



*Young people should be at the forefront  
of global change and innovation.  
Empowered, they can be key agents for  
development and peace.*

- Kofi Annan, former Secretary-General,  
United Nations

**We agree with Kofi.**  
Do you?

*Remember the first time someone saw  
potential in you?*

*What if we could tap the potential of youth to  
transform the world's poorest communities?*

**What could we build together?**



# We are Generation Enterprise

We build socially responsible  
youth-run businesses that  
transform communities.



**Our mission is to empower low-income young people to become agents of economic development in slums.**

We launched in 2011 as a team of American business students and Nigerian youth leaders at the US Consulate in Lagos. Since then we've:

- Trained **300+ homeless and unemployed youth** from slums in Nigeria and India
- Launched **40+ microenterprises**
- Partnered with **2 state governments**
- Grown youth income an average of **12x**

empowering youth • launching community businesses • unlocking potential

[www.generationenterprise.org](http://www.generationenterprise.org) • [info@generationenterprise.org](mailto:info@generationenterprise.org)

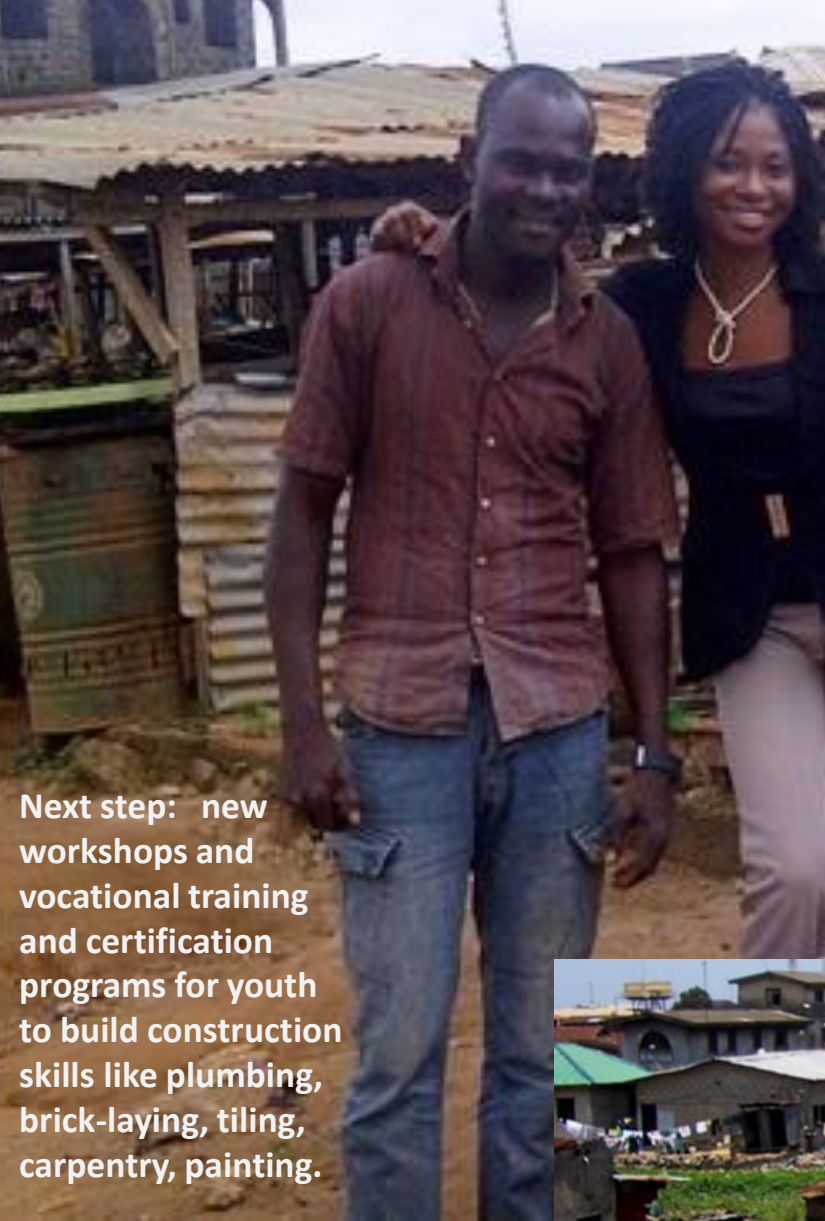
# We've partnered with local youth to build the "Home Depot" of the slums

