



Youth Alive Uganda
It's time to act!



StartUp Uganda: *Empowering the Tycoons of Tomorrow*

Overview

StartUp Uganda is an initiative to promote innovation and entrepreneurship among current and potential Ugandan youth business owners. Through regional entrepreneurship camps, mentorship, and a series of business plan competitions on a regional and national stage, youth are given an opportunity to develop business skills, network with seasoned, local entrepreneurs, and potentially find startup funding for their innovative ideas. Over 80% of Uganda's youth are either unemployed or underemployed and StartUp Uganda aims to work towards empowering these youth.

Purpose

To equip youth with business and entrepreneurial skills.

Objectives

The following are the objectives of StartUp Uganda:

1. To provide experiential learning and practical business skills training for youth
2. To decrease youth unemployment rates and increase number of youth-led enterprises
3. To provide opportunities for youth to demonstrate understanding of business and entrepreneurial skills through country-wide competitions
4. To build networks of support and potential investment for youth-led innovations

Format

Camp StartUp Regional Camps

Regional entrepreneurship camps are held in the 4 major regions of the country (Central, North, East, and West/Southwest). Thirty youth in each region are selected to participate through a nomination, application, and vetting process. These camps are an opportunity to share entrepreneurship skills and provide in-depth information on business plan development. The goal of Camp StartUp is for each attendee to gain practical business skills through experiential learning and complete his or her own draft of a business plan that includes a socially conscious component, challenging campers to create a business that helps solve a challenge they see in their community. By the end of the camp, youth present their business plans during a pitching event. This event is a mock business plan pitching competition among campers in front of a panel of camp facilitators and leaders for immediate feedback. Scored based on his/her participation, attitude, pitch, and business idea, the top 16 performers from each camp (64 campers total) advance to the Regional Competitions. After the camp, each camper is encouraged to return to their youth groups to share the information they learned during the week and refine their business plan ideas.



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Mentorship

Following Camp StartUp Regional Camps, youth identify a mentor in their communities who can guide them as they launch or grow their business. It is the youth's responsibility to identify his/her own mentor, but these mentors receive training from Youth Alive Uganda, the primary partner for the StartUp Uganda initiative. Every youth is supported in the mentorship process regardless of whether they have advanced to the Regional Competition stage.

Business Plan Competitions

Regional Competitions

At the 4 Regional Competitions, youth pitch their ideas to a panel of qualified judges and compete within one of two age brackets: 14-17 years and 18-25 years of age. The competitors include the top 8 youth from each age category from each regional camp (16 competitors per Regional Competition, 64 competitors total).

Youth receive immediate feedback from the panel and are scored based on innovation of the business idea, social impact, current progress/market research, . Based upon scores, the top 2 youth from each age bracket in each region (4 per region) advance to the National Business Plan Competition (16 competitors total).

National Competition

During the National Competition, the 16 regional winners have an opportunity to pitch their idea to a new panel of 5-7 judges that will consist of entrepreneurs, investors, government leaders, etc. Each competitor receives less than five minutes to pitch his/her idea, opportunity for questions from judges, and is scored based on a pre-selected range of criteria. The top three competitors in each age bracket (6 competitors total) have the opportunity to receive startup funding for their idea or other resources for their business development such as supplies, ICT classes, marketing assistance, or internships. There are also small participation awards for the remaining youth who are not one of the top three winners in their age bracket.

The National Competition also includes an exhibition of youth enterprises, organizations working with youth, and educational institutions. There are breakout sessions with successful speakers from across many sectors and networking opportunities for youth to connect with successful entrepreneurs and youth-focused organizations.



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StartUp Uganda 2016 Timeline

1. Camp StartUp

- Facilitator Orientation: August 2016
- Camp North: September 3-8, 2016
- Camp East: September 10-15, 2016
- Camp Central: September 17-22, 2016
- Camp West: September 17-22, 2016

2. Mentorship Training: October 2016

3. Regional Competitions

- Training of Judges: November 4, 11
- Regional Competition North: November 5, 2016
- Regional Competition East: November 5, 2016
- Regional Competition Central: November 12, 2016
- Regional Competition West: November 12, 2016

4. National Competition: December 19, 2016

For more info contact Chelsea Gaylord at chelsea.gaylord@gmail.com or

David Ayers at dmayers2@gmail.com