
2020 Yunus&Youth Fellowship Program

Complete Overview

1. About Yunus&Youth

Founded in 2014 with the support of Nobel Peace Prize laureate Muhammad Yunus, Yunus&Youth (Y&Y) connects global social business entrepreneurs with business experts to build successful and financially sustainable solutions that address the world's most pressing needs. Yunus&Youth has impacted over 1,000 youth in 40 countries with its personalized social business trainings.

2. Objectives

This document details the proceedings for the selection of up to 35 young social entrepreneurs who will be invited to join the 2020 Yunus&Youth Fellowship Program.

3. Eligibility Criteria

For previous cohorts, Y&Y received applications from thousands of young leaders from all around the world, and even more candidates are expected for the 6th edition.

Y&Y Fellows are selected on the following criteria:

- Demonstrated dedication and commitment to building a social business and solving a social issue in their community;
- Willingness to receive professional guidance and work hard to grow and develop their social business;
- Being the founder, co-founder or having full decision-making power in the organization;
- Fluency in English;
- Generally between 18-30 years old with a few exceptions made for outstanding applicants over 30.

Special consideration for:

- Solutions that represent an advance in the way of tackling a problem to accelerate the achievement of the UN Sustainable Development Goals;
- Ideas that integrate new technologies;
- Innovations that specifically target problems faced by any of the following groups: youth, women, ethnic/racial minorities, LGBTQ+, refugees and displaced persons or persons with disability.

4. Is the Y&Y Fellowship Program for me?

The Y&Y Fellowship Program is designed for young early-stage social business leaders.

Developing an idea: blueprint	Doing it: first market testing	Going full-time: getting sustainable	Going beyond just you: first growth / angel investors	Market testing at scale: series A finance
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Source: From seed to impact: Building the foundations for a high-impact social entrepreneurship ecosystem. Global Social Entrepreneurship Network (2015)

Early-stage startups have particular needs in order to grow. If you answer "yes" to any of the questions below, we encourage you to apply for the Y&Y Fellowship Program.

- Do you need help refining the combination of problem to solve, idea or potential customer?
- Do you need help with your go-to-market strategy and access to potential customers?
- Do you need marketing support as well as recruitment and other services associated with rapid growth?
- Do you need help building financial projections, statements and controls?

5. Applications

All social business leaders that meet the minimum eligibility criteria described above are invited to apply for the 2020 Yunus&Youth Fellowship Program Selection Process through an online form at: www.yunusandyouth.com/apply.

Candidates should submit their applications before **February 16th, 2020 at 11:59 PM EST (GMT-5)**. All applications submitted after the deadline will be automatically disqualified.

6. Selection Process

The Selection Process will comprise a total of four consecutive and eliminatory steps:

- **First Step:** all applications submitted before February 16th, 2020 will be evaluated according to the eligibility criteria described above. Approved applicants will receive detailed instructions for the completion of additional assignments (short self-introduction video and short essay).
- **Second Step:** all additional assignments received before February 25th, 2020 will be evaluated and up to 140 applicants will be invited for online individual interviews.
- **Third Step:** up to 70 applicants will be invited to join a 10-day online introductory training, including an opening webinar and two learning modules with mandatory deliverables.

After the conclusion of the Selection Process, Yunus&Youth will communicate the final results individually to each applicant via email. Each selected applicant, has up to 24 hours to confirm via email their acceptance.

If the selected applicant does not respond within 24 hours, they will forfeit the right to join the 2020 Yunus&Youth Fellowship Program. In that case, the next best applicant will be notified and will also have 24 hours to confirm their acceptance.

All applicants who are not accepted in any stage of the selection process will receive a curated toolkit designed to help young social entrepreneurs develop their businesses.

7. Selection Criteria

The final decision on approved candidates will be conducted by the Y&Y Selection Committee, whose decision will be considered sovereign, irrevocable and irrecoverable.

