

Impact Report 2024

Shaping the future of youth entrepreneurship
to drive a **generation for change**



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Young entrepreneurs Rosaly Akinyi (Kenya) and Jennifer Assmann (Germany) at the YBI Bootcamp 2024

In 2024, our global network supported



365,007



young people to develop their entrepreneurship skills



20,271

started a business



62,551

strengthened a business



7,193

secured employment



328,856

jobs created



317,324

received entrepreneurship
training



127,738

were provided
with business advice



19,937

were matched
with mentors



21,724

were supported to
access finance

Youth Business International (YBI) is the global leader in youth entrepreneurship. For over 25 years, we've combined global influence with local expertise to support young people in launching, sustaining, and scaling businesses that drive inclusive economic growth and job creation. In 2024, we supported over 365,000 young people worldwide—enabling thousands to start new ventures, strengthen existing businesses, and create more than 328,000 jobs. This work is not just about entrepreneurship—it's about building resilient economies and fostering long-term development.

This year, we sharpened our focus on the key levers that unlock economic opportunity. Our first-ever YBI Bootcamp brought together young entrepreneurs building solutions to climate, sustainability, and social challenges—demonstrating how youth-led innovation is a driver of both business growth and development outcomes. Participants left with stronger business skills, greater confidence, and global networks to help them access opportunities and scale their impact. Our Global Youth Entrepreneurship Summit in Nairobi convened stakeholders from across sectors to explore solutions that can remove systemic barriers and accelerate entrepreneurial growth.

Across our programmes, we continued to deliver targeted support in critical areas such as financial inclusion, sustainability, and high-growth business development. These initiatives are designed not only to help young people build viable enterprises, but to contribute meaningfully to broader development goals—through job creation, local economic stimulation, and more equitable access to opportunity.



Young entrepreneurs and YBI team members at the YBI Bootcamp 2024

We also expanded our global network, welcoming 15 new members operating across 24 countries and bringing our reach to 67 members in 64 countries. This growth strengthens our ability to deliver context-specific solutions, share insights across markets, and scale what works.



Our 2024 Impact Report shares stories, successes, and learnings from across our global network. It reflects a global movement powered by the belief that when young entrepreneurs are given the right support, they don't just grow businesses—they transform communities and economies.

As we look to the future, we remain committed to scaling our impact, driving innovation, and championing the next generation of entrepreneurs to lead a **generation for change**.



1.
Empowering a
generation for
change



Empowering a generation for change

Entrepreneurship is a life-changing option to unlock income generation and help young people achieve economic security and independence.

At YBI we want to ensure that every young person, whatever their circumstances, has the opportunity to harness entrepreneurship and be part of a generation for change.

In 2024, YBI hosted two flagship events under this theme. The YBI Bootcamp, uniting young entrepreneurs as a force for good, and the Global Youth Entrepreneurship Summit, shaping the future of youth entrepreneurship.



Young entrepreneurs and YBI Head of Innovation, Dejan Markovic (middle), at the YBI Bootcamp 2024

Youth Business International Bootcamp

In June 2024, we held our first ever Bootcamp for young entrepreneurs supported by our global network. The Bootcamp, held in London, UK, focused on impact businesses with a climate, sustainability or social aim.

After a week of 16+ learning and collaboration sessions – as well as a visit to the Houses of Parliament for YBI's and The Entrepreneurs Network's policy recommendations launch – participants reported increased confidence in running their business. They also strengthened their skills in engaging stakeholders, investors and corporates. Importantly, the participants have formed connections with like-minded peers from around the world who are going through the same business stage and working to balance both profit and purpose.

- A highlight of the week was the pitch day, where nine finalists were selected for YBI's Global Young Entrepreneur of the Year Awards which took place in Nairobi, Kenya, in October 2024.



ybi
Youth
Business
InternationalGlobal Youth
Entrepreneurship
Summit 2024

Global Youth Entrepreneurship Summit

In October, we held our flagship biannual Global Summit in Nairobi, Kenya. Attendees included representatives from across the YBI network, foundations, corporates and international institutions, including the International Labour Organization (ILO), Commonwealth Secretariat, African Development Bank, Mastercard and others.

Over three days, delegates heard from expert speakers and workshopped solutions to some of the biggest challenges facing youth-led businesses and the societies they operate in. Attendees deepened interconnections, met inspiring young entrepreneurs, and got to experience some of the vibrant local culture.



Thank you to our member co-hosts CAP Youth Empowerment Institute (CAP YEI) and Somo Africa.



Feedback from YBI's Global Summit 2024



96.2%
reported that their expectations were met or exceeded



100%
said they built new relationships



92.3%
said they strengthened existing relationships



100%
said they will recommend the Summit to someone



96.2%
said they learnt new things at the Summit



100%
said they will come back to future YBI events

Global Young Entrepreneur of the Year Award

At our Global Summit, we also announced the winners of the YBI Awards 2024 across three categories:



Climate Entrepreneurship



Sustainable Entrepreneurship



Social Entrepreneurship



The overall winner of our Global Young Entrepreneur of the Year Award 2024



YBI Award winners at the Global Youth Entrepreneurship Summit 2024



Global Young Entrepreneur of the Year and Climate Entrepreneurship Award



Adaeze Akpagbula, 34
Farmspeak Technology, Nigeria

Adaeze's innovative business harnesses IoT and AI-powered climate-smart technologies to enhance livestock farming productivity and sustainability. Receiving 64% of the public vote and earning the judges' top spot, she was recognised for her leadership and commitment to tackling global food challenges while preserving the climate. Adaeze received a \$10,000 grant and business coaching. She was supported by YBI member FATE Foundation.



Sustainable Entrepreneurship Award



Dareem Jeffrey, 29
EcoWash, Trinidad and Tobago

Dareem's innovative carwash system uses just two litres of water per wash, making it the only legal option during water restrictions in Trinidad and Tobago. Employing dozens of young people, EcoWash promotes both sustainability and job creation. Dareem received a \$5,000 grant and business coaching. He was supported by YBI member Youth Business Trinidad and Tobago.



