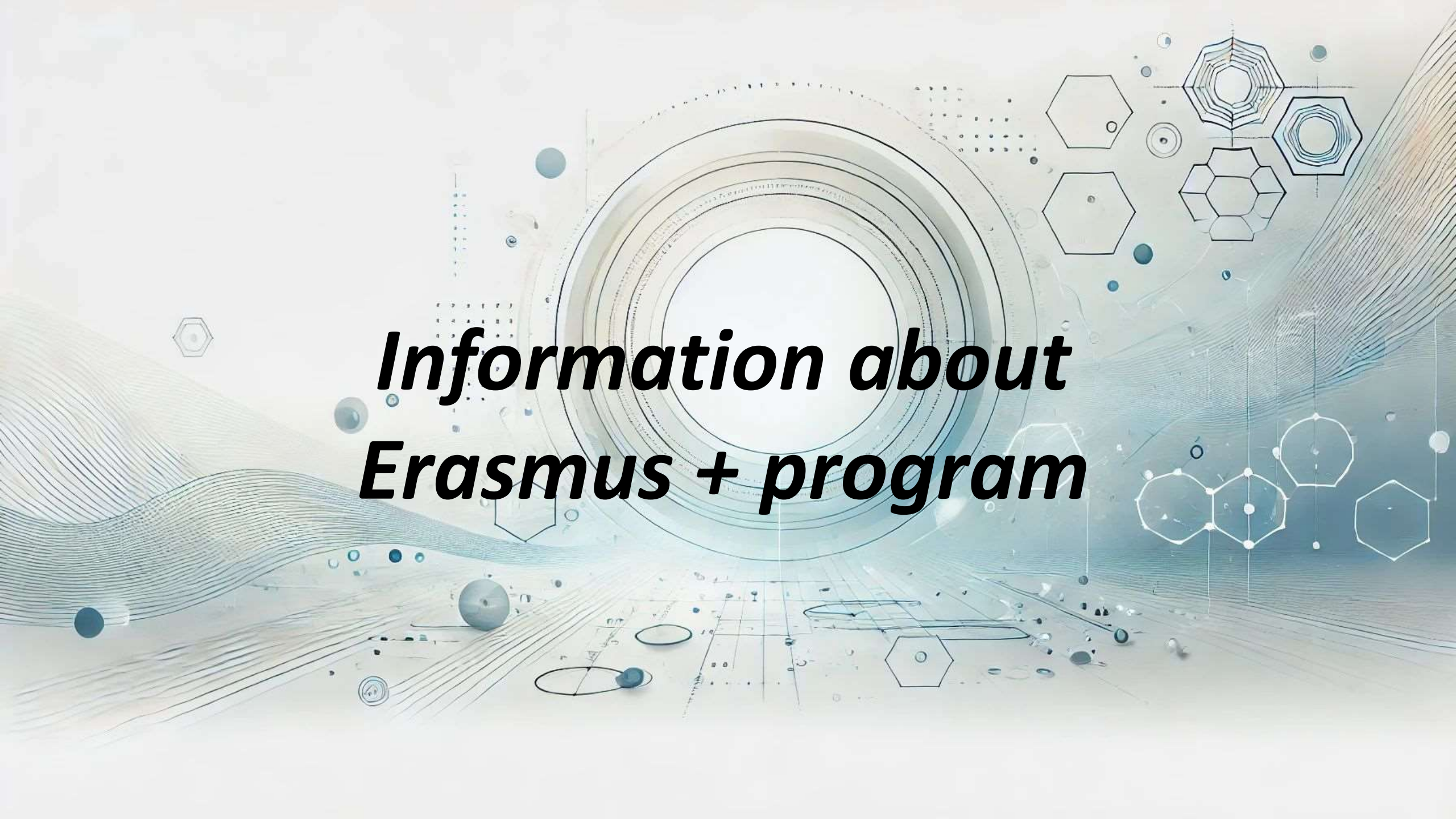
YOUTH EXCHANGE «EmpowerHER»

empower her

SHAPING OUR FUTURE

ALTERNATIVI INTERNATIONAL


Information about
Erasmus + program

ERASMUS +

It was launched in 2014, building on the earlier Erasmus student exchange program, which began in 1957. It's based on highly education,travelling and sports activities.
If you are older than 13 years old,you are a student or high-school student,youth worker,teacher, or NGOs. You can participate in different Erasmus programs.

2. How to participate
-social media
-by recommendation
-by school and university

3. Step by step
-determine your eligibility
- choose the right program
- check with your institution or organisation
- find a host institution or project
-prepare your application
-submit your application
-await approval and funding information

What is this project ?

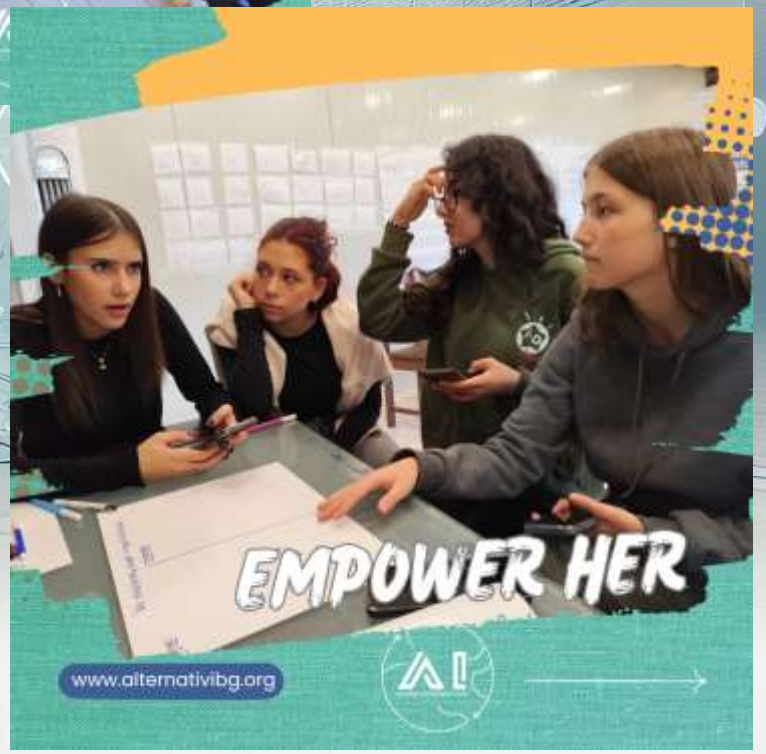
The EmpowerHer youth exchange program is all about helping young people, especially girls from rural areas, build their entrepreneurial skills and become active contributors to their local communities. The program brings together young people from different rural areas to learn about business, develop essential skills, and turn their ideas into real projects.Through workshops, mentorship, and group projects, participants will gain the knowledge and confidence they need to overcome the challenges of starting a business in rural areas.

First day

On the first day in the morning we had to get to know each other,doing some energizers and playing games like two truths and one lie etc. In the afternoon they devided us into grups. We had some tasks to do around the Bansko to see how we work as a group.The tasks was dancing to tik tok sounds,make a logo for the project and other.

Second day

We started the day with some energizers before the main work and vote for the best project logo.Than we had to research and learn about what is Erasmus + and other programs youth opportunities and what can we do with those YOUTHPASS certificates.Erasmus+ is an EU program that offers opportunities for students, teachers, and organizations to study, train, and collaborate internationally, focusing on education, youth, and sport to improve skills and promote cultural exchange.Also we learned about Discover EU and Erasmus Intership. DiscoverEU is an EU initiative that offers 18-year-olds the chance to travel across Europe for free or at a reduced cost with a train pass, promoting cultural exchange and European explorationand the Erasmus+ internship is a work placement abroad for university students, funded by the Erasmus+ program. It provides practical experience, enhances employability, and promotes cultural exchange. The internship lasts 2–12 months and is supported with a grant to cover travel and living costs.In the afternoon we had discussion about entrepreneurship and rural communities.



