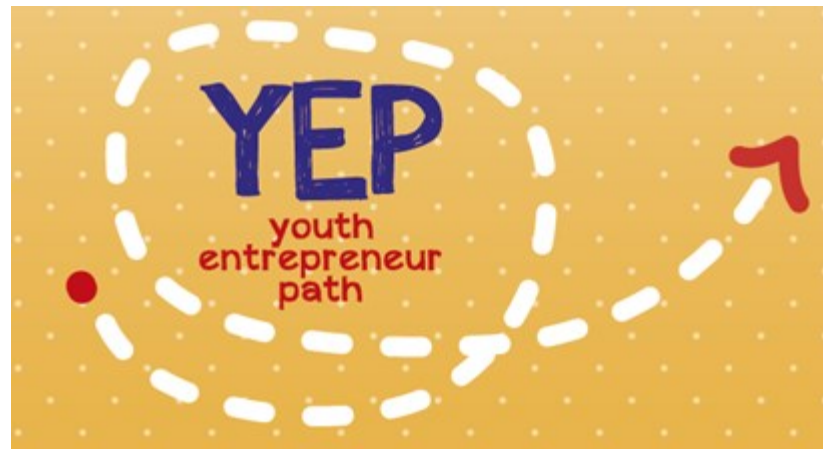




This initiative is carried out within the ESF operational program 2014-2020 of the Autonomous Province of Trento thanks to the financial support of the ESF, of the Italian State and the Autonomous Province of Trento.



**ACCOMPANYING  
YOUNG PEOPLE  
IN THEIR BUSINESSES**



# The project



## **SUPPORT SERVICE FOR YOUNG ENTREPRENEURIAL IDEAS THROUGH ACCOMPANYING SERVICES AND DISPENSATION OF ILA CARDS - INDIVIDUAL LEARNING ACCOUNT**

### **YEP - YOUTH ENTREPRENEUR PATH**

consists in a set of services to encourage youth entrepreneurship:  
young people can get close and experience the world of business,  
develop and refine ideas,  
take advantage of individual tools and services,  
define their path  
and then start their own business



# Beneficiaries and how to access



Who can participate:

**unemployed, employed, students and neet up to 35 years old**

domiciled in the province of Trento  
or planning to develop a business idea in the province of Trento.

To join the project  
the beneficiary has to participate in one of the informative meetings  
scheduled quarterly  
and confirm his acceptance to the path.



# The path through entrepreneurship



## 1.TERRITORIAL ENGAGEMENT

raise awareness and inform young people, communities and local actors about the project and its opportunities related to business creation, through meetings held throughout the provincial territory

## 2.TAKING CHARGE AND EVALUATION OF POTENTIAL ENTREPRENEURS

Organization of cognitive interviews with young people and check of their motivations and entrepreneurial attitudes

## 3.BALANCE of COMPETENCES and ENTREPRENEURIAL COACHING

evaluation of the resources and skills necessary for the development of an entrepreneurial idea to be implemented in the reference territorial context

## 4.ACCOMPANIMENT TO THE DEFINITION OF THE BUSINESS PROJECT

activities in support of the participants (with workshops and individual consultations) in the construction of the business plan and in the formulation of a financing plan that takes in consideration the access to contributions

## 5.ILA CARD MANAGEMENT

consent through credit certificates to participate in targeted training programs in Italy and abroad



## Development phases



### 1.TERRITORIAL ENGAGEMENT

**Informative and promotional actions in the territory, presentation meetings, expression of interest of the participants, identification of users that will be involved in the subsequent services**

Informative and promotional actions will be promoted in a large part of the province especially in rural areas such as, Pergine Valsugana, Borgo Valsugana, Tione, Cles, Cavalese, Riva del Garda and also in the main cities of Trentino like Trento and Rovereto.



## 2.TAKING IN CHARGE AND SETTLEMENT OF THE 1 POTENTIAL NEW ENTREPRENEURS



**Fidia**  
formazione  
e consulenza

Interview for taking in charge (2 hours for each participant interested)  
it is organized at the conclusion of the animation meetings and  
focuses on the motivations and the degree of entrepreneurial  
awareness of the participant

Evaluation interview (8 hours for each interested participant)  
through a self-evaluation process the participants will be led to carry out an  
initial evaluation of their awareness of the entrepreneurial role :

- to know the basic transversal skills for the role of entrepreneur
- to analyze and relate transversal skills, professional and life experience
- to self-evaluate their own resources deployed

## 3. BALANCE of COMPETENCES



### Balance of competences path

**(duration: 16 hours per user, 8 individual and 8 in groups)**

The path, starting from the results of the previous self-evaluation, focuses on:

- analysis and reinforcement of motivation of the role of entrepreneur
- screening of possessed and / or acquirable technical professional skills
- identification of the elements of coherence between role and life experience,
- motivation to work, personal and family constraints / resources
- match between self and hetero-assessment of transversal skills

The identification of possible training courses for the development of transversal and technical professional skills appropriate for the role of entrepreneur is functional to an effective use of the ILA cards



# GROUP AND INDIVIDUAL COACHING



## Coaching path

**(duration: 15 hours per user, 7 individual and 8 in group)**

In this phase the participants are supported in a definition path and accompanying of the entrepreneurial / professional development plan.