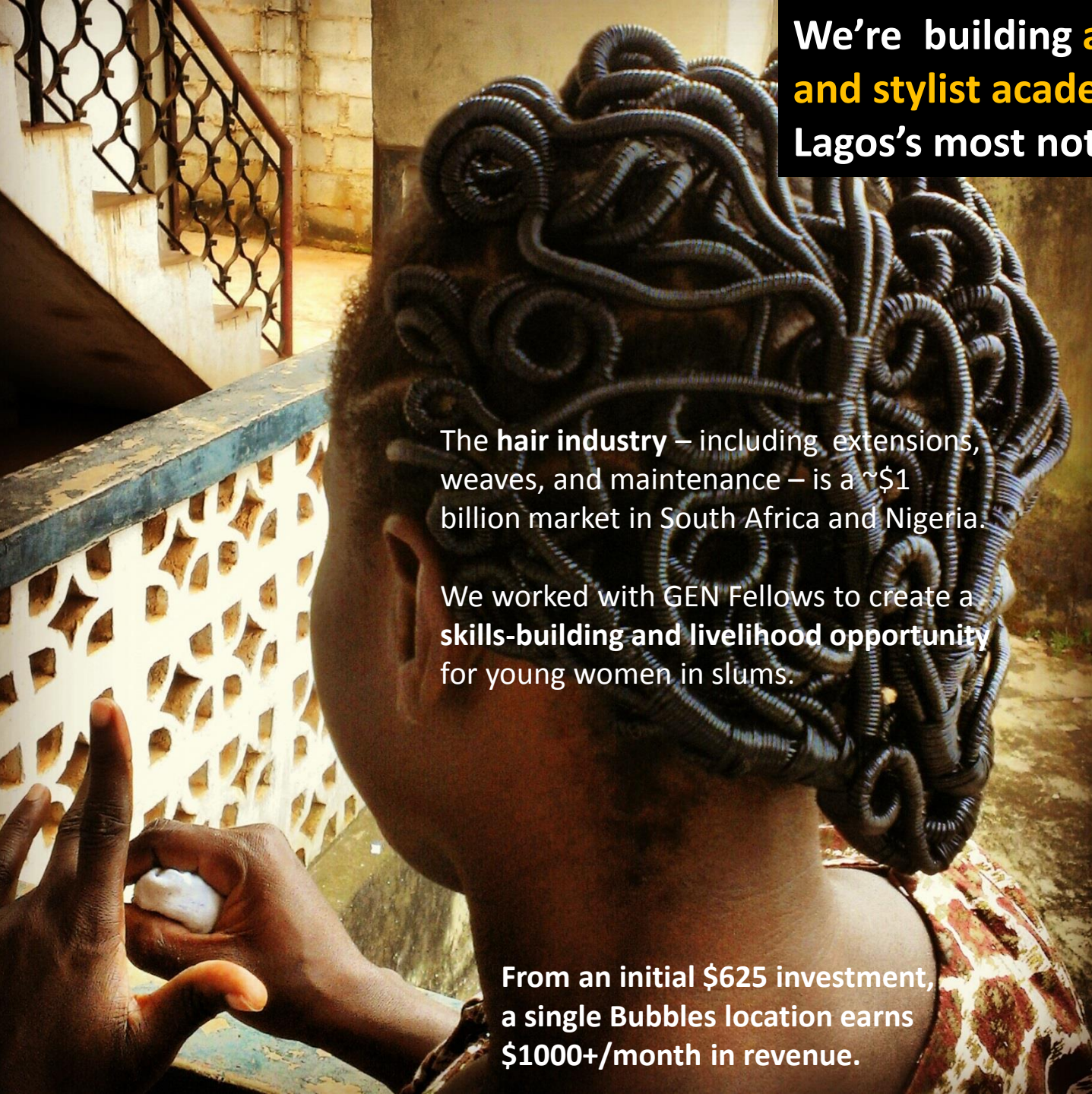
BuildShop is a one-stop shop where slum dwellers as well as construction contractors can access **equipment and qualified expertise** to help upgrade housing in Lagos.

*This is a real market need.*  
We transformed a **\$1000 investment**  
**into \$3500+ revenue / month**  
– and we're just getting started.

Next step: new workshops and vocational training and certification programs for youth to build construction skills like plumbing, brick-laying, tiling, carpentry, painting.

*Above: GEN Fellow Francis Omozuapo, a former day laborer, has doubled his income and benefits from coaching from GEN's Business Development Officers.*





**We're building a chain of salons and stylist academies in Ajegunle, Lagos's most notorious slum**

The **hair industry** – including extensions, weaves, and maintenance – is a ~\$1 billion market in South Africa and Nigeria.

We worked with GEN Fellows to create a **skills-building and livelihood opportunity** for young women in slums.


From an initial \$625 investment, a single Bubbles location earns **\$1000+/month** in revenue.