Social Entrepreneurship Award



Keerthana Vangapally, 29
9NUTZ Millets Private Limited, India

Keerthana started her business after experiencing the benefits of a healthier diet and now produces millet-based snacks to promote better nutrition, particularly for young people. Her business also drives economic empowerment, employing 25 people, 23 of whom are women. She received a \$5,000 grant and business coaching. Keerthana was supported by YBI member Bharatiya Yuva Shakti Trust (BYST).

2.

Growth and collaboration in our global network



Growth and collaboration in our global network

In 2024, the YBI network expanded to 67 members operating across 64 countries. We welcomed 15 new members operating across 24 countries in four continents, further enriching our global network of enterprise support organisations (ESOs).

Collaboration remained at the heart of our network, with 100% of members finding YBI valuable, and almost 98% agreeing that YBI facilitates peer learning and knowledge exchange. This year, we also launched the YBI Learning Portal, providing our members with essential resources, and the Member Learning Exchange Scheme, fostering cross-border collaboration.

Together with our members, we continue to develop and scale innovative solutions, ensuring young entrepreneurs worldwide receive the support they need to start and scale successful businesses.



100%

of members find
YBI valuable

98%

agree that YBI facilitates
peer learning and
knowledge exchange

YBI member St. Lucia Youth Business Trust training participants



67 members

operating across

64 countries

at the end of 2024



100%

of members reported that the network was 'useful' or 'very useful', according to our Annual Member Survey 2024



97.8%

of members agree that YBI acts as a platform for them to connect with their peers and exchange ideas



97.7%

of members agree that YBI supports them to share learning with each other



95.5%

of members agree that YBI collaborates with them to develop and scale the most effective solutions to emerging and critical challenges in youth entrepreneurship

15 new members joined the YBI network

We welcomed 15 new members operating across 24 countries in four continents to the YBI global network in 2024:



Anzisha Prize – South Africa

Empowers young entrepreneurs with the tools and resources they need to build successful businesses and shares their stories to inspire others.



Bizrupt – Greece

A Crete-based non-profit that supports young entrepreneurs of all backgrounds in launching and growing businesses, from traditional ventures to innovative start-ups.



Centre for Enterprise Learning (CEL) – Ghana

Empowers West African youth with skills development programmes to reduce unemployment, improve livelihoods, and drive sustainable growth.



Challenges Worldwide – Ghana, Malawi, Rwanda, Tanzania, Uganda, United Kingdom, Zambia

Has supported enterprises in over 70 countries since 1999, focusing since 2014 on Sub-Saharan Africa, to improve community access to goods, services, and income.



Empow'Her – Burkino Faso, Cote D'Ivoire, Ethiopia, France, Germany, Niger, Portugal, Uganda

An international network dedicated to supporting women entrepreneurs worldwide and advocating for a more inclusive entrepreneurship ecosystem.



ENECA – Serbia

Dedicated to fostering economic development by supporting SMEs through mentoring, training, grants, and advocacy, promoting innovation, sustainability, and entrepreneurship.



FITT gmbH – Germany

A research and development organisation that drives technological, economic, and social innovation.



Les Premières – France, French Guyana, Guadeloupe, Martinique, Republic of the Congo

Supports women entrepreneurs through specialised incubator programmes, empowering them to develop innovative, high-impact businesses that drive job creation.



Mann Deshi Foundation – India

Empowers rural women entrepreneurs through skill development and financial inclusion, having supported over 940,000 women and girls since its establishment in 1996.

microfinanza^{srl}

Microfinanza – Italy

An independent consultancy providing technical assistance, innovative solutions, and strategic partnerships to support microfinance institutions and empower vulnerable communities worldwide.

mydough

My Dough – South Africa

Supports sustainable business growth for SMMEs by offering scalable programmes and a digital platform with tools and resources to enhance business operations.

SOCIAL IMPACT

Social Impact – Germany

Develops innovative solutions to social challenges such as climate change, migration, and inequality, with a focus on entrepreneurship, education, and social economy.



St. Lucia Youth Business Trust Inc. (SLYBT) – St. Lucia

Supports young entrepreneurs through training, mentoring, capital, and resources to help them succeed in business and contribute to economic growth.



The School for Social Entrepreneurs – United Kingdom

Empowers entrepreneurs to develop the skills and networks needed to start and grow impactful businesses, tackling societal challenges like poverty and climate change.



WomHub – South Africa

Builds a diverse and inclusive STEM ecosystem by supporting women and girls through talent development, entrepreneurship programmes, innovation hubs, and investment in female-owned businesses.



Entrepreneur supported by YBI member Mann Deshi Foundation, India

Member Learning Exchange: Fostering collaboration and peer learning

To deepen collaboration across our global network, we ran our first Member Learning Exchange Scheme, facilitating peer-to-peer learning and collaboration. 20 YBI members engaged in deep-dive study visits, sharing knowledge on topics such as digital platforms, financing for young entrepreneurs, and inclusivity in support services.

"A transformative journey of shared knowledge and collaboration, our visit to Hatch Enterprise illuminated new pathways for empowering under-represented entrepreneurs. Through this exchange, we've unlocked invaluable insights, fuelling our collective mission to drive positive change within our communities."

Habitat (Turkey) on their exchange with Hatch Enterprise (UK)



The exchanges have strengthened relationships and created lasting partnerships that continue to benefit members.

We are pleased to renew the scheme in 2025.

Somo (Kenya) on their Member Learning Exchange with Habitat (Turkey)

Launch of the YBI Learning Portal for our members

A major milestone in 2024 was the launch of the YBI Learning Portal, a comprehensive hub for YBI members to access self-paced courses, webinars, and interactive resources. The portal equips YBI members with tools to empower young entrepreneurs to build sustainable and successful businesses. It has also strengthened the YBI network community by providing a dedicated space for discussions on entrepreneur support delivery and enabling the distribution of YBI resources in multiple languages.