Applications will be evaluated according to the following criteria:

- a. **Fluency in English:** all communication between Y&Y, Mentors and Fellows are in English. The answers must be well written, clear and well explained. Minor grammar mistakes and typos are accepted.
- b. **Social Entrepreneur's Availability:** applicants must show they are committed to building their social business. Main indicators are how much time they spend on their venture, future plans, and how seriously they take the application process.
- c. **Degree of Innovation:** is this different from existing solutions out there? Does the world need this social business or is it merely replicating something that already exists?
- d. **Stage of Development:** is the social business already contributing to solving the social need it exists for in a small scale?
- e. **Problem and Solution:** applicants are working on social issues, but why? How do they relate to that problem? Is their solution clear?
- f. **Impact of Social Business:** will the world be a better place if this social business succeeds? It can be on a very small scale, but will this business improve lives? Does the solution focus a minority group?
- g. **Fit with the Y&Y Program:** can Y&Y help them succeed? Candidates that benefit most from our program are early-stage startups, that are serious in their endeavors, have gained some traction and need support figuring out their business model. Our ideal candidate has never participated in acceleration programs and is based outside capital cities.
- h. **Revenue Model:** does the business have paying customers (existing or at least identified)? Do they understand the market they are in?
- i. **Potential for Growth:** can this model be scalable?

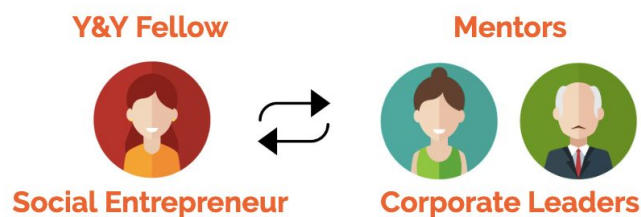
- j. **Application Effort:** are the answers complete and well written? Do we understand how the business works, the entrepreneur's vision and purpose?

8. Y&Y Fellowship Program Overview

The Y&Y Fellowship Program is a six-month online program that empowers young social entrepreneurs to develop their full potential. Y&Y helps strengthen business models, build compelling strategies for social ventures and expand professional networks.

The 2020 Y&Y Fellowship Program includes:

- a. **Program Kick-off & Matching:** young social entrepreneurs and corporate professionals are connected by Y&Y to turn their business expertise and passion for social change into an actionable plan. Mentors are matched with a co-mentor and a Fellow based on mentors' strengths and the needs of the entrepreneur.



- b. **Building the Mentoring Relationship:** Fellows are educated through a structured 6-month online program, ensuring an effective transfer of knowledge and guidance due to mentoring guides, Y&Y monitoring, as well as frequent performance reviews.
- c. **Business Plan Development:** Fellows join the Y&Y online platform and complete a series of assignments comprehending the following modules: Solution and Strategy, Revenue Model, Marketing Strategy, Impact Measurement, Partnerships, Funding and Grants, and Pitch and Storytelling.
- d. **Expert Mentor Connections:** the Y&Y Expert Mentors are a core part of the Y&Y Fellowship Program. They are available for one-time mentoring sessions playing a crucial role in helping our fellows reach their objectives.

The Y&Y team conducts a needs assessment in the middle of the program and facilitate the connections between Fellows and corporate executives, established social entrepreneurs, social movement leaders, non profit professionals or academics.

- e. **Final Online Pitch Competition:** this is the very last phase of the Y&Y Fellowship Program. It is an opportunity for fellows to present their social businesses to a team of real investors, shape their presentation skills and test their pitch decks.

Pitching competitions offer a unique platform where startups stand to gain early exposure and attention from investors and other stakeholders.

- f. **Global Y&Y Alumni Community:** Y&Y Fellows who successfully complete all mandatory assignments receive a certificate of graduation and join our exclusive Alumni Network.

Being a Y&Y Fellow means having a support network of former fellows, business leaders, institutions and other like-minded social entrepreneurs around the world that will help them grow their business even further.

9. 2020 Y&Y Fellowship Program Timeline

Applications	Jan 08 - Feb 16
Selection Process	Feb 16 - Apr 03
Program Kick-off & Matching	Apr 20
Beginning of Mentoring Relationship	May 03 - 31
Module 01: Solution and Strategy	Jun 08 - 14
Module 02: Revenue Model	Jun 15 - 28
Module 03: Marketing Strategy	Jun 29 - Jul 12
Mid-Program Assessment	Jul 06 - 10
Module 04: Impact	Jul 13 - Aug 02
Module 05: Partnerships, Funding and Grants	Aug 03 - 16
Module 06: Pitch and Storytelling	Aug 17 - Sep 06
Mock Pitch	Sep 10
Final Pitch Competition	Oct 01

10. Concluding Remarks

For questions and clarifications, please reach out to contact@yunusandyouth.com.

Yunus&Youth has the right to change these terms and conditions in its sole discretion. In the event of any changes in the document, Yunus&Youth shall inform the applicants about such changes by email and through the website www.yunusandyouth.com.

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