

The Role of the Private Sector in Entrepreneurship Development

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Corporate Citizenship

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OPPORTUNITY DIVIDE

75m

Unemployed youth age
15-24

2x

Youth vs. adult
unemployment

<50%

Have secondary
education

1 in 4

Youth are part of the
"working poor"



Opportunity
Imagined:
Opportunity Realized.

YouthSpark: Be the Spark of Change

Empower Youth to change their World

YouthSpark brings together an array of global Microsoft programs that:

- **empower** young people with access to technology and a better education
- **inspire** young people to imagine the opportunities they have to realize their potential
- **help** young people find a job or start their own business.



Creating Opportunities for 300 Million Youth in 3 Years

Microsoft YouthSpark

Empower youth to change their world



Empower:
Transforming Education &
Expanding Digital Inclusion



Imagine:
Unleashing Future
Innovators



Realize:
Increasing Employability &
Entrepreneurship

Empower: Transforming Education & Expanding Digital Inclusion



Office365 for students and teachers

Provides ready access to technology tools that power learning and collaboration: email, instant messaging, group video and voice chat, and online document services

Donations to youth nonprofits

Partnering with nonprofit organizations to support basic technology skills training and programs that help youth pursue tangible opportunities

Partners in Learning

Provides professional development to government officials, school leaders and educators to help students develop 21st century skills

Imagine: Unleashing Future Innovators



DreamSpark

Free access to designer and developer tools helps advance the learning and teaching of key technical skills at a critical time in a student's development

Imagine Cup

The world's premier youth technology competition provides an opportunity for students to develop technical solutions for some of the world's toughest problems

Innovate for Good

A global online community to bring young people together to drive social change in their communities

Realize: Increasing Employability & Entrepreneurship



BizSpark

Free software development tools and connections with key industry players jumpstart young entrepreneurs

Students to Business

This program provides a direct path for qualified university students to gain jobs or internships in the technology industry

Give for Youth

Online micro-giving site to exponentially increase giving for youth causes around the world

FY13 Big Bets



Employability portal:
Catalyze employment skills



Build Your Business:
Foster entrepreneurship skills

Employability Portal

Catalyze employment skills



- An online portal to support workforce development
- Personalized full-inclusive experience in 5 sections:
 - ✓ **Plan your career** – career counseling, job market info and stats
 - ✓ **Get trained** – mentor matching, IT training, entrepreneurship, CV writing, soft & language skills
 - ✓ **Find a job** – job matching tool with volunteer opportunities, also *mobile job matching* via SMS
 - ✓ **Entrepreneurs** – startup training, connection platform with other entrepreneurs to share ideas and experiences
 - ✓ **Employers** – job vacancy posting, access to resumes
- Piloted in Egypt under www.masrworks.com
- Available in **English, French** and **Arabic**
- In partnership with Silatech, EFE, WB and MEPI

Employability Portal Pathway



Connecting the dots

Mobile

Basic GSM enabled platform developed with local telcos – connecting the unconnected to learning and opportunity

Physical Services

- Career Advisory Services
- Training
- Digital Literacy
- Entrepreneurship support

Web

Regional platform bringing together personalized online resources

- 400+ eLearning courses
- Language assessment + certification
- Personalized Aptitude assessment and guidance
- Mentors