*Above: GEN Fellow Peace Akpotu teaches a class in hair styling in a cheery Bubbles salon.*

**Bubbles Salon** is a beauty institute providing **training and certification to aspiring stylists and quality hair services** in its salons or at clients' homes.

# We're helping slum residents in New Delhi **shop each other's closets**




RK Garments serves as a big, constantly evolving communal closet for the residents of Kaushambi and surrounding districts.

Shoppers love to discover, swap, and enjoy new and “renewed” Western and Indian styles in a stylish, welcoming setting.



*Below: GEN Fellow Bishwender Singh, a member of the New Delhi pilot cohort (Udaan), at his clothing exchange store.*



Are we a “lost generation”?

Or just **looking for an opportunity**

From Lagos to our pilot in New Delhi, our portfolio suggests youth are key to unlocking the so-called “Fortune at the Bottom of the Pyramid.”

# Over 3 years, we've developed and tested a replicable path out of poverty for low-income youth

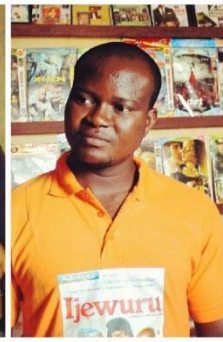
**The idea:**

- Partner with youth to surface local market needs.
- Launch ventures that can create many low-skilled jobs.
- Train youth employees to run the business; create a path from trainee to employee to manager to owner-operator.
- Hand over the keys by converting to a worker-owned cooperative business!



**The impact:** Sustainable youth-run businesses that build skills, boost income and savings, and create a path to **local cooperative ownership and community wealth.**





**Thanks to our partners and global team,  
we've bootstrapped GEN's work on <\$250K/yr**

**Our pilot was launched in 2009 by Wharton students, McKinsey consultants, and Nigerian youth leaders at the US Consulate.**

**By the time we launched the Generation Enterprise model as a registered US non-profit in 2011, our diverse team hailed from 7 countries and companies like the Corporate Executive Board, KPMG, Google, IFC, Federal Reserve, Pepsi, & Singapore Airlines.**

**Our generous Board has a history of start-up leadership at Dropbox, Innosight Ventures, Kimberly Clark, BC Partners, the Global Social Benefit Incubator, & Olusegun Obasanjo Foundation.**



**Knowledge and funding partners:**



CLINTON GLOBAL INITIATIVE  
**UNIVERSITY**



International  
Labour  
Organization

STANFORD  
BUSINESS  
GRADUATE  
SCHOOL OF

Center for  
Social  
Innovation



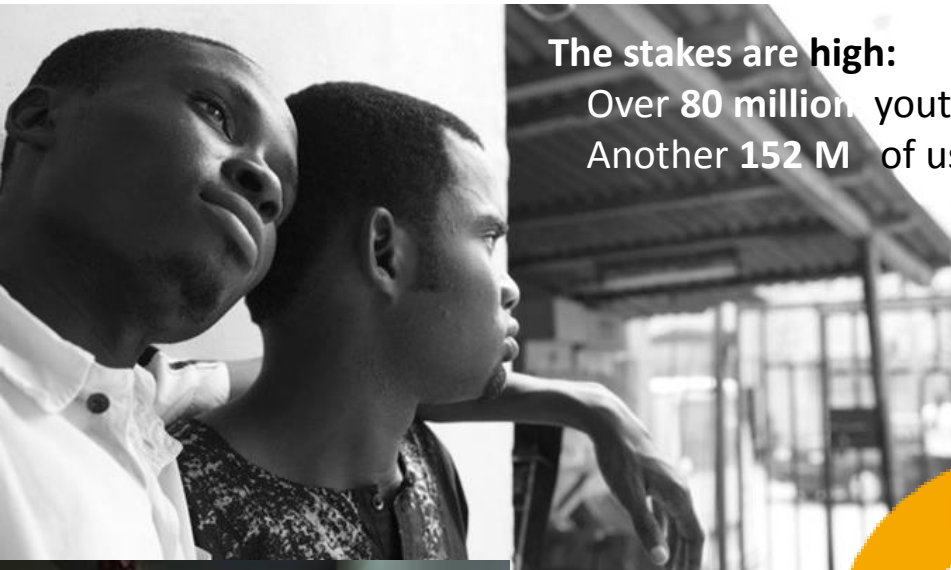
**SOCIAL IMPACT  
INITIATIVE**



Lagos State Government  
- WAPA and Special Duties



Osun State Government



The stakes are high:

Over 80 million youth are **unemployed**.

Another 152 M of us are part of the **working poor**, trapped in **unsustainable informal sector work**.

But we're not a *ticking time bomb*.

We don't have to be *a lost generation*.



We're



Generation  
enterprise

We hope you'll join us.

