

Greenside and YBI are empowering disadvantaged young adults through entrepreneurship.



By providing:



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Urban young adults face many challenges:



**POVERTY  
LACK OF SUPPORT  
BAD SCHOOLS  
VIOLENCE  
POOR SERVICES  
LACK OF RESOURCES**

LEADS TO:



**DEAD-END JOBS  
WELFARE  
UNEMPLOYMENT**

What if our young adults had access to a better opportunity? The chance to become an entrepreneur.

Let's meet our aspiring entrepreneur, Shanice:



**YOUNG ADULT**



**LOW INCOME**



**ASPIRING FASHIONISTA**



**NEEDS < \$5000**



**CAN CREATE FASHION, NOT A BUSINESS**



**MOTIVATED**

Shanice has already overcome so many obstacles: raised in the San Francisco Bay Area, she was a victim of inner-city violence as a young teenager and then went on to become the first in her family to go to college. Shanice wants to launch her business - and finds out about our program through a referral from a community-based organization in the Bay Area.

Shanice applies to the program and submits her business idea through a simple online form. Greenside interviews Shanice to make sure she is a good fit for the program. Shanice and Greenside work together to recruit two "Moral Support Champions" from Shanice's personal network who sign an agreement to support Shanice in the launch of her business.

Once Shanice has recruited these people to support her, she begins Greenside's Evidence-based Entrepreneurship Training program through a blended delivery of on-line and in-person education. Based on her performance in the training, Shanice is officially accepted into our program.

As one of our Young Entrepreneurs, Shanice receives an interest-free loan of less than \$5,000 from Greenside and our partner Kiva Zip to purchase the materials and equipment to make her first accessory line. Concurrently, Shanice connects with Greenside's partners MicroMentor and SCORE to receive a year-long mentoring commitment from experienced entrepreneurs and business people. She also receives free legal advice through our partnership with Legal Services for Entrepreneurs. Shanice becomes an entrepreneur - developing a new source of income, marketable skills and a sense of dignity that change her life.

KEY PARTNERS:

