

**THIS ISSUE***Increase in entrepreneurs**Why age matters**Marketing tips**Books**Dissemination**That's all folks!***WHY 'YOUNG'?**

Young entrepreneurs are essential for the European economy because they drive job creation, foster innovation, enhance economic resilience, open up export opportunities, attract investment, advance technology, promote a cultural shift towards entrepreneurship, and contribute to global competitiveness.

Supporting and nurturing the aspirations of young entrepreneurs can have far-reaching positive impacts on both the regional and global economic landscape..

**ENTREPRENEURS ON THE RISE !**

The desire among young people to become entrepreneurs in the European Union (EU) bloc has witnessed a significant upswing in recent years. According to a Eurostat report published in 2020, approximately 25% of individuals aged between 15 and 24 across EU member states expressed a strong interest in entrepreneurship as a career path. This statistic demonstrates a growing shift in youth preferences away from traditional employment. Furthermore, the European Commission's 2021 Entrepreneurship Education Monitor noted that nearly 70% of EU member states have integrated entrepreneurship education into their school curricula, showcasing a deliberate effort to nurture entrepreneurial spirit among young learners.

The availability of information, resources, and vibrant start-up ecosystems in major EU cities like Berlin, Stockholm, and Barcelona has also played a pivotal role in motivating young aspiring entrepreneurs. As these trends continue to gain momentum, the EU is poised to experience a sustained increase in the number of young individuals passionately pursuing their dreams of becoming entrepreneurs. This is why projects like Down To Business are so firmly aligned to EU interests and match the needs of young people with its training and mentoring opportunities.



# "IT'S NOT ABOUT IDEAS. IT'S ABOUT MAKING IDEAS HAPPEN."

Scott Belsky



## SPREADING THE WORD

To finish the project in style the partners organised a series of 'multiplier events' in which they invited interested parties to learn about the project's results. Such events were attended by wannabe entrepreneurs, teachers, consultants, stakeholders and figures from the business world. Participants were able to discover the hackathon, the masterclass and online training modules, ask questions and experiment with some of the learning material.

These events help to complete part of an overall dissemination strategy formed at the beginning of the project. Together with the sustainability strategy they will ensure the learnings and results of the project stand the greatest chance of reaching the target audience.

## GOODBYE BUT NOT FAREWELL

After two years of hard work and good fun the Down To Business project is now drawing to a close. We are packing away our toys and washing our hands! However, all the results and resources will continue to be disseminated across the partners' platforms, formally and informally. The project website and the Genialy platform will remain active.

Since the project has been so successful the partnership has plans to build on its achievements and write new proposals centring around the same theme.



**dideas**  
Innovazioni educative

**eurospeak**

**ENTRI**

**comitato  
d'intesa**  
VOLONTARIATO  
NELLA PROVINCIA DI BELLUNO

**LIFE  
SHAKER**

## SELL, SELL, SELL

The partners of the down to business project have now managed to make available a conclusive guide for wannabes to successfully market their goods and services. It includes powerful tested and proven techniques from the business world.

You will find the following modules:

- [1. THE WORLD OF SALES TODAY / COMMERCIAL STRATEGY](#)
- [2. COMMERCIAL PLANNING / SALES CHANNELS](#)
- [3. SALES ACCELERATORS](#)
- [4. DEVELOP THE OFFER](#)
- [5. BRAND STRATEGIES](#)

Check out the free resources [here](#)

## BOOKS

1. [A Paperboy's Fable: The 11 Principles of Success](#)  
By Deep Patel

2. [Do Cool Sh\\*t: Quit Your Day Job, Start Your Own Business, and Live Happily Ever After](#)  
By Miki Agrawal

3. [Rich Dad, Poor Dad: What the Rich Teach Their Kids About Money That the Poor and Middle Class Do Not!](#)  
By Robert T. Kiyosaki

4. [Originals: How Non-Conformists Move the World](#)  
By Adam Grant

5. [Grit: The Power of Passion and Perseverance](#)  
By Angela Duckworth

## CONTACT US



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