

### About YEEP – The Young Entrepreneur Exchange Project

The Young Entrepreneur Exchange Project (YEEP) is a joint initiative between Hawassa University (HU) in Ethiopia and the Bern University of Applied Sciences (BFH) and the association The Business Machine (BM) in Switzerland. The project brings together students from both universities and encourages them to found start-up enterprises in Ethiopia.

### Vision and Mission of YEEP

YEEP is convinced that self-determined, entrepreneurial young people are the biggest capital of our planet. It encourages and supports students in Ethiopia and Switzerland to work together, learn from each other and found start-up businesses, which will create jobs, wealth and the development of civil society.



*Start-up week 2014: working on business ideas*

### Concrete implementation of the project

After a first pilot project in 2014, all partners have decided to transform YEEP into a regular program. Every annual YEEP cycle has the following distinct phases:



#### Preparation

Students get to know YEEP and the concept of entrepreneurship and start thinking about potential business ideas.

#### Business idea generation

Students post a short description of a business idea on an internet platform. Thanks to feedback given by other participants, they can further develop and improve their idea.

#### Business idea competition

YEEP participants describe their business idea more in detail using a standardized form. In different selection phases, a jury chooses the 5 – 10 most promising ideas.

#### Business modelling in virtual teams

Swiss and Ethiopian students form teams around the selected business ideas. In virtual teams using online communication tools, they start formalizing the ideas and summarize it in a lean canvas business model.

#### Start-up week

During 6 days, the teams meet in Hawassa, Ethiopia. In a start-up week they learn to present their ideas (investor's pitch) and sum up their idea in a simplified business plan. A mixed Ethiopian-Swiss jury assesses the ideas and awards the three winners a prize money.

#### Incubation and follow-up

The Ethiopian members of the winning teams get a place in the Technical Business Incubator (TBIC) at Hawassa University in order to found their own enterprise. Swiss students can stay in the process whether as consultants or fully responsible members of the team.

#### **Finalists of the YEEP 2014 pilot project**

- Special Effects for Ethiopian Movies
- Biogas digester - turning green waste into electricity for Rural Households
- EthioPay - Mobile Payment System
- Information and Communication Technologies Help Desk
- Fingerprint System to Secure Money Transfer
- I got Devices! - Online Platform to Trade (Electronic) Devices
- Emergency Call Application for Smart Phones

### Further information

If you are interested in the project, please check out our website [www.yeepproject.org](http://www.yeepproject.org) or send us an email: [info@yeepproject.org](mailto:info@yeepproject.org)