Over 100 YBI member representatives used the Learning Portal in 2024, and our toolkits and resources were accessed over 1,000 times with over 400 hours of tracked learning activity completed.



3.
Global youth
entrepreneurship
programmes



Global youth entrepreneurship programmes

As the only global organisation dedicated to youth entrepreneurship, YBI combines global influence with local expertise to deliver impactful programmes tailored to diverse contexts.

By collaborating with local experts and organisations, we ensure that our initiatives address regional challenges while aligning with global priorities.

In 2024, YBI delivered and launched a wide range of programmes, equipping underserved young entrepreneurs with the tools, resources, and connections needed to start and grow sustainable businesses.



Seo Mi-rae, 32, Founder of Glaber, South Korea, supported by Work Together Foundation

Programmes delivered or completed in 2024:

A: Inclusive entrepreneurship

In collaboration with our partners we deliver a range of programmes around the world focused on supporting inclusive entrepreneurship. From driving economic inclusion for refugees, migrants or Indigenous people, to supporting underserved groups into starting and growing their businesses.



Seeking Economic Empowerment and Resilience (SEER) for Refugees and Migrants (France, Germany, Ireland, Italy, Sweden) (ongoing)

In its first year, our Seeking Economic Empowerment and Resilience for Refugees and Migrants (SEER) programme, supported by Accenture, equipped over 1,700 young refugees and migrants across Germany, Ireland, Italy, and Sweden with essential skills, mentorship, and business opportunities. The initiative supported 435 participants in launching sustainable businesses, 247 in strengthening their enterprises, and 28 in securing employment.

A key legacy of the programme is the SEER Toolkit, developed in collaboration with The Entrepreneurial Refugee Network (TERN), which provides YBI members with tailored resources to enhance support for refugee and migrant entrepreneurs. Building on this success, YBI is extending the SEER programme in 2025, to empower young refugees and migrants in Germany, France, Sweden, and Ireland to create sustainable livelihoods and drive economic growth in their host communities.

435

participants supported in launching sustainable businesses

247

participants supported in strengthening their enterprises

Case study



Selina Payandeh, 35, founder of Drakstadens Trafikskola AB, Sweden, supported by NyföretagarCentrum

Selina moved to Sweden from Afghanistan 15 years ago when she got married. She had always wanted to start her own business and decided to train as a driving instructor. NyföretagarCentrum supported Selina by guiding her through the steps that she would need to legally start a business in Sweden.

"Everything progressed much more quickly than I anticipated because I received the right guidance at the right time in the right place. Whenever I encounter challenges, I usually reach out to my mentor, which is incredibly valuable."

Selina's business offers driving courses in Swedish, Dari, and Persian, which supports other migrants to gain driving licenses. In the future she plans to hire more driving instructors.



Business Employability Skills Training (BEST) by Futuremakers (Poland) (completed)

At the end of June, we celebrated the successful completion of our BEST by Futuremakers project, delivered by our member Youth Business Poland and funded by Standard Chartered Foundation as part of Futuremakers by Standard Chartered. This initiative provided vital support to displaced young Ukrainians in Poland through webinars, workshops, mentoring, and networking opportunities, addressing their specific needs.

Since its launch in June 2022, the programme has empowered an estimated 15,000 individuals – the majority of whom are women – with entrepreneurship and employability skills.

In its final year alone, it helped launch approximately...

200

new businesses

over

200

new jobs

Case study



Karina Nester, 28, founder of World of Poetry, Poland, supported by Youth Business Poland

Karina joined Youth Business Poland's Business Incubation programme under BEST by Futuremakers with a vision: to create World of Poetry, a cultural space in Warsaw showcasing Ukrainian culture through poetry. Lacking initial capital, she adapted by organising cultural events across the city to generate income – a shift inspired by the programme's facilitators, who helped her build a sustainable business model.

Through the programme, Karina gained essential knowledge of business registration, Polish tax laws, and financial management while connecting with experts who guided

her journey. Most importantly, she built a strong network of like-minded individuals, leading to valuable collaborations.

For Karina, the programme was transformative – providing practical skills, business insights, and a supportive community that brought her closer to realising her dream.

"During the programme, I learned about the differences between registered and unregistered activities, about taxes in Poland, and I created a business model for my idea. I met wonderful experts who shared their knowledge and experience with me. I also met wonderful people with whom I started cooperating."



Hackathon for displaced Ukrainian entrepreneurs in Poland (Poland) (completed)

In spring 2024, YBI and our member Youth Business Poland, with funding from the European Bank for Reconstruction and Development (EBRD), ran a hackathon for displaced Ukrainian entrepreneurs in Poland.

Over three weeks, the programme connected 100 Ukrainian and Polish entrepreneurs with innovators, scientists, and policymakers to develop solutions for growing Ukrainian-owned businesses. Participants received training and mentorship in areas such as market planning, financial modelling, fundraising, and pitching skills.

The hackathon culminated in a pitch competition, where winners received grants to support their businesses.



The Ohpikiwin Series, Journey to Financial Empowerment (Canada) (completed)

In collaboration with our Canadian member Futurpreneur and supported by Accenture, the programme launched in 2022 and assisted aspiring entrepreneurs in developing their businesses' financial capacity and entrepreneurship skills

through an Indigenous worldview, to foster Indigenous economic empowerment and prosperity in Canada and beyond.

Ending in 2024, the programme has been powerful in supporting Indigenous young entrepreneurs in Canada to navigate the unique challenges around starting and financing a start-up. There have also been numerous resources developed for use both in Canada supporting future generations of Indigenous business owners, but also around the world, enabling learnings to be implemented in other regions where Indigenous communities face specific barriers around entrepreneurship and employment.

1,272 young Indigenous learners, of which 60% were female, participated in training, with 91% of attendees reporting an increase in confidence in understanding Small Business Financial Resiliency.

