to provide opportunity to youth on their personal journey. Youth lead activities with support from schools, training providers, government agencies, and private industry support these activities.

### Core Elements: The WRN Biz Approach



#### Building an Entrepreneurial Mindset

We train youth in entrepreneurial thinking, starting a business, and financial literacy.

**SERVICES INCLUDE:**

- Training Programs: Be Your Own Boss (BYOB), Grow Your Business (GROW), WRN Entrepreneurship, Grow Agribusinesses
- Business simulations



#### Business Coaching and Accompaniment Program

We support youth, as they support themselves by growing their business one customer at a time.

**SERVICES INCLUDE:**

- Structured coaching by experienced business people
- Peer mentoring through regular meetings
- Innovation boot camps and pitch competitions



#### Access to Finance

WRN Biz programs make critical linkages to finance (often the most difficult service for youth to obtain, particularly in informal economies).

**SERVICES INCLUDE:**

- Financial literacy
- Mobilization of youth savings groups
- Grants for business startups
- Loan facilitation for business growth



#### Market Connections

WRN Biz programs conduct market analysis, fill market needs, and plug youth businesses into the supply chain.

**SERVICES INCLUDE:**

- Locally-driven value chain analysis to identify new local opportunities
- Brokering market linkages between businesses and youth entrepreneurs
- Youth-led local market and supply chain analysis

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