

# Youth Entrepreneurship

*Horizons*  
*Iowa State University*

*November 11, 2009*



# Getting Started

**Welcome & Introductions**

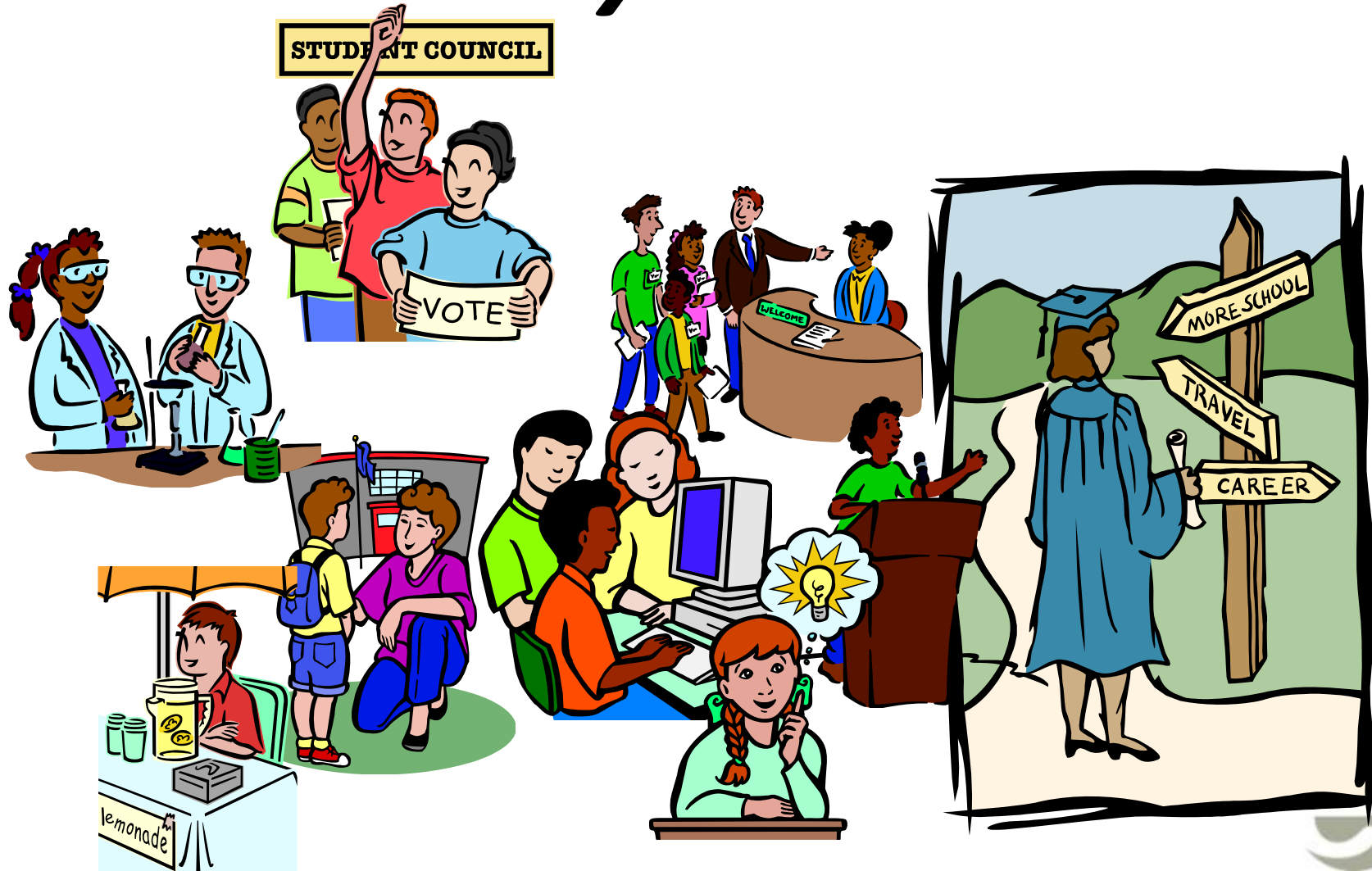
**Questions**

**Why Youth?**

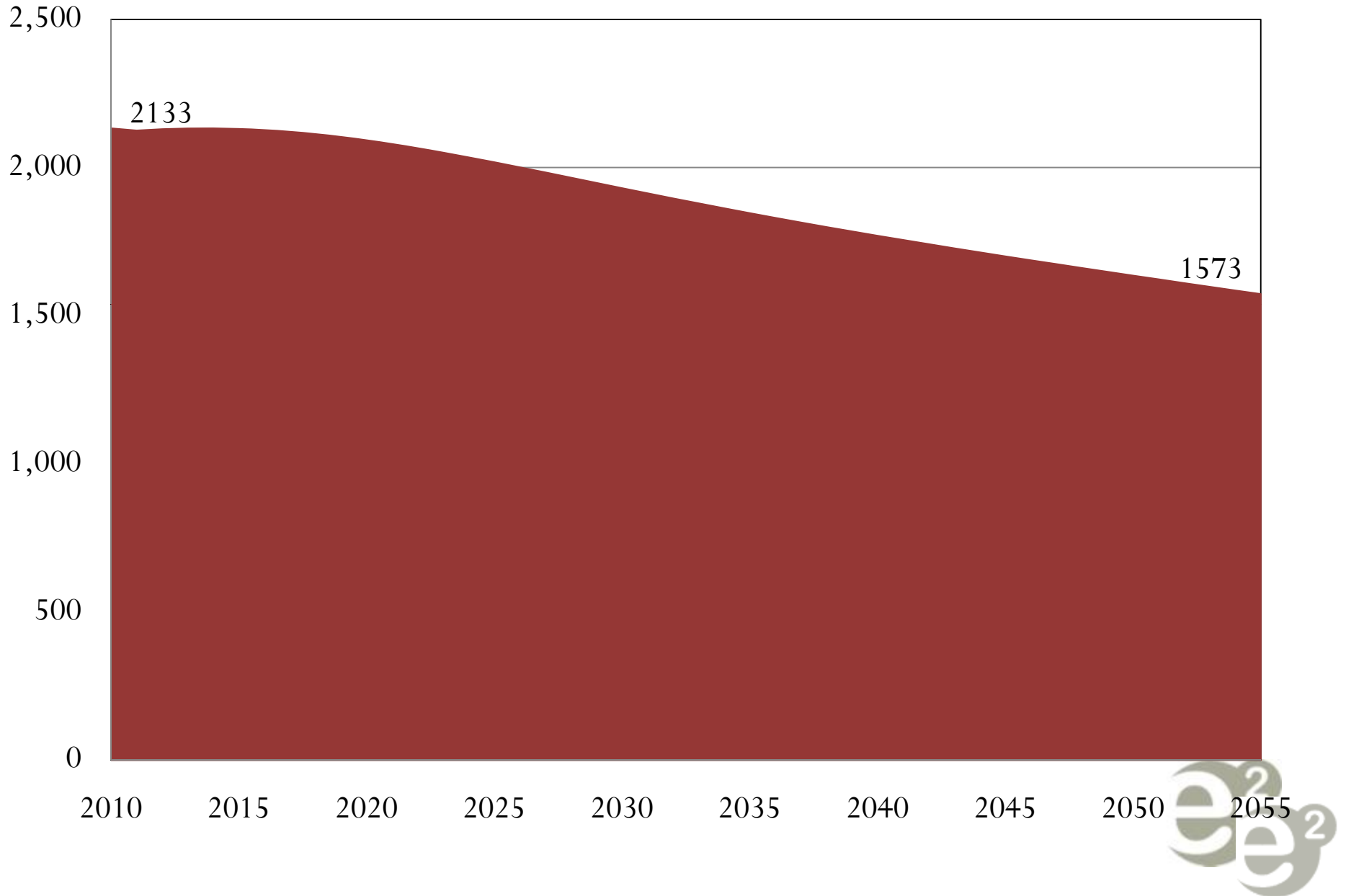
- **What Youth Want?**
  - **Engagement First!**
- **Youth Attraction Second!**
- **Youth “E” Strategies Third!**
  - **Stories from the Field**



# Why Youth...



# Young Adult Population, Ages 20 to 34



# Youth – More Than Numbers

**Energy**

**Vision & Openness to Change**

**Connected to the Future**

**Family Tradition**

**Consumers**



# *What Youth Want...*



# Rural Kansas

	<b>Plan to Attend College</b>	<b>Picture Living in Home Town</b>	<b>Want to Own Business</b>	<b>Own Business Now</b>
<b>Atwood</b>	<b>85%</b>	<b>52%</b>	<b>37%</b>	<b>15%</b>
<b>Onaga</b>	<b>89%</b>	<b>48%</b>	<b>35%</b>	<b>16%</b>
<b>Sedan-Cedar Vale</b>	<b>74%</b>	<b>47%</b>	<b>44%</b>	<b>19%</b>
<b>Overall N=6,059</b>	<b>86%</b>	<b>51%</b>	<b>44%</b>	<b>14%</b>