Almost 400 (398) Indigenous leaders, organisations and entrepreneurs were consulted in the creation of resources to ensure grass-roots input. Two learning briefs were created and shared with the YBI global network to drive impact at scale.

Case study



Skyler Sanderson, founder of Young Visionary, Canada, supported by Futurpreneur

"When I took part in Ohpikiwin: Journey to Financial Empowerment, it was great knowledge because I don't think that we are truly taught about credit, paying bills, and making sure that those bills are also paid on time because those all affect your credit scores. Being able to learn about that and being able to counteract that, and being a step ahead of that is crucial."

91%

of attendees reporting an increase in confidence in understanding Small Business Financial Resiliency.

✓ COVID-19 Recovery Programme for Social Entrepreneurs (South Korea) (completed)

Supported by a \$2 million grant from Google.org, YBI and two of its members led a COVID-19 recovery programme focused on supporting young social entrepreneurs in South Korea and boosting their capacity to grow their profitable impact businesses sustainably. Ending in July 2024, the programme delivery was a combination of in-depth, in-person support delivered by YBI member Work Together Foundation - including a special track for women entrepreneurs focusing on their unique challenges - and an innovative online platform created by YBI member Impact Square that combined a custom AI tool with their existing training materials for social entrepreneurs to provide training, support, and an online community forum.

The programme delivered excellent results including:

1,384

social ventures and SMEs adapting and improving their businesses

755

social enterprises improving their financial resilience

1,897

of the businesses supported either creating or maintaining jobs

920

of the businesses supported are still operational

Case study



Dream Yang, 27, founder of Ablind, South Korea, supported by Work Together Foundation

Dream came to Work Together Foundation at a point when she felt her business was struggling to grow. She sought help and was encouraged by being in an environment where everyone was working hard towards their goals. Two years on, she is still in business and has found a unique business model.

She joined Work Together Foundation's training at the start of the programme. Ablind first started with the idea of making products designed by visually impaired artists. The business has since pivoted to create a

channel that can foster disabled art creators and is continuing to grow, offering a platform for this underserved group and connecting visually impaired artists with other companies to produce art or raise awareness. Dream has participated in various programmes for entrepreneurs but found this one unique as it allowed her to network with other social ventures.

"Programmes like this give us the strength to hold on to what we believe in. As this programme is composed of representatives who run social ventures, I think it was an opportunity to meet many of those who share similar ideas with me, which I would not have been able to encounter in other start-up support programmes."



Rise - Futuremakers Germany (Germany) (ongoing)

Since 2022, our German member KIZ Sinnova gGmbH has worked to provide comprehensive entrepreneurship training and support to underserved young entrepreneurs through 'Rise - Futuremakers Germany', funded by Standard Chartered Foundation as part of Futuremakers by Standard Chartered.

So far, the programme has empowered over 2,000 young entrepreneurs to improve their business-related knowledge and skills and set up a microbusiness or adapt and strengthen their business model. As part of the programme, KIZ is running their Futuremakers Female Training, tailored to the specific support needs of young female entrepreneurs. Through specialised training, mentorship, and financial education, participants have overcome key barriers such as self-doubt, limited access to funding, and a lack of support networks.

With the dedication of volunteer mentors from Standard Chartered, this initiative has so far empowered over 400 young female entrepreneurs with the skills, confidence, and networks needed to start and strengthen their businesses, supporting the next generation of female entrepreneurs to thrive.

Case study



**Luise Wüstling, 31,
Germany, supported by
KIZ Sinnova gGmbH**

Luise, a graphic designer and illustrator based in Frankfurt, Germany, decided to become self-employed to work on projects that align with her values, particularly in the social and environmental sectors. However, she faced challenges in building a stable client base and effectively structuring her business.

Through KIZ's Futuremakers Female Training, part of 'Rise - Futuremakers Germany', Luise received valuable support in aligning her business and overcoming challenges. The training provided her with a network of

like-minded female entrepreneurs, creating a supportive community where advice and collaboration were encouraged. This community, combined with the tools and insights from the programme, helped Luise navigate the early stages of her business and remain focused on her goals.

Today, Luise continues to work on projects with social impact while building a sustainable self-employed career.

"It's great to encounter so many open and helpful people here who want to support each other. In general, I'm currently experiencing that the willingness to pass on hints and tips is very high - that's wonderful!"

Empowered over

2,000

young entrepreneurs to improve their business-related knowledge

Empowered over

400

young female entrepreneurs with the skills, confidence, and networks needed to start or strengthen their business

B: Supporting access to finance and financial health

We know that one of the most important barriers for young entrepreneurs is access to finance and managing their financial health. We deliver a range of programmes focussed on financial support for young entrepreneurs at all stages of their business journey.



High Flyers Programme and Community of Practice
(Chile, Colombia, Greece, Indonesia, Kenya, Myanmar, Turkey, Uganda)
(ongoing)

Since 2022, YBI's High Flyers Programme, funded by Argidius, has empowered underserved young entrepreneurs across eight countries in Africa, Asia, Europe, and South America to scale their businesses, boost revenue, and create jobs. Using YBI's Community of Practice approach, 10 YBI members are collaborating with YBI to develop and implement our High Flyers guidelines, a set of tools and resources designed to support young entrepreneurs to achieve business growth. By the end of 2025, these guidelines will be available across the YBI network, amplifying support for high-potential young entrepreneurs worldwide.

Case study



John Mwakupha Kadongo, 34, founder of Umoja Ni Nguvu Jokado Enterprise, Kenya, supported by CAP Youth Empowerment Institute (CAP YEI)

John founded Umoja Ni Nguvu Jokado Enterprise, a poultry farm, to provide for his family and support local poultry farmers who were struggling with the high cost of raising chicks.

John's journey toward entrepreneurship was shaped by his participation in YBI member CAP YEI's High Flyers project. The hands-on training he received equipped him with essential business and entrepreneurship skills, including high-growth entrepreneurship techniques and mentorship.

