



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

VIDEO SHEET AND HIGHLIGHTS

Title	<u>SIE - Topic 5 Preparation for Entrepreneurship UK Entrepreneur 2 Yamuna</u>
Length	3 minutes 31 seconds
Language	English
Subtitles	English
Topics	<p><i>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>In explaining her preparation for becoming an entrepreneur, Yamuna alludes to her background – she knew very little about running a company but she knew what she wanted.</i></p> <p><i>She was motivated to be curious, ask questions and even make mistakes.</i></p> <p><i>She also shared some tips and strategies for entrepreneurship in the early stages by developing and maintaining strong values. How you represent values is empowering in terms of branding.</i></p> <p><i>When thinking about advice for her younger self Yamuna reflects on the need to pursue your own agenda and goals. You might need to take a risk but follow your own path.</i></p>
Description	<i>SIE - Topic 5 Preparation for Entrepreneurship UK Entrepreneur 2 Yamuna as part of the Social Innovation for Europe KA2 <u>#Erasmusplus</u> Youth Project</i>
Highlights	<p><i>Graphic asks the following questions:</i></p> <ul style="list-style-type: none"> • <i>Have you ever had business training?</i> • <i>Is it important to know about business law?</i> • <i>What advice would you give your younger self?</i>