# Youth Engagement System<sup>©</sup>

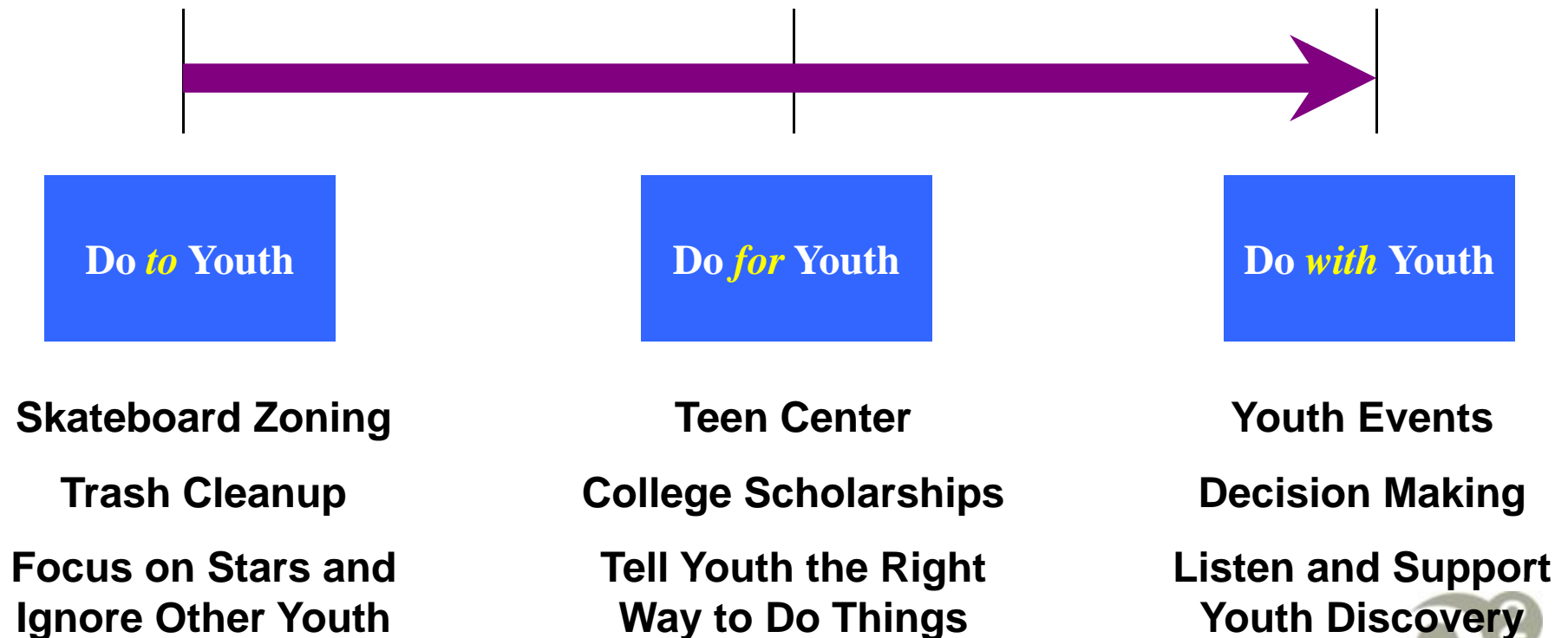


# Promote positive attitudes and conversations

- **Change your dinner conversations**
- **Promote your community's strengths**
- **Be honest about realities**
- **Explore how youth could make a difference**
- **Explore career alternatives to being an employee**