Third day

Third day: (thursday) The day took off with the participants grouped in teams and presenting an inspiring story about a female entrepreneur and her achievements and struggles. After each group presented the business woman of their choice, next task was to make a presentation about an entrepreneurship organisation assigned by the organisers to each group. The final presentations were introduced to the rest of the participants in various creative ways, ending the day in a good mood.

Fourth day

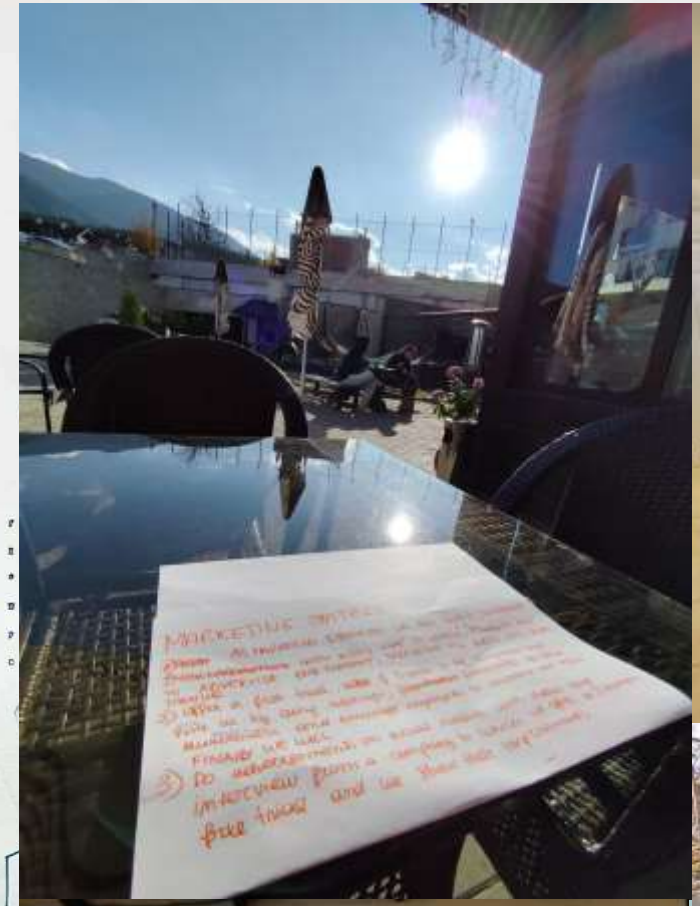
We put into practice all the skills we had gained in the previous days by creating our own businesses. Each person selected a problem they wanted to address, and in groups, we developed our own companies. Then… we had the afternoon and evening free! We spent time exploring the city and took advantage of the hotel's amenities, such as the pool and spa. And at night we all went out together. It was an amazing day!

Fifth day

The activities started in the afternoon and this day we had to work on a project blog, digital guide, make short videos and than make the final video of what we did all this days.In the night we had to present our country and colture in the best way that is possible and have fun.

Sixth day

This day we had to finish our business idea. And than we had to present it in front of "investitors". They give us their feed back and they tried to direct us where we should work more for our business to be successful.There we learned to have more confidence and to be more convincing in presenting our ideas.



Madam C.J. Welker

Through the project we learn about a lot of young femele entrepreneurs,one of them is Madam C.J. Walker.

Madam C.J. Walker, though American, is a historical figure whose legacy inspires women entrepreneurs worldwide. Born Sarah Breedlove in 1867 to former slaves, she became one of the first self-made female millionaires by creating a successful line of haircare products for Black women. Her journey from poverty to immense success was marked by resilience, ingenuity, and a drive to empower other women. Though her business began in the United States, her impact on entrepreneurship and beauty standards for women of African descent has been felt globally. Madam C.J. Walker is remembered as a pioneer who broke barriers for women and minorities in the business world.

