

Spread Like Wildfire

A campaign to develop the next generation of entrepreneurs

The campaign works with partners at local, regional and national level to identify and support young people aged 16-30 who have the potential to become self-employed.

Promotional activity: Spread Like Wildfire is available to promote self-employment at events including college Freshers' Weeks and school career fairs.

Stage 1: an event is held to raise awareness of the possibility of self-employment and to identify young people who want to go to the next stage, this includes a mini-enterprise competition.



Stage 2: a series of workshops is held to inform young people about the skills and information required to start a business and to link them to the wildfirehub, the online community for young entrepreneurs supported by the ERDF – there is the opportunity for participants to work towards an enterprise qualification.

Contact: YES Youth Enterprise Services

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www.yes2enterprise.com

www.wildfirehub.com



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Workshops:

- Getting the basics right
- Managing money and making a profit
- Finding and keeping customers

Stage 3: a network of young entrepreneurs is supported by mentors and advisers to start-up in business including identification of further support, finance and premises. Network events provide ongoing support, opportunities for business to business working and contact with peers.

Stage 4: young entrepreneurs are encouraged to grow their businesses by referral to partner organisations including local chambers.

The campaign is managed by YES Youth Enterprise Services, a social enterprise that exists to develop the next generation of entrepreneurs. YES works with a ranges of partners at local, regional and national level including local authorities, business

support organisations, youth organisations, entrepreneurs, schools and colleges.



YES Youth Enterprise Services have over 12 years' experience working to develop the next generation of entrepreneurs.

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