John now not only runs a successful poultry farm but also contributes to local development. He employs three people, trains fellow farmers in poultry farming, and educates the community on using fireless brooders—a cost-effective and eco-friendly solution made from waste materials. John also volunteers by teaching secondary school students about poultry farming, fostering entrepreneurship skills among the youth.

"I thank CAP Youth Empowerment Institute for the skills I acquired through YBI's High Flyers programme because it has led to my growth in business where I give need-based solutions to local farmers."



High Flyers South Korea: Supporting Underserved Young Entrepreneurs to Scale and Grow (South Korea) (ongoing)

Launched in 2024, the High Flyers South Korea programme funded by J. P. Morgan supports early-stage young entrepreneurs with high-growth potential to secure funding and expand their market reach, with a particular focus on reaching 50 underserved young entrepreneurs, including 70% female entrepreneurs. Over 18 months, the programme provides tailored training, mentorship and targeted support for investment and market development via two tracks: the Investment Track and the Market Track.

In South Korea, where small and medium-sized enterprises (SMEs) constitute 99.9% of all companies, enhancing support services and promoting SME growth is key. This is especially vital for underserved youth-founded businesses with high-growth potential who face barriers and require tailored support to thrive.

Case study



Seo Mi-rae, 32, founder of Glaber, South Korea, supported by Work Together Foundation

Seo Mi-rae has always had a creative streak and this creativity was given a new purpose after her sister was sexually harassed and became uncomfortable with her appearance, leading to a loss of confidence and change in the way she dressed. Seo Mi-rae realised that she could help her sister by designing clothes that would help her feel comfortable and confident again.

As she didn't have a background in business or marketing, she had many challenges when starting her business and sought training and support from Work Together Foundation

through their High Flyers Market Track training. She participated in their Small Business Support programme and found their marketing lectures very helpful.

"The most useful thing for me was the 1:1 customised consulting. I think each entrepreneur needs individual support because they have different issues. In my case, the practical advice on marketing and brand management was really helpful."

This year, Seo Mi-rae hopes to expand Glaber internationally, beginning with Japan and the Middle East. She also wants to diversify the brand beyond just selling clothes to include clothing advice for different body types and positive social messaging around body positivity.



Unlocking Opportunities for Inclusive Financial Growth (Indonesia, Kenya, Nigeria, Vietnam) (ongoing)

Launched in September 2024, YBI's Unlocking Opportunities for Inclusive Financial Growth programme, funded by Standard Chartered Foundation as part of Futuremakers by Standard Chartered, is a transformative initiative tackling financial barriers for young, underserved entrepreneurs in Kenya, Nigeria, and Vietnam.

Running until 2028, the programme aims to support 885 young entrepreneurs to create and sustain over 2,700 jobs, with a focus on women, people with disabilities, and low-income communities. Through local YBI members Somo (Kenya), FATE Foundation (Nigeria), and Startup Vietnam Foundation, the programme delivers tailored investment readiness support, financial literacy training, mentorship, and alternative financing solutions. A fourth member of the YBI network from Indonesia has joined the programme in early 2025. Additionally, YBI is developing an Inclusive Access to Finance Guide and a research paper to scale and refine financial inclusion strategies for young entrepreneurs across our global network.



Running until 2028, the programme aims to support 885 young entrepreneurs to create and sustain over 2,700 jobs, with a focus on women, people with disabilities, and low-income communities.



Empower and Elevate – Enabling Inclusive Futures (Brazil, Poland, Turkey, United Kingdom) (ongoing)

In April 2024, YBI launched *Empower and Elevate – Enabling Inclusive Futures*, a programme funded by Standard Chartered Foundation as part of Futuremakers by Standard Chartered, to support over 2,600 young entrepreneurs in Brazil, Poland, Turkey, and the UK in growing and scaling their businesses, driving job creation and economic growth in their communities.

The initiative prioritises marginalised groups, including women, migrants, people with disabilities, and those from low-income backgrounds, providing training, mentorship, and business acceleration through four YBI member-led projects. Additionally, YBI is developing a financial health tool to enhance support for young entrepreneurs, improving financial literacy and access to funding.

Case study



Hülya Tomak, 27, founder of Blueit, Turkey, supported by Habitat

Hülya leads Blueit, a company specialising in real-time water monitoring and optimisation solutions for industries. While the business has a positive impact on sustainability, Hülya faced challenges in raising awareness about water management in the industrial sector.

Her participation in YBI member Habitat's Future Lab project under YBI's Empower and Elevate programme was a turning point. Through the programme, Hülya gained invaluable mentorship, industry connections, and technological support. The project helped increase Blueit's visibility and connected her to Habitat's network, opening doors to entrepreneurship events, investors, and key industry leaders.

She also received specialised support from a water management expert, which provided her with access to regulatory frameworks, incentives, and public institutions, further strengthening her business. With the support she received through Future Lab, Hülya has positioned Blueit for growth and greater impact in the water management sector.

"The project helped us increase our visibility and allowed us to provide more effective mentorship in the water tech industry. Through the project, I became part of Habitat's network and began participating in entrepreneurship events, allowing me to connect with leaders and investors within the ecosystem. Additionally, thanks to the project's extensive outreach efforts, my venture reached a broader audience."

C: Responsible business

Towards our goal of enabling a generation for change, in 2024 YBI joined forces with a range of our members to run programmes and create toolkits to support responsible, green and social businesses.



Green and Social Entrepreneurship Toolkit (Bangladesh, Caribbean, Kenya, Mongolia, Nigeria) (completed)

Five YBI members piloted our Green and Social Entrepreneurship Toolkit, to help young entrepreneurs develop climate, green and social enterprises. The toolkit supports entrepreneurs by providing them with practical steps they can take to launch and grow their businesses. 97% of participants are now leading businesses focused on social or environmental impact, 88% noted an improvement in their ability to achieve social and environmental goals, while 79.5% observed a positive impact on their businesses as a result of increased knowledge. The participating YBI members continue to use the toolkit to improve their operations including to develop a green advocacy strategy, securing additional funding to continue implementing and improving, and providing additional support services for young green and social entrepreneurs.

