

2 – 10 February 2019, 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”. Since 2018, the participation is open to any other students and young entrepreneurs ready to apply their theoretic and practical knowledge on a real-life business case.

What is your role?

We are looking for 8 – 12 motivated participants from Switzerland or other European countries, who are ready to become part of the 2019 International Exposure Week (IEW) in Ethiopia (February 2 – 10 2019). Depending on your profile (see below), you will support the local student teams through coaching sessions or some specific inputs or other means of collaboration. In that way 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?

7 Ethiopian student teams, mainly from engineering and ICT-departments, are currently participating in the local, Ethiopian business idea competition and will move into Hawassa University’s incubation centre in November. During the last months, they have already passed through several phases of a selection and training process (idea generation, basic business trainings in order to develop and improve their business idea. Check out our website for more details about the Ethiopian business teams and their ideas.



The International Exposure Week (IEW) is the next important step on the student’s way to make their business idea become real. After their start-up week, the Ethiopian teams and their coaches 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:

- Coaching of one or several teams on topics where you have expertise (for example improving specific chapters of the business plan, revise the business model, pitching, technical questions, communication, marketing, team management, technical aspects of the business idea etc.)
- Input sessions about a topic, in which you have a particular expertise and which is useful for the local teams

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. We are currently revising the week programme and will let you know more about it during the application phase.

What are the different project phases?

The project will run from November 2018 to May 2019 and contain the following five main phases:



1. Information and application (deadline: 15 November 2018)

- ➔ Get all the information you need about the project in order to decide about your participation. Send us a short motivation letter plus your CV.

2. Matching and preparation

- ➔ Get to know the Ethiopian business ideas and teams and discuss your possible contributions with us. Prepare yourself for your inputs and the trip.

3. International Exposure Week (2 – 18 February 2019)

- ➔ Travel with our group to Ethiopia and participate in the International Exposure Week. Support the local teams through coaching or input sessions and get yourself an insight into different topics. Arrival in Ethiopia: Saturday 2 February, early morning. Earliest departure from Ethiopia: Sunday 10 February, evening.

4. Further collaboration (until May 2019)

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

5. Debriefing (end of May 2019)

- ➔ The project ends three months after the International Exposure Week, when we will discuss our lessons learnt in a debriefing session of all Swiss participants.

After the project, you have the possibility to become a member of our YEEP alumni association and to keep in touch with the ideas, for example through our YEEP alumni award.

The Ethiopian business teams

The following, preliminary list of teams can give you an idea about the ideas, which you will work with in February:

Name	Business idea
Berket Chote(M)	Design and fabrication heavy duty bags from recycled plastic parts
Dael Solomon (F)	Assembling/Manufacturing of a ray meter (measuring device for construction sites)
Betelhem Alayu (F)	Wheelchair maintenance and redesign for hospitals and private users
Robel Mulugeta (M)	Re-designing and assembling of water and “Araki” (local alcohol) distiller machine for garages, hospitals, laboratories etc.
Eimeran Jafer (M)	Briquette production from organic fraction of municipal and agricultural wastes
Mahelt Tadesse (F)	Fabrication of vein transilluminators (medical device used to view veins)
Sahilesilase Meberhatu (M)	Production of floor cleaning machines for hospitals or chemical processing industries

What are the requirements?

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

- Must: Open minded, curious to live new experiences and motivated to support the local students
- Must: Flexible and ready to work in an intercultural environment
- Can: 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.)
- Can: Practical/ theoretical knowledge and/ or experience about starting a business
- Can: Technical background with some links to the Ethiopian student’s ideas (details see website)

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 2 to 10 February 2019. Some time will be needed, too, for the preparation of 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.
- The possibility to apply theoretical knowledge on a meaningful real-life business case.
- 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 can help.
- If you study at BFH, you can receive 10 points for the Certificate of Global Competences

Information and inscription

For any further information, please contact stephan.brun@yeeproject.org, +41 76 545 96 32. If you want to apply, please send a short motivation letter plus your CV.