# How do communities involve youth?



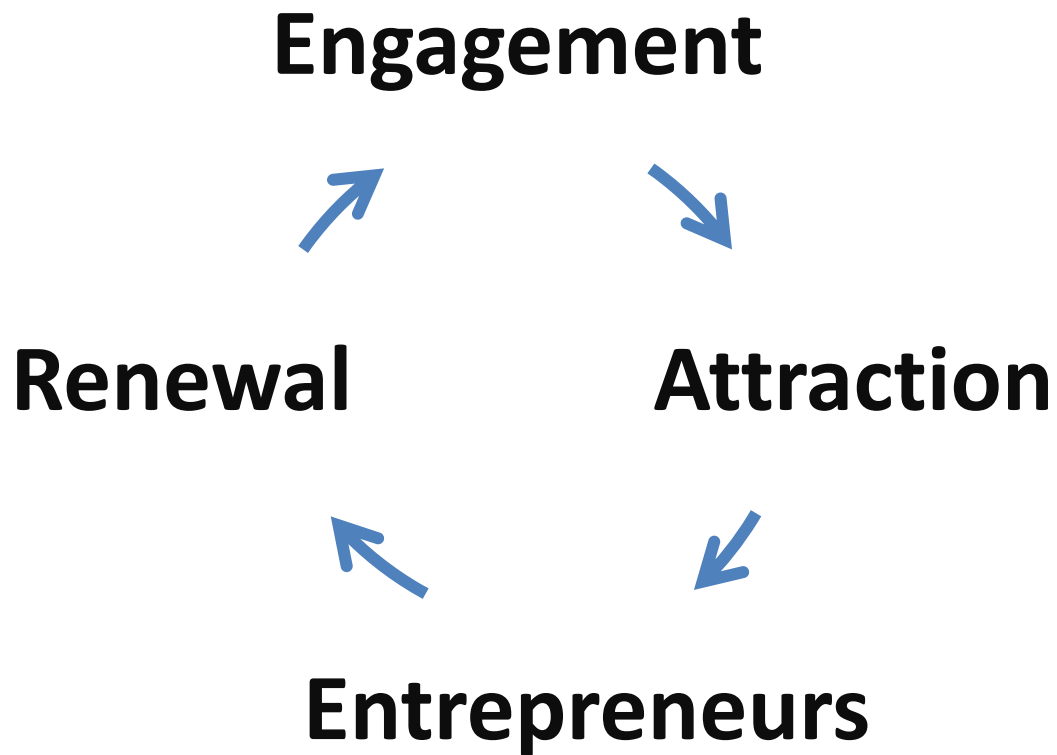
First: Set A Goal!

# Youth Attraction

*Making your community a more  
attractive choice for young people!*



# Youth Attraction



# Youth Entrepreneurship Strategies



# Identifying E-Youth

- May not immediately come to mind
- Can be introverted to very engaging
- Creative and enjoy experimenting
- Find them in the workshop or craft room
- May not be high academic achievers
- Often have one or more mini-businesses
- May talk about markets more than sports e
- They are wired differently



# Develop economic and educational opportunities

- **Generational business transfers**
- **Micro-lending fund; Grant making by youth**
- **Entrepreneurship courses**
- **Business incubator and support services**
- **Youth council**
- **Community leadership positions**
- **Link aspirations to opportunities**



# Consideration...Youth Most are Aspiring & Startups



# Aspiring and Startups

## Characteristics:

- Motivated to Change Life
- An Idea (exploring an)
- Unsure, Afraid
- Secretative
- Don't Know How to Proceed

## Needs & Wants:

- Moral Support
- Ideal Processing
- Self-Awareness
- Risk Assessment
- Framework for Going Forward
- Good Personal Choice
- Viable Concept

## Stories:

- Lilly Warren
- Cody Foster
- Shirley Williams
- Rah Trost
- Brenda Emery

## Strategies:

- REAP – NE
- Sirolli – KS
- WV Options – WV
- NC Real Enterprises – NC
- Shenandoah, IA

## Best Practices:

- Listener
- Coach or Facilitator
- Sorting Out Framework
  - ✓ Business Planning
  - ✓ Eship Course
  - ✓ Feasibility Study
  - ✓ Counseling

