**The Emerging Entrepreneur Competition**

**Overview**

Entrepreneurship can be the key to personal happiness and country vitality. Both forms of entrepreneurship, business enterprise and social enterprise, can propel individuals and countries to brighter futures. We believe that undertaking new, innovative enterprises can best start at a young age.

The Emerging Entrepreneur Competition has been launched to enable kids to experience the thrill of being an entrepreneur. The competition stirs up a creative energy among children and young people that has been dormant for many years. From this competition, the children and young people are provided an opportunity to start an enterprise, get an access to capital and sell their products and services. The competition teaches the basic principles of an enterprise development to young people by a hands-on approach. YES and PVTC believe that young people cannot discover their entrepreneurial strengths until they are provided practice atmosphere. The participation in the competition was free. The competition was financed exclusively by the YES Network Pakistan.

The Emerging Entrepreneur Competition experience begins with small-scale efforts by students, and provides them with an early taste of success. It also provides a stage where they can describe their successful business and social ventures to others. And for those students who are exceptionally creative and innovative, a national and world stage is offered.

**Addressing Gaps/Fears**

YES has created this competition to provide an opportunity to young people to discover their entrepreneurial strengths in a risk-free environment. YES has been doing a lot of research and asking a lot of questions about what stops young people from taking the leap and starting their own enterprise. YES has compiled their answers below:

I. Lack of consciousness of starting an enterprise

II. Lack of entrepreneurship knowledge

III. Access to financial capital

IV. Fear of failure

V. Poor family support (no family history of entrepreneurship)

VI. Lack of credibility and trust

VII. No work experience

VIII. No freedom to decide about their careers

IX. Lack of self-believe or self-doubt

X. Low confidence and capacity to earn

XI. Lack of social capital

XII. Lackluster economic growth means that there are fewer opportunities for young workers to move up

The judging panel considered the earnings, social innovation (creativity, social value proposition and sustainability) and reflection when making their decisions.

**Implementation Methodology**

1. Sharing of Idea (The Emerging Entrepreneur Competition)with Regional Directors and Area Managers/Principals
2. Selection of 24 Institutions from the Southern region of PVTC
3. Selection of 1 focal person from each institution
4. Training of focal persons
5. Orientation Sessions with the students, teachers and parents in 24 selected institutions
6. Selection of 100 young people (20 student-led teams) from each institution
7. Disbursement of grants to student-led teams
8. Engagement of students in deigning and implementation of business ideas
9. On-going monitoring of the activities of the students
10. Reflection sessions with the students
11. Impact assessment of the competition on the students
12. Reward and recognition (giving certificates or cash rewards to students, teachers, principals, area managers and regional managers)

**Concluding Remarks**

Bornstein, in his book, How to Change the World (2004) explains: “People who solve problems must somehow first arrive at the belief that they can solve problems. This belief does not emerge suddenly. The capacity to cause change grows in an individual over time as small-scale efforts lead gradually to larger ones. But the process needs a beginning—a story, an example, an early taste of success—something along the way helps a person form the belief that it is possible to make the world a better place. Those who act on that belief spread it to others. They are highly contagious. Their stories must be told” (p. 282)