



IO1: Storytelling Mentorship Guideline for Youth: How to mentor young people to start their own business.

VIDEO SHEET AND HIGHLIGHTS

Title	SIE - Success Stories FULL UK Entrepreneur 2 Yamuna
Length	8 minutes 17 seconds
Language	English
Subtitles	English
Topics	<p><i>Yamuna introduces herself, where she is from and what she does. Yamuna also alludes to her formal education and graduation. She also gives an overview what she is currently working on and what keeps her busy, elaborating how this is a shift for her. She then explains how this is balanced with other work curating events with her target community who she also works alongside.</i></p> <p><i>Yamuna explains how after graduation she didn't have much idea about starting a business, but that she had a vision. Her motivation was the desire to be in control of her own destiny and art. Having a side job was a safety net for Yamuna but the time came for a bigger decision to aim for the top.</i></p> <p><i>Learning through doing was a big driver for Yamuna and the moment came to a leap into the unknown. She was presented with a big decision. Despite the occasional challenge, it's worth it to be your own boss.</i></p> <p><i>She explains how having a strong network is powerful, and how being connected via social media is crucial for success and connections. The Covid 19 pandemic had some challenges but in the nature of her work, Yamuna could rely on strong social media communication and studio work. People were still buying, but face to face socialising was very restricted and the time was full of uncertainty. There were some opportunities arising out of the pandemic and Yamuna explains how this has positively impacted her. Yamuna explains how having strong values as an entrepreneur can be a selling point aside from other, larger businesses.</i></p> <p><i>Being part of a wider community enables her to support other creators and share networks. Yamuna's future involves a lot of development and growing her international audience. Recognition is important for Yamuna, and she sees this as the key to selling and growing her influence and more financial stability and freedom. Reflecting on her past mistakes she states that it's always important to pursue your own goals. This often entails taking a risk that might not always be what the family intends is best for you but to follow your dreams; don't always take the safe option do what you feel is best for you!</i></p>
Description	Success Story Interview module with Entrepreneur 2 Yamuna as part of the Social Innovation for Europe KA2 Erasmus+ Youth Project
Highlights	<ul style="list-style-type: none"> • Always keep moving and looking for opportunities • Do what you feel is best for you! - follow your dreams! • Being connected is crucial for success and connections • Calculate and take risks – don't always take the safe option!