

# Entrepreneurship for Good Program

## The Apprenticeship Challenge

THE  SCHOOL

Join our Entrepreneurship for Good Program in Brazil and learn hands-on what it takes to be an entrepreneur by working on a real life group Challenge posed by Westerwelle Foundation and Sinal do Vale.

**It's time to turn your ideas into action!**

## The Program

The Apprenticeship Challenge is an edition of our Entrepreneurship for Good Program. With its learning-by-doing approach, this program gives you the opportunity to learn innovation and implementation skills by working on a real-life innovation Challenge during 10 weeks in campus, in this case in Sinal Do Vale (50 kilometers from the center of Rio de Janeiro). During the second phase of the program, you'll go back home to launch your venture with support from your DO School mentors and peers.



## The Challenge

Westerwelle Foundation, Sinal Do Vale and the DO School challenge you to develop innovative ways to promote apprenticeships or vocational training to reduce global youth unemployment and create a sustainable future. The solution that you will co-create with the other 19 Fellows during the Challenge Lab should help enable local businesses to train young people on the job, focusing on the importance of continuous skill-based training. The project should be scalable and adaptable to any country.

### Why does it matter?

Global youth unemployment and the education-to-employment gap are two facets of one of the most pressing problems of our time. In light of the high unemployment rates among university graduates, it is clear that secondary and tertiary education models alone cannot provide the answer. Add to this the fact that the half-life of many professional skills is 2.5 – 5 years and it becomes clear that we need a new skill-based model for continuous on-the-job learning, for example apprenticeships, which in countries like Germany have proven themselves to be effective drivers of employability. Take for example the innovation in new skills and job profiles created in the field of the green economy. We believe that an individual economic perspective is highly relevant for a solid democratic development on the long term.

## The Challengers

The Westerwelle Foundation for International Understanding was established by Dr Guido Westerwelle, former German Minister for Foreign Affairs, and Ralph Dommermuth, CEO and Founder of United Internet AG. Based on its firm belief in the correlation of economic success and democratic participation, the Foundation wants to enable young adults to realize their potential and to gain economic independence. Therefore, the Foundation engages in the promotion of entrepreneurship and vocational training.

For more information, please visit: [westerwelle-foundation.com](http://westerwelle-foundation.com).

Sinal do Vale is a vibrant living laboratory for the transition to a resilient future and a 400-acre campus in nature where emerging leaders can learn, teach and evolve their inner and outer skills as change-makers. Nestled in the richly biodiverse and highly threatened Atlantic Rainforest, just 50 km outside of Rio de Janeiro, SINAL is home to an organic farm, a reforestation and community resilience project, and an event, education and retreat center. SINAL serves as a host and catalyst for people, ideas and place-based projects determined to make a difference in complex, changing times.

For more information, please visit: [sinaldovale.org](http://sinaldovale.org).

### Who should apply

Emerging social entrepreneurs from around the world, with relevant interest and skills as well as an idea for a venture that they want to implement during the Entrepreneurship for Good Program. Successful candidates may come from, but are not restricted to the fields of Education and training, HR, project management, international development, sustainability, etc. Or you might have other skills or expertise that you believe will bring a unique and fresh perspective to the solution of the Challenge

### Dates Incubation Phase

#### Incubation Phase,

DO School Campus in Sinal do Vale, Brasil: 26 February - 7 May 2017

#### Implementation Phase

In your home country: 8 May 2017 - 26 February 2018



## Program description

### Incubation Phase

During the 10-week long Incubation Phase you will develop your personal venture plan with a support network of experienced coaches. At the same time you will work together with the other Fellows to solve the Challenge, which will teach you the skills and methods necessary to turn an idea into action.

This process is supported by our Challenge Lab, a course which offers skills, knowledge and tools necessary to successfully solve the Challenge. Based on these learning experiences you will brainstorm, identify and test ideas to enable local businesses to train young people on the job, focusing on the importance of continuous skill-based training.

The Venture Lab is the second major focus of the Incubation Phase, in which you will work on turning your own venture idea into a viable start-up plan that is ready for implementation. In the Incubation Phase, you will benefit from individual coaching sessions and workshops on entrepreneurship, communications, project management, and start-up financing to develop your idea into a concrete project plan. You will publicly pitch this plan before returning home to start the Implementation Phase.



### Implementation Phase

During this 10 months period you will focus on kick starting and implementing your venture in your home country, while receiving continued online support from the Venture Lab, via the DO School online platform. Fellow ventures come in many shapes and sizes, from social businesses, to non-profit organizations, artistic projects or campaigns – however, they are always focused on helping to solve a relevant issue within the Fellow's home country. You will graduate from the Entrepreneurship for Good Program with a successful start-up that is already creating tangible impact in your community

## Frequently asked questions

### **Who can apply to participate in this Challenge?**

The DO School is seeking highly motivated and talented emerging social entrepreneurs and intrapreneurs. Applicants should be able to demonstrate a track record of being passionate about addressing social issues and creating and spreading innovative social change. We welcome applications from people with all educational and socioeconomic backgrounds. Successful applicants are determined and willing to use our program to start new, or grow existing ventures, or implement a new initiative within a larger organization. The DO School program is ideal for outstanding mission-driven people who are looking for the tools, skills, and mentoring to launch a social start-up.