## Why?

- Moral Support
- Opportunity
- Equity
- Diversity
- Pipe Line
- Creativity

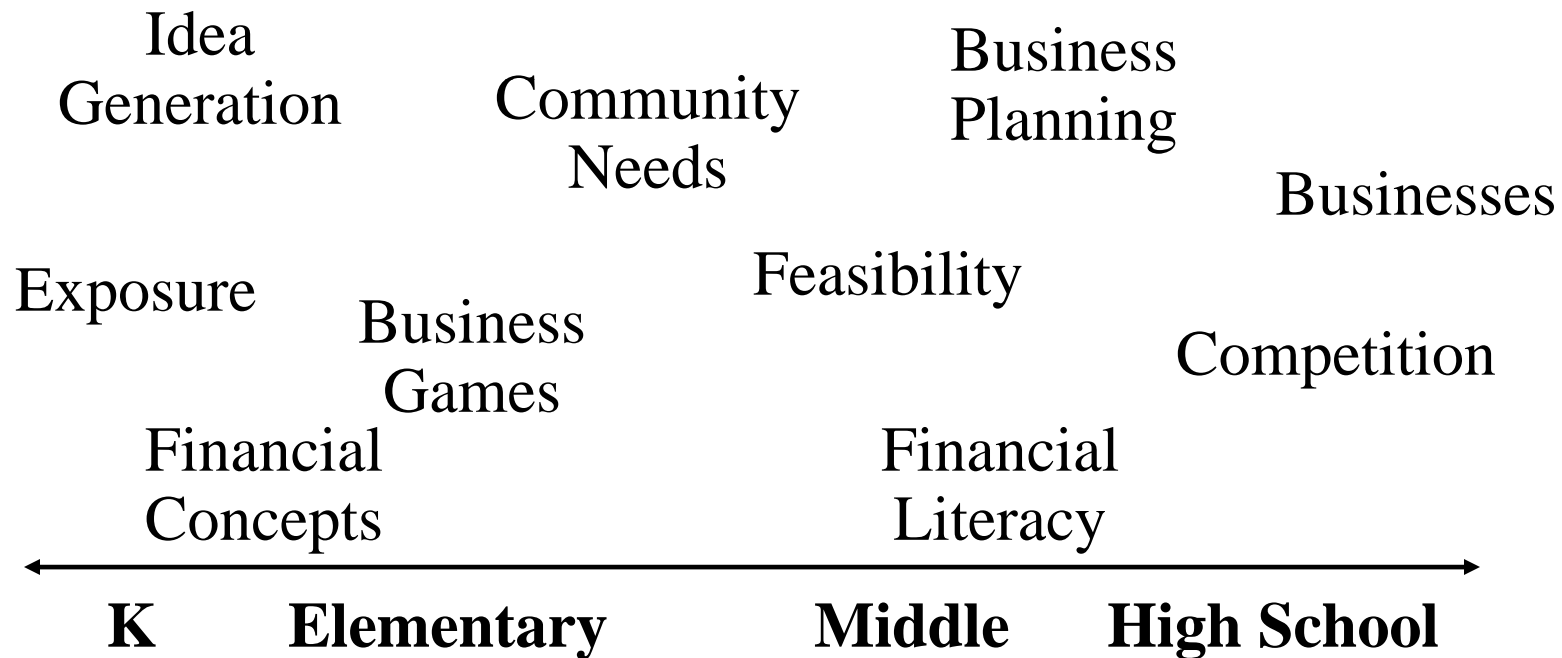
# Consideration...

