



2018

Concept Note

Partner:



Supported by:



Introduction

What is YOU Start! NE all about?

YOU Start! NE - Enterprise Acceleration Programme for Youth Entrepreneurs - is an initiative dedicated to promoting youth entrepreneurship in North East India. The programme has been developed by Dhriiti – The Courage Within in partnership with the Bosco Institute and is supported by Godrej Consumer Products Limited and Childaid Network.

YOU Start! NE will train and mentor 60 youth entrepreneurs from North East India in 3 cities i.e. Shillong, Guwahati and Dimapur.

The programme involves an intensive 3-day enterprise training course and a one-day enterprise pitch workshop. This will be followed by four weeks of coaching support to enable the youth entrepreneurs develop robust enterprise plans, providing them with a solid foundation to sustain and grow their enterprises. 10 youth entrepreneurs will be selected to receive mentoring support to accelerate their businesses.

3 youth entrepreneurs with high growth potential will be awarded.

Location:

The programme is open to all youth entrepreneurs in North East Region of India. The centres for programme activity would be in Shillong, Guwahati and Dimapur.



Objective:

To inspire & strengthen entrepreneurial thinking and channelize it to build financial, social and economic impact in the North East Region.

To equip start-up youth entrepreneurs with the skills, knowledge and confidence needed to grow their enterprises so that they can realize their ambitions, contribute to their economy and act as role models in their community.

Process:

- This project includes 3 days entrepreneurship training to be offered to youth entrepreneurs in the North East Region of India. The trainings would be offered in 3 cities viz. Shillong, Guwahati and Dimapur.
- The entrepreneurship training would be provided to 60 youth entrepreneurs, selected through a competitive process of application and interview.
- On completion of 3-day training, the 60 youth entrepreneurs will receive 4 weeks of coaching support to prepare their own enterprise plans.
- The 60 youth entrepreneurs will be invited to participate in a 1 day enterprise pitch workshop followed by the enterprise plan competition in each city. 10 best enterprise plans will be shortlisted for the next stage of the program.
- The selected 10 youth entrepreneurs will be assigned individual mentors and will receive mentoring support.
- At the end of mentoring support, the youth entrepreneurs will pitch their enterprises to a jury panel. Top 3 entrepreneurs with most potential will be selected as winners of YOU Start! NE 2018.



Application Process

- The process starts with the filling up of application forms online.
- The online forms will be available from February 10th 2018 at www.dhriiti.com
- Every applicant has to fill in the online application form providing answers for all the questions in the form. Only completely filled application form shall go into the selection process.
- The application forms would be screened by a special screening team which would go through all the applications.
- Last Date for submission of application form would be 25th February 2018.



Selection Process

1. Completed online application form would be screened (on the basis of pre-determined criteria).
2. Shortlisted applications would be invited for skype/telephonic interviews.
3. Selected candidates would be intimated through email. They would be requested to pay the registration fee by a given time.
4. All selected candidates who register would go through 3 day training , 1 day enterprise pitch workshop and 4 weeks handholding support.
5. All selected candidates would present their business plans to a jury panel.
6. 10 entrepreneurs would be selected for further mentoring support.
7. Top 3 entrepreneurs with most potential will be awarded.



Eligibility Criteria

Who is Eligible to apply?

To be eligible for this program you need to:

- Be less than 40 years of age as on 1st January 2018.
- Be in the process of setting up your enterprise (for-profit or not-for-profit), or strengthening & growing your existing enterprise.
- Be one of the primary decision makers for your enterprise.
- Be ambitious and willing to commit full time to your enterprise.
- Be willing to prepare and present an enterprise plan to a jury panel.
- Be able to read and write in English.
- Be able to work with emails and other online communication.
- Be willing to pay the registration fee of Rs. 1000 per participant.
- Be based in and around the following cities, or be willing to travel to:
 - Shillong
 - Guwahati
 - Dimapur



Evaluation Criteria

- Impact potential of the enterprise idea
- Domain area knowledge
- Willingness to sustain the enterprise
- Preparedness for managing an enterprise



Opportunities

- **Cash Awards**
- **Opportunity to be a part of a nation-wide network of youth entrepreneurs.**
- **Opportunity to pitch your enterprise to investors/funders (to Investors like Menterra)**
- **Intensive and customised enterprise incubation support**
- **Access to Incubation Hub (based in Jorhat)**



About the Organizers

Dhriiti-The Courage Within:

Dhriiti-The Courage Within is a not for profit organization working for the past 13 years to inspire entrepreneurship and to incubate financially, socially and ecologically impactful enterprises. The organization, through trainings and mentorship, works with youth entrepreneurs (with a special focus on women).

Bosco Institute, Jorhat:

Bosco Institute is a Don Bosco Institution, following the educational philosophy and approach of Don Bosco, renowned educator of youth. Established in 2008, it caters to the higher education needs of the region, especially in the human service and social development sectors.

Childaid Network:

Childaid Network supports children and young adults living in the most remote parts of South Asia. With the help of many volunteering professionals, engaged local partners and a dedicated personal supervision, they ensure that children and young adults in need get their chance to help themselves.