Case study



Samuel Kolapo, 35, founder of Prime Leverage Limited, Nigeria, supported by FATE Foundation

Samuel's company is a farming business breeding primarily pigs and fish. However, Samuel wanted to make his business as green as possible without compromising income: "I wanted to make my business greener because we need to reduce the impact of human activity on the environment.

"I also need to impact the lives of people positively. Businesses should not run just on profit making but also on improving the lives of people." A solution was to also breed black soldier flies, as the larvae provide healthy and nutritious feed to the pigs and fish as well as

helping to create sustainable and effective manure for other farmers. This keeps down costs and increases sustainability while limiting environmental impact. Samuel found the social business canvas model and theory of change most impactful when he took part in the Green and Social Entrepreneurship Toolkit pilot.

"The support from FATE Foundation has made my business grow and improve astronomically in that my business is more structured, my business is more profitable and on the path to grow into becoming a large-scale aggro-business that will be able to feed its population not only in Nigeria but across Africa at large."

97%

of participants are now leading businesses focused on social or environmental impact

88%

noted an improvement in their ability to achieve social and environmental goals

79.5%

observed a positive impact on their businesses as a result of increased knowledge



Sustainability Toolkit (France, Germany, South Africa, Spain, United Kingdom) (completed)

After two years of piloting and refining this resource for YBI members, the Sustainability Toolkit programme has successfully concluded. Launched in 2022 and supported by JPMorganChase, this initiative aimed to support underserved and young entrepreneurs to build more sustainable and environmentally conscious businesses, and it has made a lasting impact on the 374 youth-led businesses that have received training and support from YBI members and delivery partners.

The Sustainability Toolkit was co-created with five YBI members along with the consultancy firm SoJo. It is a flexible resource that can be used in different settings and with different delivery methods to provide young entrepreneurs with the skills and knowledge they need to incorporate sustainable practices into their businesses regardless of their industry.

Programme highlights include an 85% training satisfaction rate reported by the participants, with 58% of them having already implemented changes or adaptations to more sustainable practices by the end of the programme.

Case study



Sally Toure, 29, founder of Sally's Scooters, United Kingdom, supported by Launch It

Sally is a young entrepreneur and mother from London, UK. She started her business Sally's Scooters, which refurbishes and repairs old scooters for children, when she was looking for a way to generate income that allowed her the schedule flexibility she needed to care for her daughter while also doing something positive for the planet.

"One lesson that [my Launch It mentor] Julian shared with me was to keep pursuing my goals despite all the challenges," says Sally. "Sustainability (globally) is occurring in phases and my business will also occur in phases."

Since the training, Sally has begun the transition to becoming a community interest company to allow her to access more funding, some of which she plans to use to purchase an electric vehicle to enable her to provide her services to a wider area and scale her business while remaining eco-friendly.

As well as changes to her business practices, Sally is using the Toolkit as a guide for advocating for sustainable practices as part of her marketing and stakeholder engagement when working with businesses, families and schools.

85%

training satisfaction rate reported by the participants

58%

already implemented changes or adaptations to more sustainable practices by the end of the programme

4. Entrepreneurship policy and advocacy



Entrepreneurship policy and advocacy

Systemic change is essential to ensure all young people have a fair chance at entrepreneurship.

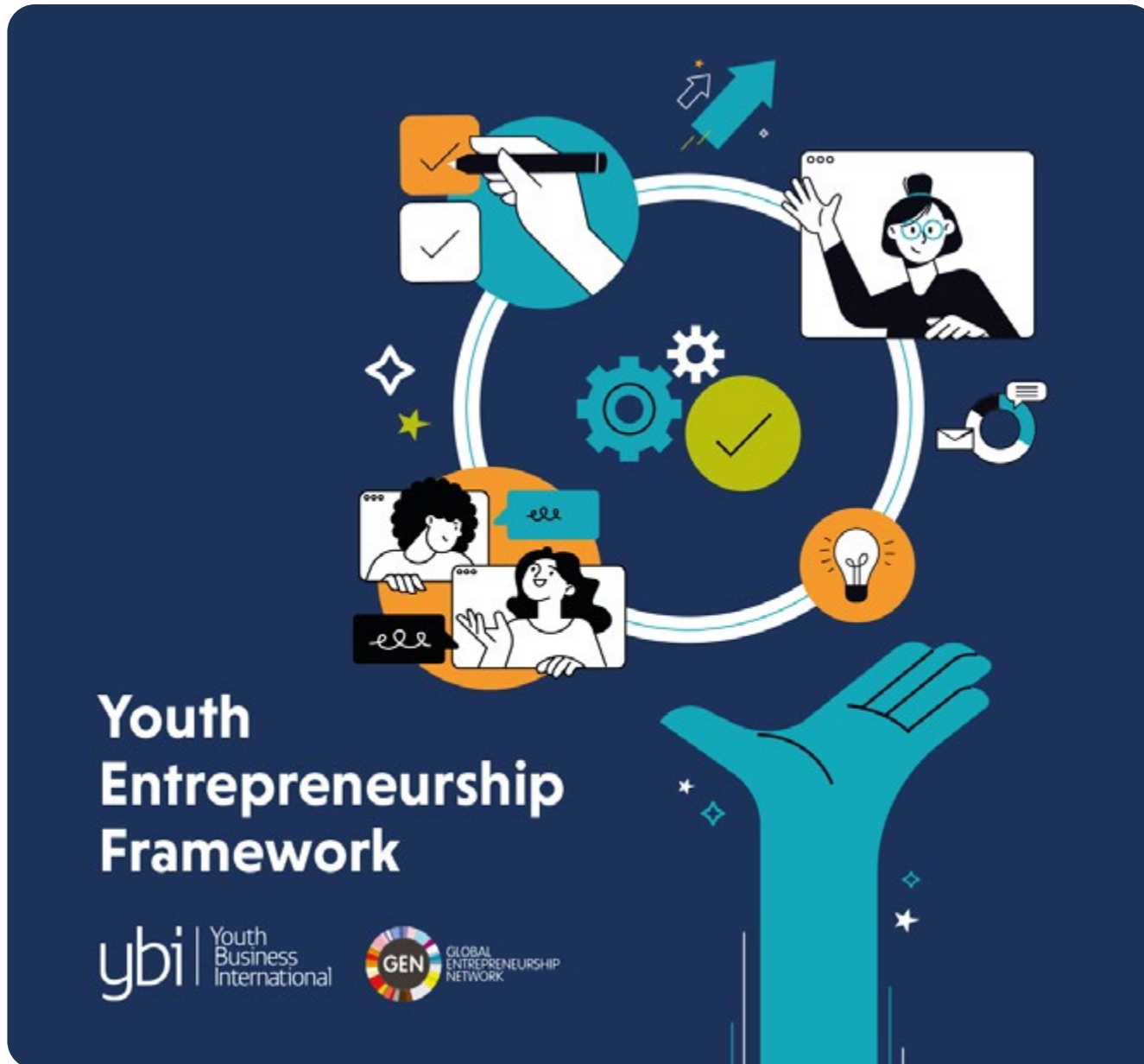
This is why in 2024; we strengthened our role as a global advocate for youth entrepreneurship by developing strategic frameworks and policy recommendations to address key challenges.