## Three Journeys

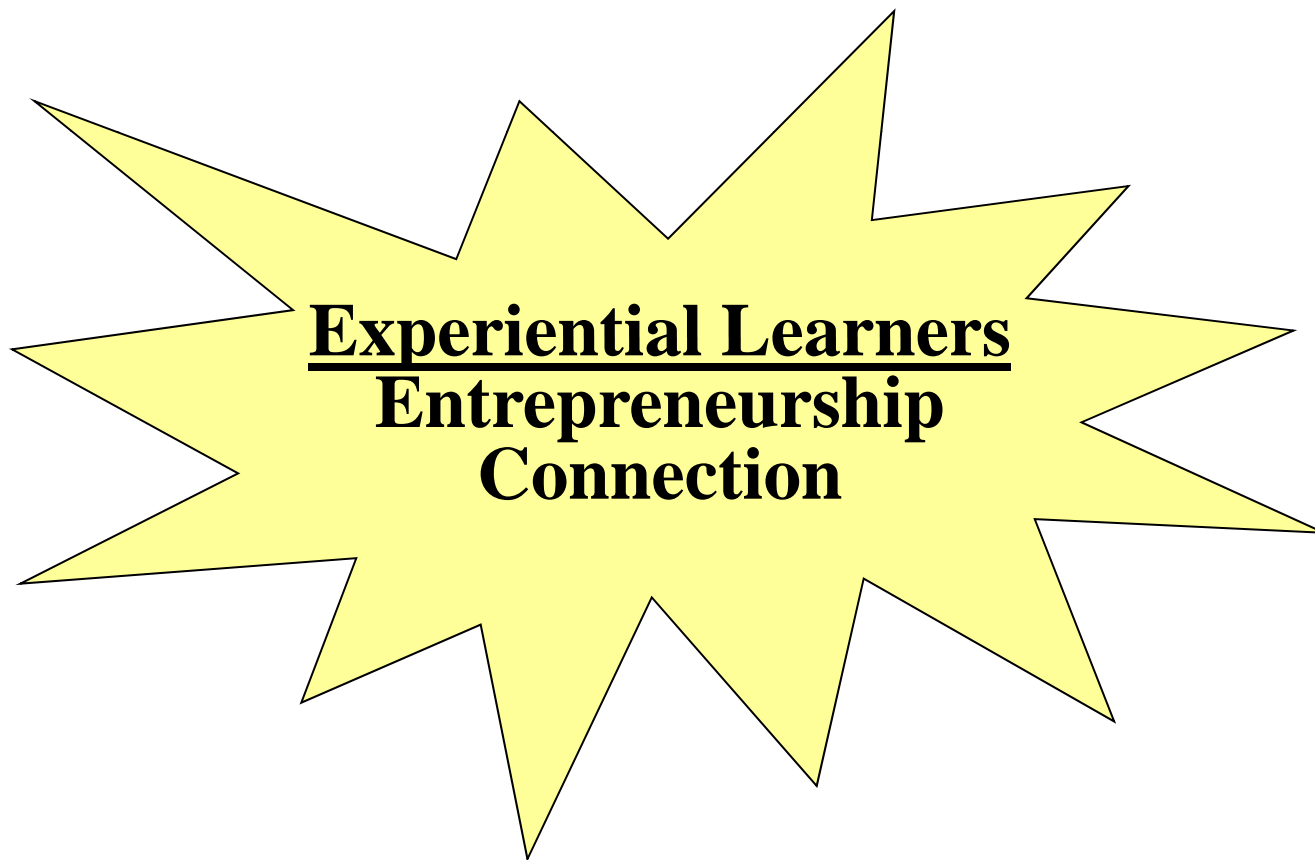
<b>Personal</b>	<b>Knowledge</b>	<b>Action</b>
<ul style="list-style-type: none"><li>• <b>Orientation</b></li><li>• <b>Preferences</b></li><li>• <b>Goals</b></li><li>• <b>Realities</b></li></ul>	<ul style="list-style-type: none"><li>• <b>Maturity</b></li><li>• <b>Management</b></li><li>• <b>Finance</b></li><li>• <b>Production</b></li></ul>	<ul style="list-style-type: none"><li>• <b>Action Learning</b></li><li>• <b>Success &amp; Failure</b></li><li>• <b>Evolutionary Success</b></li></ul>



# A Progression...



**Consideration...**  
**Think About This**



# Consideration...

## Importance of Place

**Rural Life  
Preference  
& Choice**

**Entrepreneurship  
as a Career Choice**



# Stories...



# Message: There are no limits!



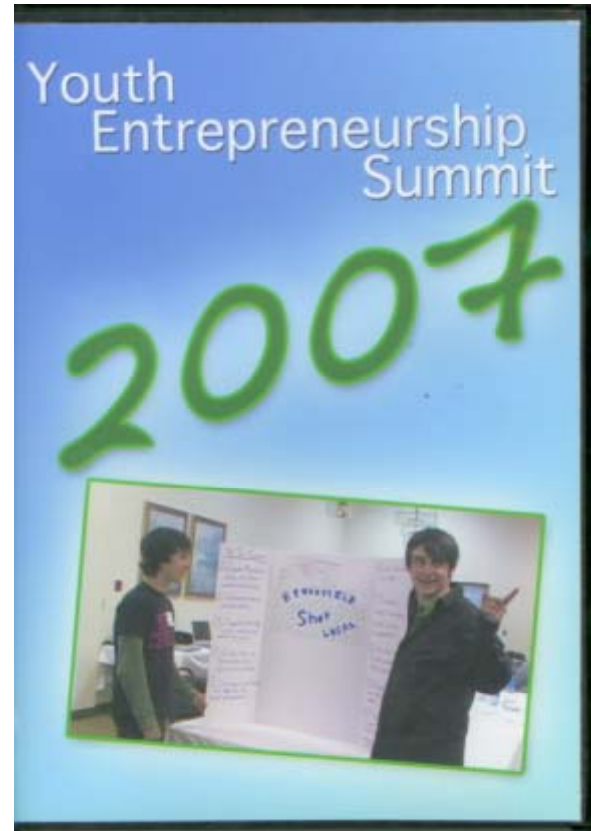
# First E Class...



# McCook, Nebraska



# Brookfield, Missouri Youth Entrepreneurship Summit



# A Final Thought...

