

Whilst youth unemployment has dipped below 1,000,000, it is still stubbornly high. Getting a job, let alone running your own business, remains one of the biggest challenges facing young people.

MyBnk brought Business Battle, an enterprise challenge, to youth mentoring organisation XLP, to help young people learn how to realise their business dreams by giving them their first enterprise experience.

Emmanuel, 19.



Emmanuel took the lead in our intensive enterprise programme, designed to give young people a taste of the world of business and further support them on their journey into work.

His team of six went from drawing board to East Street Market in just a week, using an interest free loan of £40 to make jewellery, mugs, t-shirts and run a raffle.

Our experts facilitated the group, coaching on the necessary steps to start a business, including developing business plans, costing up materials and creating their sales pitch. This led to them gaining communication, budgeting and team working skills. Emmanuel's team made £70 - that's 75% profit!

What did the young people think?

"I decided to take on MyBnk's enterprise challenge to develop my skills in business. I really underestimated the amount of planning that goes into making something as simple as a market stall successful, things like market research and identifying our unique selling point.

I enjoyed scoping out the other traders to figure out costs, pricing and tactics. I also picked up other skills like team work and enjoyed interacting with the public - it has all come together." **Emmanuel, young mentee at XLP.**

What did the youth worker think?

"The programme was an excellent opportunity for young people to gain more knowledge and hands on experience of business and all of the various aspects of starting a new business. We had a great trainer with Shane. He was good with our young people and very quickly built a great rapport with everyone. Their format was excellent." **Ann Forde, Mentoring Manager for Southwark, XLP**

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