



Young Entrepreneurs Programme

alx

At ALX, the Young Entrepreneurs Programme (YEP) exists to **de-risk the entrepreneurship journey** for young Africans who have demonstrated a commitment to building businesses and creating jobs in Africa.

The **4-week long non-monetary, fully digital entrepreneurship experience**, Young Entrepreneurs Programme provides young, Africans entrepreneurs with the community, coaching and content they need to build, launch and grow their businesses, and create jobs.

Entrepreneurs from diverse industries get access to:

- Launch and sales related content to shapes / reshapes their mindsets,
- 1:1 coaches that guide and challenge them,
- A community of entrepreneurs from all over Africa

Brace yourself for an experience like no other. The YEP experience is designed to capture all your needs and give you that extra push for your business to reach the next level. To take you through key stages of your entrepreneurial journey, we offer the following:



CONTENT

From day 1, you'll **design and execute your launch plan**. You'll have access to relevant practical tools, templates, and best practices to guide you on your launch and customer acquisition journey.

COACHING

Get **personalized feedback** from your assigned coach. He/She will provide you with support and clarity on your business issues.

COMMUNITY

Entrepreneurship should not be a lonely walk. **Connect with fellow entrepreneurs** in various fields and across different countries in Africa.

This immersive programme equips you with a holistic understanding of your target customer, value proposition, and marketing strategy.

In just 4 weeks, you will have the tools and insights to open the doors you need into getting unparalleled opportunity into the inner workings of running a business.

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The programme helped me set clear realistic goals and challenged me to take action, go out and get customers. I landed 1 paying customer and 1 prospect. I was impressed by YEP's online content, the personalized support we got from the 1:1 coaching sessions and Masterclass sessions.

Katlego Montewa,
Founder of Prommage Consulting,
South Africa





Stats

YEP Completion Criteria

- Submit all 4 weekly updates and worksheets by the deadlines
- Be eligible to present at Show & Sell
- Publicly launch your business
- Close at least one business deal

Programme Tools:

- 1 Slack:** To engage with the YEP community and stay up to date with the latest YEP information
- 2 Eduflow:** To access the programme content
- 3 Zoom:** To join the experts masterclass in Week 1 and 3
- 4 Google Workspace:** To share and edit your weekly updates and your worksheets.

YEP Module Structure:

Week 0 – Ready for Takeoff: This is your onboarding week. Get a deeper understanding of YEP and familiarize yourself with our systems and tools.

Week 1 – Let's Launch: Developing and executing a launch strategy. By the end of that week, your business should be live!

Week 2 – Traction: Identifying unique traction channels for your business and start reaching out to customers.

Week 3 – Always Be Closing: Double down on your sales effort and close at least one deal.

Week 4 – Show & Sell: Well Done! This is our celebratory events where each entrepreneur pitch their business and showcase their growth over the last four weeks.

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I was able to relaunch my business AND got at least a new paying customer who ended up purchasing at my highest consulting package partly because I was able to gain more value to offer her from participating in YEP.

Joy Stacy,
Founder of Meremeta Africa Beauty,
Kenya



Programme Details:

4-week

online
experience

100% fees

waived for
2022

10 hours

commitment
per week

A non-monetary
programme
i.e. No grants (yet)