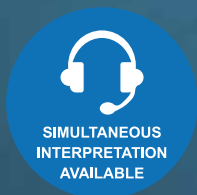




*Youth Entrepreneurial Strategies !
 Program*



11 December 2019



08:45 – 16:30



Macau University of Science and Technology

Registration



Organizers



International Council
 for Small Business

Strategic Partner



☎ 8796 9608

Overview of MACAO Says YES!

YES! 1

Objectives:

Build awareness and create excitement about entrepreneurship.

Content:

Designed as an overview that engages youth about entrepreneurship and gives them the first steps to begin the entrepreneurial process:

1. Turning ideas in businesses
2. Customer discovery
3. Taking action on an idea

YES! 2

Objectives:

Provide comprehensive skills for deeper understanding of entrepreneurial process.

Content:

Through the entrepreneurial process providing a deeper understanding and opportunity for application. Topic areas cover feasibility, business modeling, business planning, pitching and startup.

YES! 3

Objectives:

Identify young entrepreneurs with promising ideas and offer an opportunity to pitch for seed funding.

Content:

Building off of what they have learned in YES 2, students develop and refine their business ideas, turning them into a pitch to an expert panel. Participants will receive mentoring from experts and have the opportunity to receive seed funding.

YES! : Live Educational Event

MACAO Says YES! is a lively, engaging, day-long event that guides participants through a proven process used by successful entrepreneurs to launch their new businesses. This summit, offered will focus on four fundamental questions every entrepreneur should address:

1. Does my idea have what it takes to be a successful business?
2. How do I make sure I am offering customers what they really want?
3. How do I start my business with the limited resources I have available?
4. How do I ensure that the right people learn about my business and become my customers?

Led by award winning professor and serial entrepreneur Dr. Jeffrey Alves and by renowned entrepreneurship educator Dr. Winslow Sargeant, Macao Says YES! Will lead participants through the cutting-edge contemporary practices in entrepreneurship. At the end of the day, students are more prepared to put into practice what they have learned and begin their careers as entrepreneurs.

Agenda

08:45 - 09:15 AM Registration/Welcome

09:15 - 09:30 AM **Opening Ceremony**

Mr. Stanley Au, Chairman of The Macao SME Association and
Mr. Ahmed Osman President of International Council for Small Business

09:35 - 11:00 AM **YES Part I**
"I did it and so can YOU!"

11:00 - 11:30 AM Coffee Break and Networking

11:30 - 12:30 PM **YES Part 2**
Can My Idea Really Become a Business?

Not every idea has what it takes to become a successful business. This session leads participants through the first step in a successful entrepreneurial journey: evaluating their idea.

1. Are there enough customers willing to spend their hard-earned money?
2. Can we charge these customers enough to make the profit margin we need to build a sustainable business?
3. Am I the right person to pursue this business idea?

Participants will leave this session with a better understanding of how to effectively assess their business ideas.

12:30 -1:30 PM Lunch

1:30 – 3:00 PM

YES Part 3

Customer Discovery: Get Ready to Pivot!

The success of a business relies on the entrepreneur's ability to work with the customer to develop a business model. In this session, participants will learn how to engage potential customers, listen to the market, and pivot their business model accordingly. The best way to learn entrepreneurship is through practice. Participants will be encouraged to put into action the knowledge they have gained during this event. Even simple small businesses launched with the process learned during this event can teach important lessons to aspiring young entrepreneurs. With each business success comes the experience and confidence that can lead to even bigger business successes over the years to come.

3:00 - 4:00 PM

YES PITCH SESSION

What's next? Your Plan for Action!

Open Pitches for YES Participants reviewed by ICSB Panel and Local Entrepreneurs

4:00 - 4:30 PM

Closing Remarks and Certificate Ceremony

Outcomes of the YES MACAO Event include:

- Increased awareness and excitement among Macao youth about pursuing careers as entrepreneurs
- Enhanced confidence among participants in their ability to start new businesses
- Build Excitement and Celebrate the MACAO YOUTH!