



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

VIDEO SHEET AND HIGHLIGHTS

Title	SIE -Topic 3 Social & Cultural Entrepreneurship as reflection of Creativity UK Entrepreneur 2 Yamuna
Length	3 minutes 17 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 what ways can [your] work benefit the community? Yamuna explores this idea in relation to her artwork and event curation. She is part of the fringe community and sees it as her role to give a platform to her peers.</i></p> <p><i>This also relates to her need to have a strong network and reputation in business, where she explains the need for a strong network and to collaborate with others.</i></p> <p><i>Social Media important to Yamuna and she explains how this is good to share process to serve one's reputation as well as find new customers. She equates audience with customers which is a very interesting concept.</i></p>
Description	<i>SIE -Topic 3 Social & Cultural Entrepreneurship as reflection of Creativity UK Entrepreneur 2 Yamuna as part of the Social Innovation for Europe KA2 #Erasmusplus Youth Project</i>
Highlights	<p><i>Graphic asks the following questions:</i></p> <ul style="list-style-type: none"> <i>• Do entrepreneurs have a duty to do good things?</i> <i>• Is Social Media important starting a business?</i> <i>• Have you started building a strong network?</i>