From launching our Youth Entrepreneurship Framework at our Global Summit in partnership with the Global Entrepreneurship Network (GEN) to publishing policy papers and advocacy briefings, we worked to shape a more inclusive and supportive entrepreneurial landscape.

Through research-backed insights and collaboration with ecosystem influencers, financial institutions, and enterprise support organisations (ESOs), YBI continues to drive systemic change to help young entrepreneurs thrive.



Young Entrepreneur Yogesh Gawande, Founder of Niyo Farmtech Private Limited, India, supported by YBI member Bharatiya Yuva Shakti Trust (BYST)



Youth Entrepreneurship Framework

In October, YBI and the Global Entrepreneurship Network (GEN) launched the Youth Entrepreneurship Policy Framework, initially at the United Nations in Geneva as part of the Expert Meeting on Investment, Innovation and Entrepreneurship for Productive Capacity-building and Sustainable Development with UNCTAD, and then at YBI's Global Summit in Nairobi.

The framework brings a fresh perspective on harnessing the opportunity of youth entrepreneurship. It is presented as both a global authority into the state of youth entrepreneurship, laying out trends in challenges preventing young entrepreneurs from thriving and barriers halting their growth. It includes 50 actionable recommendations for policymakers and enterprise support organisations to adapt in their work to tackle challenges facing the ever-increasing cohort of youth starting green and social businesses.

Empowering the future: Policy recommendations for the UK government

In the run up to the UK general election, YBI joined forces with The Entrepreneurs Network to produce a policy paper on 'empowering the future'. The paper notes that by encouraging young people into entrepreneurship, the UK could boost the economy and reduce fiscal burdens facing the nation.

The report also argues the case that technological advancements such as artificial intelligence, which are rapidly transforming the job market, necessitate fresh approaches to prepare the next generation for future opportunities.

The report put forward ten practical policy recommendations for the new government to spearhead. It was launched as part of the YBI Bootcamp week at a reception in the House of Lords where Maria Silveira, a young entrepreneur and Bootcamp attendee from Brazil, spoke alongside Lord Mawson, one of Britain's leading social entrepreneurs.



YBI and The Entrepreneurs Network
'Empowering the Future' launch at the
House of Lords



Young entrepreneur Marion Ngoya, Founder of Lingo Styles, Kenya, supported by YBI member Somo

Policy papers: Actionable recommendations to drive youth entrepreneurship globally

In 2024, we published two policy papers addressing key challenges faced by young entrepreneurs. Developed with YBI member Somo in Kenya, our first paper on alternative financing for informal youth-led businesses in sub-Saharan Africa highlights the financial barriers these enterprises face and calls for alternative funding models, financial literacy initiatives, and policy reforms to support their growth.

Our second paper, in collaboration with YBI member Development Solutions in Mongolia, advocates for incentivising youth-led green and social enterprises as vital contributors to sustainable development. It urges governments and financial institutions to establish dedicated investment funds, streamline regulations, and integrate green and social entrepreneurship into education systems. These policy papers offer actionable recommendations to drive youth entrepreneurship and economic resilience worldwide.



Financial Health Theory of Change

Launched in March 2024, our Financial Health Theory of Change provides a strategic framework for enterprise support organisations (ESOs) to improve young entrepreneurs' financial literacy and access to financial services. Developed with ten YBI members across Africa, Asia, and Europe as part of the Futuremakers initiative funded by Standard Chartered Foundation, our model emphasises that financial health goes beyond access to finance—it requires financial literacy, resilience, and confidence in managing business finances.

Our approach integrates three key pathways: advocating for an inclusive entrepreneurial ecosystem, fostering partnerships with financial institutions, and prioritising skill development. By equipping young entrepreneurs with financial knowledge and resources, we empower them to build sustainable businesses and secure their financial future.



