



## SOCIAL INNOVATION FOR EUROPE

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

#### VIDEO SHEET AND HIGHLIGHTS

<b>Title</b>	SIE Success Stories FULL TR Entrepreneur 2 Bikem
<b>Length</b>	14:04
<b>Language</b>	Turkish
<b>Subtitles</b>	English
<b>Topics</b>	<p>Bikem İnce İnanç explains what an entrepreneur is and also what it takes to be one. She talks about the possible motivations behind the desire to be an entrepreneur. She corrects some misunderstandings about being an entrepreneur. She explains why she believes entrepreneurs are happier than others and also why they need to take risks more. She also mentions the importance of a good reputation. She says entrepreneurs should embrace social responsibility. She says internet and social media are important to reach a wider audience. She also explains why creative thinking is one of the essential subject of entrepreneurship. She talks about how Covid-19 affected them and the industry. She also mentions some of the advantages of it, such as adapting modern methods. She talks about why she believes entrepreneurship will be more advanced in the future. She gives tips and talks about support programs that are offered. She also mentions some mistakes to be avoided and how to overcome them.</p>
<b>Description</b>	SIE - Success Stories FULL TR Entrepreneur 2 Bikem İnce İnanç as part of the Social Innovation for Europe KA2 Erasmus+ Youth Project
<b>Highlights</b>	<ul style="list-style-type: none"><li>• What is an entrepreneur?</li><li>• What are possible motivations for people to start their own businesses?</li><li>• What does it take to be an entrepreneur?</li><li>• Do you think entrepreneurs are happier working for themselves?</li><li>• What does it mean to have a strong network and good reputation in business?</li><li>• Do entrepreneurs have to do good thing instead of just making money?</li><li>• Is 'creative' thinking important for running your own business?</li><li>• Are social media platforms important for making a good impact?</li><li>• How did you experience the Covid-19 pandemic and how did it affect your industry?</li><li>• Have there been any advantages or positives from the Covid-19 pandemic?</li></ul>



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|  | <ul style="list-style-type: none"><li>• What is the next chapter for entrepreneurship in the post-pandemic environment?</li><li>• What are the things people do or do not know about establishing a company before they start?</li><li>• What are possible strategies for entrepreneurship training and promotion?</li><li>• Can you think of any hard lessons learned or mistakes to be avoided?</li></ul> |
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