### **In the group stage:**

- the design of the business idea (4 hours)
- services and resources for the idea (2 hours)
- opportunities in the area (2 hours)

### **In the individual phase (7 hours, realized subsequently):**

- accompaniment and development of the entrepreneurial role in the sector of reference
- emotional coaching in the perspective of empowerment and motivational outfit





# GROUP COACHING



**The objective is to accompany the participants in the definition of their business or self-employment model**

Business idea design (4 hours)

- Representation of the business model using the business model canvas methodology

Market opportunities and resources for the business idea (4 hours)

- Comparison of local opportunities, market needs / requirements and proposed business ideas: criticalities and potentiality
- Presentation of services and resources: for financing (facilitations and contributions, credit institutions and credit consortia, etc.) and for assistance and support (trade associations, incubators, etc. ...)



## The evaluation of the business idea to access entrepreneurial support



**Sustainability of the business idea with respect to the size of the market / territory and the product / service offered:** characteristics of the product / service idea, plausibility of the idea in the territorial context, identification of a possible customers and reference market, eventually elements of innovation

**Construction and / or progress on the start-up of the business idea:** elements already acquired of the business project and which may concern different dimensions (the availability of goods furniture / real estate, the possibility of credit / financing, an already tested prototype, the signing of preliminary agreements of a commercial nature, a preliminary business plan, etc.)

**Coherence of the entrepreneurial project with education / training and / or work and professional paths:** the criterion refers both to qualifications, certifications and skills that are "acted out" in the business context



## 4. ACCOMPANYING TO THE DEFINITION OF THE ENTREPRENEURIAL PROJECT



In this phase the participants are accompanied to the definition of the business project and of the financing plan; the path includes 2 phases:

1. didactic workshop (64 hours in group)

- start-up, fulfillments and management for business and self-employment activities - 24 hours

- marketing, commercial development and corporate identity - 24 hours

- loans, contributions and specific regulations - 16 hours

2. workshop for the realization of the Business Plan (24 hours in group and 8 of individual study)

## 5. MANAGEMENT OF ILA CARDS



### INDIVIDUAL LEARNING ACCOUNT (1)

ILA cards are credit instruments that only the beneficiaries can "spend" for the acquisition of training services (and accessories) within the limits of the total value of the card itself.

- € 5,000 if the plan is to acquire only training and accessory services in the province;
- from € 5,000 to € 10,000 if the plan is to acquire training and accessory services in the province and also in the rest of Italy;
- from € 10,000 to € 20,000 if it is planned to acquire training services also abroad



# MANAGEMENT OF ILA CARDS



## INDIVIDUAL LEARNING ACCOUNT (2)

### DIRECT EXPENSES

- costs of registration or participation in training events
- expenses for didactic materials not included in the registration fees
- expenses for other individual teaching equipment or instrument

ACCESSORY EXPENSES (within the spending limits set by the European ERASMUS + VET program if abroad, or in compliance with ESF constraints if in Italy)

- travel expenses
- food costs
- accommodation expenses outside of the province
- local transport costs



# THE NUMBERS OF YEP (August 2020)



AREA	ACTION/USER	N° OF TOTAL USERS EXCEPTED IN THE TRIMESTER	N° OF MIDDLE USERS PER YEAR	TOTAL USERS IN AUGUST
<b>AREA A) BASIC SERVICES</b> Awareness raising, information and taking in charge	A.1- INFORMATION AND GUIDANCE	675	225	311
	A.2 Phase 1 – HELP DESK FOR TACKING CHARGE	225	75	208
	A.2 Phase 2 – COMPETENCE BALANCE	225	75	182
<b>AREA B) SPECIALIZED ACCOMPANYING SERVICES</b> Competence balance, coaching, accompanying to the definition of the project	B.1.1 – COMPETENCE BALANCE	162	54	79
	B.1.2 GROUP AND INVIDUAL COACHING	135	45	173
	B.2 ACCOMPANYING TO THE DEFINITION OF THE ENTERPRENEURIAL PROJECT	117	39	118
<b>AREA C) SPECIALIZE ACCOMPANYING SERVICES THROUGH ILA CARD</b> investigation, management and accompaniment to fruition	INVESTIGATION, MANAGEMENT AND ACCOMPANIMENT TO FRUITION	135	45	87