



SOCIAL INNOVATION FOR EUROPE

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

VIDEO SHEET AND HIGHLIGHTS

Title	SIE - Topic 1 "What is an Entrepreneur", Türkiye
Length	3 minutes 24 seconds
Language	Turkish
Subtitles	English
Topics	<p><i>The speaker discusses entrepreneurship and what comes to mind when we hear the word "entrepreneur."</i></p> <p><i>He begins his speech by stating how many startups are formed each year and then explains what percentage of those startups survive.</i></p> <p><i>Is it more necessary for a startup to produce money or to stay afloat, he responds to this questions? In the following section, he outlines what should be done to ensure an enterprise's continuity. As the video goes on, he explains the most critical characteristic that distinguishes a true entrepreneur.</i></p> <p><i>Among the themes covered through examples are the entrepreneur's primary goal and the strategy he employs to achieve it. He also explains an entrepreneur's technique for achieving his goal, using "Starbucks" as an example.</i></p>
Description	SIE - Topic 1 "What is an Entrepreneur", Türkiye as part of the Social Innovation for Europe KA2 Erasmus+ Youth Project
Highlights	<p>Graphic asks the following questions:</p> <ul style="list-style-type: none"> ● <i>What must you do to be a part of the one percent?</i> ● <i>Does every startup have to solve problems?</i> ● <i>Are satisfied customers a source of inspiration in entrepreneurship?</i>