Strong Local Partnerships

- Universities
- Government
- Civil Society
- Private Sector

Build Your Business

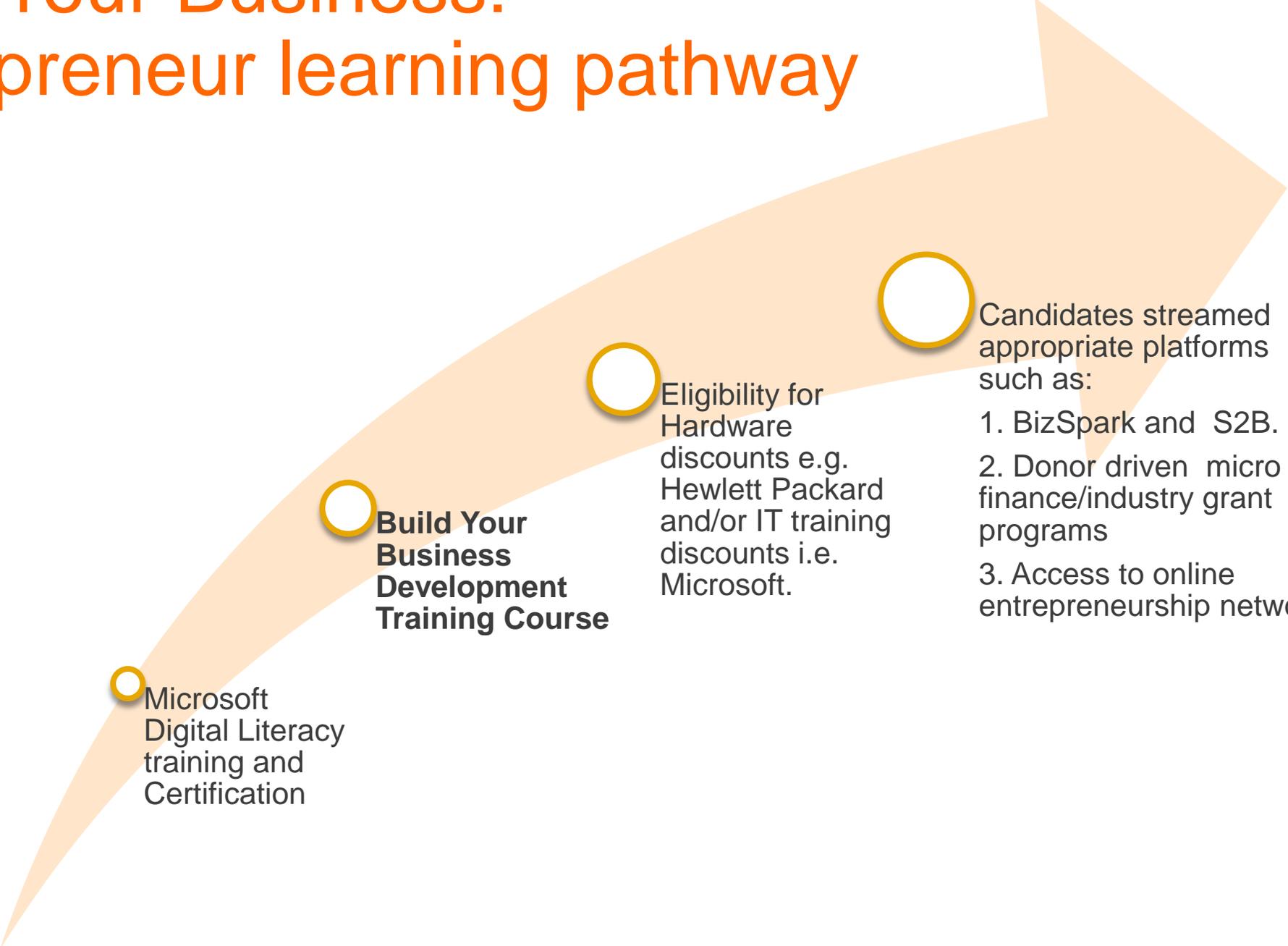
Foster entrepreneurship skills

- A curriculum for micro and small enterprises to help promote **skills training** and create **new businesses**
- **Blended** learning approach (facilitator-led classes & practical sessions)
- Modules include: market research, business planning, marketing, accounting, governance and ethical business practices.
- Content includes: DVD tutorials, video case studies, interactive practice exercises, educational games, business document templates, **Microsoft Digital Literacy Curricula** and lesson plans
- Free access in **English, French and Arabic**
- In partnership with IYF, Manpower, Stellenbosch University, and Enablis

“We are seeing a newfound life of entrepreneurship across MEA. The BYB will give entrepreneurs the best start, helping them develop their business strategy and compete in the marketplace.” Ali Faramawy, Corporate Vice President, MEA



Build Your Business: Entrepreneur learning pathway



Microsoft
Digital Literacy
training and
Certification

**Build Your
Business
Development
Training Course**

Eligibility for
Hardware
discounts e.g.
Hewlett Packard
and/or IT training
discounts i.e.
Microsoft.

Candidates streamed
appropriate platforms
such as:

1. BizSpark and S2B.
2. Donor driven micro -
finance/industry grant
programs
3. Access to online
entrepreneurship network

Build Your Business: curriculum outline

Module	Content
1. Shaping my destiny	Assessing various employment pathways Personal skills and experience assessment Creating my own employment future
2. Creating my business	Generating business ideas How to identify a viable idea
3. Exploring the market	How can I document a current Unmet need Looking at strong business ideas and case studies
4. Determining financial risks & goals	Is my business idea financially feasible
5. Developing something to sell	How can I develop a suitable product or service?
6. Researching the market	How can I find out if there is a market?
7. Making the sale	How can I improve my sales skills?
8. Reaching potential customers	How can I reach my market?
9. Managing my business	How can I organize myself and who else do I need to help with initial and long-term success?
10. Managing my finances	How can I tell if I am making profit?
11. Obtaining and developing my workforce	How can I effectively hire, develop and manage employees?
12. Financing my business	Where and how can I obtain start-up capital for my business?
13. Planning for the unexpected	How can I plan for the future and ensure my business is making money?
14. Expanding my business	How might I further expand my business?

Imagine Cup

people

the power to use creativity to make a positive impact on the world we live in.

Imagine Cup offers more than \$300,000 in prizes, opening the door with three big competitions:

Games

Get Started!

Make the next great game and let people playing it on console, PC, phone, slate – wherever people play games.

Innovation

Get Started!

Reinvent social networks. Transform online shopping. Experience music in a new way. Do something amazing with GPS.

World
Citizenship

Get Started!

Make an app that could change someone's life. Pick your cause: the environment, education, health, you name it. Use technology as an agent of change.



Enabling Youth for Employability through Education and Digital Literacy, Pakistan



Equipping youth to access opportunities

The project aims at giving young people the real qualifications they need in the modern workplace. That includes doing much more to support vocational and practical skills training and offering young people vital experience of the world of work.

the project is run in partnership with local authorities, charities, social enterprises and private sector organizations to provide the coordinated services young people most at risk of unemployment and need to get a job

Impact over 1,000,000 people
With over \$100,000 Investment



Thank you