5.
Looking ahead:
scaling youth
entrepreneurship
for growth and
innovation



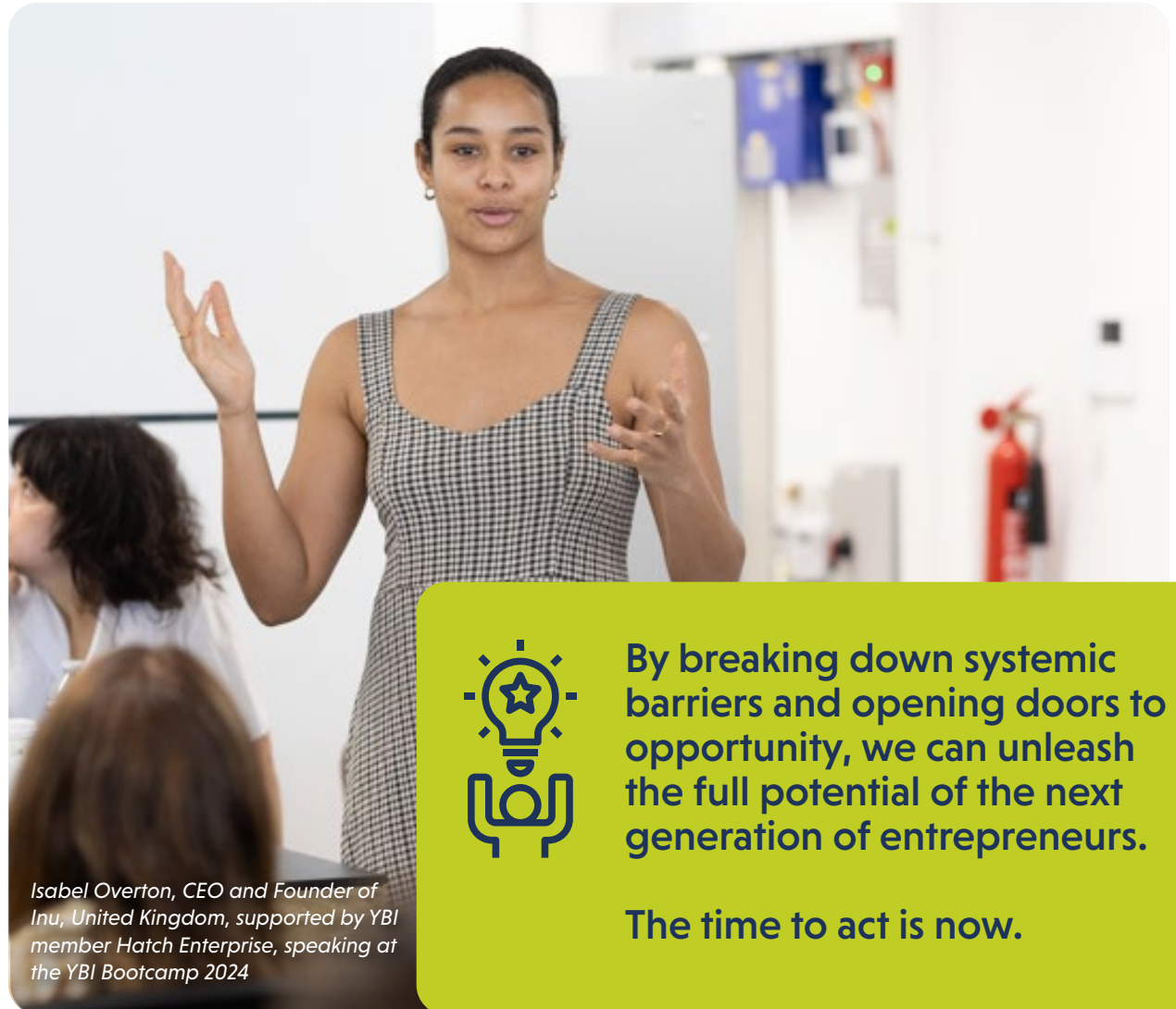
Looking ahead: scaling youth entrepreneurship for growth and innovation

Young entrepreneurs are key drivers of job creation, economic growth, and innovation.

Whether tackling climate change, leveraging AI for business efficiency, or building sustainable enterprises that uplift marginalised communities, their potential to transform economies is immense. Yet, they continue to face significant barriers – limited access to finance, restrictive regulations, and a lack of tailored support to help them scale.

In 2025—a pivotal year for accelerating action and YBI's 25th anniversary—our focus is on expanding our impact to support young entrepreneurs in growing and scaling businesses that generate jobs and drive economic resilience. This includes equipping them with the skills and resources to harness AI and digital transformation, ensuring they remain competitive in an evolving global landscape.

YBI is calling on governments, financial institutions, businesses, and development organisations to collaborate in building an ecosystem where young entrepreneurs can thrive. By breaking down systemic barriers and opening doors to opportunity, we can unleash the full potential of the next generation of entrepreneurs. The time to act is now.



Isabel Overton, CEO and Founder of Inu, United Kingdom, supported by YBI member Hatch Enterprise, speaking at the YBI Bootcamp 2024



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The time to act is now.

Annex



Annex

About Youth Business International (YBI)

Youth Business International (YBI) is the global leader in youth entrepreneurship. For over 25 years, we've combined global influence with local knowledge and expertise.

Young entrepreneurs have the power to boost employment and drive economic growth. Their fresh perspectives and bold ideas also have the potential to reshape industries and societies for the better. But for too many young people, starting a business feels out of reach and they need the right support to succeed.

At Youth Business International (YBI), we support aspiring young entrepreneurs around the world to start, scale and sustain their businesses. We develop and scale the most effective solutions to help young entrepreneurs succeed, from developing business skills, driving innovation and nurturing talent to unlocking finance and access to markets.



Join us to unleash the potential of young entrepreneurs to drive a generation for change.



YBI CEO Anita Tiessen speaking at the YBI Bootcamp 2024

Financials

Total income figure	£3,901,000
Charitable activities	£3,733,000
Grants and Donations	£127,000 plus £41,000 on investments
The forward reserves at the end of 2024 were £2,000,000 of which £1,160,000 were restricted and £840,000 were unrestricted	
Total expenditure figure	£5,149,000
Cost of raising funds	£296,000
Charitable activities	
Membership services and engagement	£809,000
Programme and business development	£3,371,000
Learning and influence	£673,000

Thank you to our partners





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