



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

VIDEO SHEET AND HIGHLIGHTS

Title	SIE - Topic 1 What is an Entrepreneur UK Entrepreneur 2 Yamuna
Length	2 minutes 30 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.</i></p> <p><i>What she describes is what it is to be an entrepreneur – looking at various opportunities to take on new challenges. She then explains how this is balanced with other work curating events with her target community who she also works alongside – this social and cultural responsibility that underpins social innovation.</i></p> <p><i>She elaborates on her [lack of] preparation for entrepreneurship but how her she was motivated and her biggest motivation was when she took a risk in quitting her side job.</i></p>
Description	<i>SIE - Topic 1 What is an Entrepreneur UK Entrepreneur 2 with Yamuna as part of the Social Innovation for Europe KA2 Erasmus+ Youth Project</i>
Highlights	<ul style="list-style-type: none"> • <i>Do you have the motivation to ‘start up?’</i> • <i>Have you developed an elevator pitch?</i> • <i>Is it important to have a business story?</i>