Madam C. J. Walker (born Sarah Breedlove; December 23, 1867 – May 25, 1919)

A Guide to Pitching and
Presenting Your Idea to Investors

1. Choosing the Right Medium

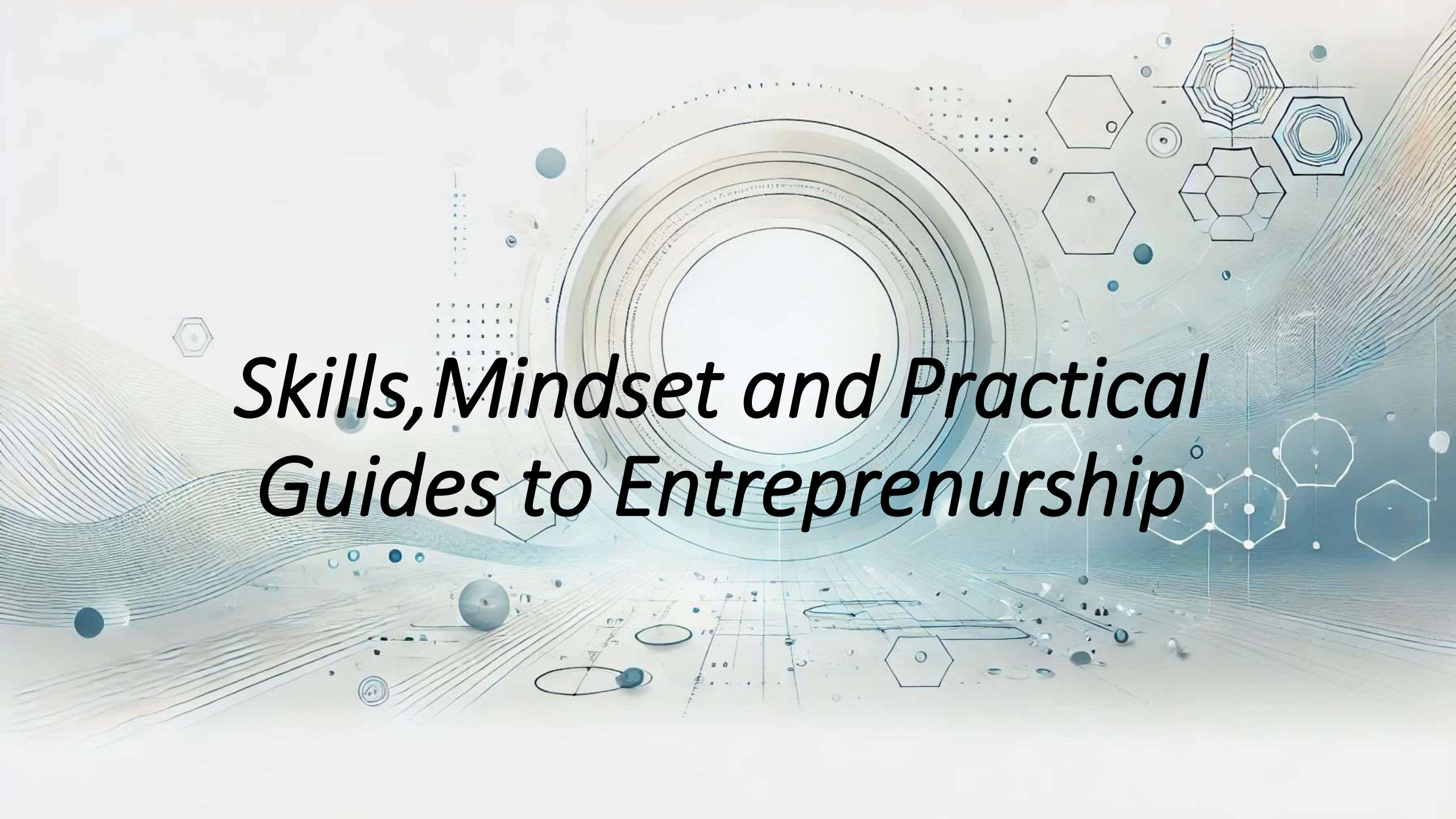
Choosing the right medium to pitch your idea can make a big difference in how your idea is received. Here are some options to consider:

- Pitching Competitions and Demo Days: These events allow you to showcase your idea in front of investors in a structured, competitive format and often provide valuable exposure and feedback.
- Investor Meetings (One-on-One or Group): Direct meetings with investors provide the opportunity to engage in in-depth discussions and make a personal connection. Tailor your presentation to the specific interests of current investors to leave a lasting impression.
- Networking Events: Informal meetings provide opportunities to connect with potential investors in an informal way, allowing you to build relationships and learn what specific investors are interested in.

2. Create a Compelling Pitch

Your pitch is the distillation of your idea into a compelling story. A strong pitch combines compelling storytelling with solid data and a clear call to action. Here's how to structure it:

• Preparation Behind the Pitch: The foundation of an effective pitch starts with thorough preparation. Before you create your pitch, take the time to understand your target market, do your research, and develop your product. Make sure your team has a shared vision, clear goals, and a roadmap to demonstrate your commitment to the project


Skills,Mindset and Practical
Guides to Entreprenurship

1.The Entrepreneur Mindset

- Growth Mindset: Embrace challenges as opportunities.
- Resilience: Keep going even when things don't go as planned.
- Confidence: Trust your ideas and voice.
- Curiosity: Always learn, adapt, and explore.
- Empathy: Understand others' needs to create value.
- Risk-Taking: Start small and take calculated risks.

2.Essential Entrepreneur Skills

- Problem-Solving: Identify challenges and find solutions.
- Financial Literacy: Understand budgeting and costs.
- Communication: Express ideas clearly and listen to feedback.
- Leadership: Inspire and collaborate with others.
- Creativity: Think outside the box.
- Digital Skills: Use online tools and social media.
- Networking: Build connections and seek mentorship.

3.Empowering Girls in Business

- Celebrate Diversity: Your unique perspective is valuable.
- Challenge Stereotypes: Break boundaries and show your strength.
- Seek Mentors: Learn from inspiring women.

Steps to Become an Entrepreneur

empower her

SHAPING OUR FUTURE

4.Step by step

Step 1: Find Your Passion and Purpose Identify what drives you and what problems you want to solve. Let your interests shape your business idea.

Step 2: Refine Your Idea

Define how your product or service will solve a problem and stand out. Research competitors and market gaps.

Step 3: Understand Your Target Audience Know your ideal customer's age, interests, and needs to tailor your idea to them.

Step 4: Create a Business Plan

Outline your goals, target market, marketing strategies, operations, and finances.

Step 5: Build Your Network

Connect with mentors, peers, and programs supporting young entrepreneurs, especially women.

Step 6: Test Your Idea

Launch a small-scale version, gather feedback, and improve.

Step 7: Launch and Market

Create an online presence, engage with your audience, and promote through word- of-mouth.

5.Funding Options for Startups

- Personal Savings: Start with your own funds to retain control.
- Crowdfunding: Platforms like Kickstarter allow you to raise money from the public.
- Angel Investors: Wealthy individuals who fund startups in exchange for equity.
- Accelerators & Incubators: Programs offering funding, mentorship, and networking.
- Grants & Competitions: Non-dilutive funding through government or private contests.
- Programs for Young Female Entrepreneurs
- Y Combinator: Global accelerator offering funding and mentorship.
- SheEO: Provides capital and community support for women-led ventures.
- Women’s Startup Lab: Focused on female founders with mentorship and funding opportunities.

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