### **What are DO School Fellow ventures?**

An idea to start or grow a social venture, be it a non-profit, social business, artistic initiative, campaign or intrapreneurial initiative within an existing organization is a crucial part of the application. Ventures always address a key social issue in the Fellows' communities, while at the same time reflecting their personal passions, motivation, and talents. We don't require applicants to already have finished business plans for their ventures, but rather require them to want to implement an innovative idea for a venture. As Fellows are passionate about the topic of the Challenge they apply for, their venture idea will reflect this and is somehow connected to the content of the Challenge.

### **What is the time commitment during the Entrepreneurship for Good Program?**

During the 10-week Incubation Phase all Fellows live and work together. This phase is an intensive learning and training experience with full-day program for usually 5 – 6 days a week. For the 10-month Implementation Phase, Fellows return to their home countries to start implementing their own ventures with continued online support from the Venture Lab, via the DO School Online Platform. Fellows can work part-time on their venture implementation, but are required to commit an absolute minimum of 15 hours per week to work on their venture.

## Frequently asked questions

### **What are the courses offered during the Incubation Phase?**

Over the ten weeks of the Incubation Phase, Fellows will work on a Challenge posed by our Challenger. This process is supported by our Challenge Lab, a course which offers skills, knowledge and tools necessary to successfully solve the Challenge. The Venture Lab is the second major focus of the Incubation Phase, in which Fellows will work on turning their own venture idea into a viable social start-up plan that is ready for implementation. Fellows will benefit from individual coaching sessions and workshops on entrepreneurship, communications, project management, and start-up financing to develop their idea into a concrete project plan. The third course, Media Lab, is to enable Fellows to communicate about their ventures in a professional manner. Media Lab sessions help them to develop a strong brand and communication strategy.

### **How can one apply for the Entrepreneurship for Good Program?**

Applications for the Entrepreneurship for Good Program are always for a specific Challenge and can only be completed during the stated application period of that Challenge. Applications are completed through an online application form.

### **What does it cost to participate in the Entrepreneurship for Good Program?**

The Entrepreneurship for Good Program is a highly subsidized program, which means you pay only a small portion of the actual costs as your tuition fee. For the Entrepreneurship for Good Program in Brazil the tuition fee is 1,000 EUR excluding travel expenses, This only applies if you can afford to pay the full tuition and your own costs, if not there is an additional questionnaire in the application, which you can fill out in order to benefit from financial aid.

## Frequently asked questions

### **Is there financial aid available for those who cannot cover the cost?**

Yes, financial aid is available for the tuition fee of the Entrepreneurship for Good Program. Fellow selection is need-blind. This means we select Fellows regardless of their financial circumstances and make sure that everyone who is selected can also participate in the program. If you need financial aid to cover the tuition fee, there is a separate form in the application process that you can fill out. If you are accepted you will then automatically receive an individualized partial or full financial aid offer. We will also be able to supply a limited number of travel stipends to applicants who can demonstrate that they need additional support. Our financial aid will be based on your personal needs, however, we expect all candidates to demonstrate entrepreneurial spirit and actively contribute to part of their own costs through their own fundraising activities.

### **Why is the tuition fee for the Entrepreneurship for Good Program so low?**

The DO School's mission is to make excellent education highly affordable. Through its unique fellowship model every Fellow accepted onto the Entrepreneurship for Good Program receives an automatic scholarship covering the vast majority of the program cost. This is made possible through the support of the Challenger(s) who gives the hands-on innovation Challenge, in this case the Westerwelle Foundation and Sinal do Vale.

### **After I submit my application how long will it take to hear if I have been selected or not?**

We will be in touch with you via email shortly after the next selection deadline.

### **Can I apply for two Challenges at the same time?**

No. We select Fellows based on the specific interest expressed in the application to participate in a particular Challenge. It is important that you seriously consider selecting a Challenge that you are passionate about, as your start-up venture should also reflect the topic of the Challenge.

## Frequently asked questions

### **I have already applied for a previous program and was not accepted, can I still apply for a new program?**

Yes, each application will be evaluated on its own merit. Having previously applied will not negatively influence the outcome of a new application. Quite the opposite, it may be a good idea to tell us how you and your venture have developed since your last application.

### **My English is not very good, can I apply in a different language?**

No, since all programs rely on English as the common language, you have to apply in English. However, it is important to remember that the requirement is to speak and understand English well enough to be able to benefit from and contribute to the program, but you don't need to be a native speaker – so don't be too worried about making a few mistakes.

### **Who can I contact if I have questions regarding admissions?**

Please contact us at [admissions@thedoschool.org](mailto:admissions@thedoschool.org)

### **Application & Contact**

To apply for the Entrepreneurship for Good Program visit our website and submit your application online: [www.thedoschool.org](http://www.thedoschool.org)

[www.thedoschool.org](http://www.thedoschool.org)  
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