

## Entrepreneurship Training—*Build Your Business*

Local economies need **small businesses** to grow and thrive. Young people have **innovative business ideas** but lack the know-how and resources to bring them to fruition.

These are the reasons why the International Youth Foundation and Microsoft teamed up to develop **Build Your Business** (BYB), a training course designed to empower aspiring young entrepreneurs by introducing them to the basic principles needed to successfully launch, lead, and scale up microenterprises.

BYB's interactive, 14-module curriculum includes:

- Assessing your skills and interests
- Identifying business opportunities through market research
- Creating a business plan
- Budgeting and financial management
- Accessing finance
- Managing your business—marketing, product costing, and pricing
- Hiring and developing a workforce
- Growing your business
- Developing a contingency plan



We want all Ugandan youth to participate in BYB so they can acquire and utilize business skills necessary to improve their own livelihoods and contribute to overall economic growth.”

—Gerald Karuhanga,  
Youth Member of Parliament,  
Western Region, Uganda



BYB engages young people between the ages of 16 and 35 living in urban and rural communities by offering 30 hours of instruction that includes games, exercises, and videos to deliver the 'how-to' of running a business. Accessible on and offline, the course employs a unique, blended learning approach in which skills are introduced on a desktop or laptop and reinforced with indispensable in-person instruction by a BYB-certified facilitator. Instruction is coupled with hands-on assignments conducted in local communities. Youth who complete the digital curriculum receive a certificate of achievement.

BYB is offered in English, French, and Arabic and is currently used by over 300 organizations in 20 countries to empower the next generation of entrepreneurs. Program instructors are linked together via a robust, online entrepreneurship network. IYF also provides trainers with valuable insights into the implementation of youth development programs based on its nearly 25 years of experience.

**CONTACT**

To learn more, please contact;  
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Build Your Business was created with support from



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 I benefited a great deal from BYB. I gained new ideas, information and skills related to small-business management, that I am applying in my own small business. BYB is a reference tool that I can go back to at any time.  
 —Haneen Mlaitat,  
 Program participant,  
 Palestine