

5 – 15 February 2018, Hawassa, Ethiopia: Join the YEEP

International Exposure Week in Ethiopia

and Support Local Students in Realising their Own Business Idea!

What is the Young Entrepreneur Exchange Project (YEEP) all about?



The Young Entrepreneur Exchange Project (YEEP) is an initiative which combines entrepreneurial support for youngsters in Ethiopia and other countries with intercultural exposure and exchange. The project was founded in 2014 thanks to a trilateral partnership between the Bern University of Applied Sciences (BFH), Hawassa University in Ethiopia and the private Swiss association “The Business Machine”. After two successful projects cycles, we are opening up participation to other institutions.

What is your role?

We are looking for 5 – 10 motivated participants from Switzerland or other European countries, who are ready to become part of the 2018 International Exposure Week (IEW) in Ethiopia (February 5 – 14 2018). Depending on your profile (see below), you will support the local student teams through input sessions, coaching or other means of collaboration. Like that, you will help the Ethiopian teams to get one step closer to realising their own business idea. At the same time, you will live a truly intercultural experience and get first hand insight into the Ethiopian economic and social realities

How does it work?

5 to 9 Ethiopian student teams, mainly from engineering and ICT-departments, have just moved into the local business incubator on the campus at Hawassa University to work on their business idea which they want to realize after leaving university. During the last months, they have passed through several phases of a selection and training process (idea generation, basic business trainings, start-up week competition) in order to develop and improve their business idea. Right now, the degree of maturity of these ideas is still quite diverse.



The International Exposure Week (IEW) is the next important step on the student's way to make their business idea become real. During the next weeks, the Ethiopian teams will define, where they have the most urgent need to get support during the IEW. At the same time, you will suggest several areas of competence, in which you could help the teams. We will match offer and demand and define concrete formats of support during the International Exposure Week (IEW).

During the IEW, the following main formats of collaboration are foreseen:

- Input sessions about a topic, in which you have expertise and which is useful for the local teams
- Coaching of one or several teams on topics where you have expertise (for example improving specific chapter of the business plan, pitching, technical questions)

At the same time, you can subscribe for input sessions prepared by Ethiopian students or field visits in order to get insight into local business realities or other topics.

At the end of the week, the students will present their progress in a public pitching session.

What are the different project phases?

The project will run from November 2017 to May 2018 and contain the following five main phases:



1. Information and application (until 10 December 2017)

- ➔ Get all the information you need about the project in order to decide about your participation

2. Matching (until 14 January 2018) and preparation

- ➔ Get to know the Ethiopian business ideas and teams. On an online market place offer your possible contributions and specify your own interests. Prepare yourself for your inputs and the trip.

3. International Exposure Week (5 – 15 February 2018)

- ➔ Travel with our group to Ethiopia and participate in the International Exposure Week. Support the local teams through input sessions or individual coaching and get yourself an insight into different topics.

4. Further collaboration (until May 2018)

- ➔ During three more months, continue supporting the Ethiopian teams online according to the agreement made during the International Exposure Week.

5. Reporting and conclusion (end of May 2018)

- ➔ The project ends three months after the International Exposure Week, when you hand in your personal conclusions in the form of a short report.

What are the requirements?

As you will work with Ethiopian students on a real business case, you should fulfil several of the following qualifications:

- Open minded, curious to make new experiences and motivated and dedicated to support the local students
- Flexible and ready to work in an intercultural environment
- Practical or theoretical knowledge about topics that are in need for somebody starting an own business (for example: creative thinking, internet research, social skills, financial planning, marketing, communication, work organisation, project management etc.)
- Ideally (but not a must): Practical/ theoretical knowledge/ experience about starting a business
- As most of the ideas or from engineering or ICT departments, some technical knowledge might be an advantage

What we expect from the participants?

- Energy: The most valuable thing we need is your energy and dedication to work with the local team.
- Time: You need to be available to participate in the International Exposure Week from 6 to 14 February 2018. Some time will be needed, too, in order to prepare yourself for the week. After the trip to Ethiopia, you are supposed to continue supporting the Ethiopian teams for three more months.
- Money: You will have to cover the costs for the trip by yourself (flight: around 700 to 1'200 CHF, board and lodging around 400 CHF, various costs around 100 CHF).



What will you get in return?

- An unforgettable intercultural experience in a fascinating country and emerging market.
- Some insights in the current situation of Ethiopia. If you wish, you can also get contacts and detailed information in order to start business activities with Ethiopia.
- Personal support before and during the trip (cultural preparation, help for booking flights, lodging etc., coaching during the International Exposure Week).
- If you are interested in a more touristic programme before or after the visit, we are happy to help you to plan your trip.
- If you study at BFH, you can receive 10 points for the Certificate of Global Competences

Information and inscription

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