BUSINESS LAUNCH PASSBOOK
2022

Name: .............................................................

School: ..........................................................

Mentor: ..........................................................
WELCOME!

This Business Launch Passbook is for Educate! Students who are part of the EXP 4.0 program to use in developing & tracking their milestones toward starting individual businesses!

Your Mentor will sign each milestone page when you provide evidence of completing ONE action from each of the business launch activities mentioned. You can even suggest your own activities!

By completing ALL 12 activities, you will be SURE to be on track to launching your own business in the community! Below are the benefits you will get when you complete the Leadership Passbook.

- You are on a clear track to launching your individual business
- Launching your business is a requirement for graduating with a gold certificate.
- Graduating with a gold Certificate puts you in line to become an Educate! Mentor.

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DISCOVER YOUR LEADERSHIP QUALITIES

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<th>Courageous</th>
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<tr>
<td>Proactive</td>
<td>Time keeper</td>
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<tr>
<td>Well-organised</td>
<td>People person</td>
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<td>Eye for detail</td>
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<td>Well connected</td>
<td>Public speaking</td>
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<tr>
<td>Honest</td>
<td>Inspiring</td>
<td>Good listener</td>
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<td>Creative</td>
<td>Accountable</td>
<td>Caring</td>
</tr>
<tr>
<td>Humility</td>
<td>Loyalty</td>
<td>Funny</td>
</tr>
</tbody>
</table>
# My Leadership Development Plan

## NOW

These are my top 3 qualities as a leader:

1. .................................................................
2. .................................................................
3. .................................................................

This is how I already positively influence my fellow students as a leader:

## MY FUTURE

Next term I will have achieved this as a leader:

Next year I will have achieved this as a leader:

## MY PLAN

To accomplish these goals, I need to...
WITH PRACTICE, NOTHING IS TOO HARD TO MASTER

How can you develop new talents?

1. **Pay attention to your behaviour, then you can change it!**
   Pay close attention to how exactly you spend your time.

2. **Measure your progress**
   If you can keep score, you will have a much better way to track your progress and notice yourself improving.

3. **Set small, step-by-step, goals**
   This way, you are more likely to get big things accomplished. A journey of a thousand kilometres begins with a single step!

4. **Luck = Planning for problems beforehand**
   Planning for problems makes you more likely to overcome them. Be prepared!

5. **Build a community to support you!**
   You have a community of students in Educate! Push each other to be better. You have friends who believe in you and want to see you.
“Alone, I grew strong. When I found my people again, I grew stronger.

Benson Wereje”
1. **Social Entrepreneurship**

Business Launch Activities:

1. Interview 2 entrepreneurs from the community or around the school to understand how/if their businesses are solving a need in the community

2. Write 3 products or services that solve a problem in your community or back home

3. Draw an innovation that solves a problem in your community (could be an imaginary innovation)

4. You can also suggest your own action here

NOTE: You are required to at least complete one activity

______________________________

*Mentor’s Signature*
EVIDENCE: ( WRITE, DRAW OR PASTE/GLUE)
1. Continue working on the leadership passbook activities. Complete your leadership development plan in the passbook.

2. You can also suggest your own action here

NOTE: You are required to at least complete one activity

Mentor’s Signature
EVIDENCE: (WRITE, DRAW OR PASTE/GLUE)
3. Opportunity Identification

1. Draw a resource map for your community
2. Write in your passbook the your passion match that meets the needs and resources in your community
3. Train 3 peers on how to use passion match to identify business opportunities
4. You can also suggest your own action here

NOTE: You are required to at least complete one activity

Mentor’s Signature
EVIDENCE: (WRITE, DRAW OR PASTE/GLUE)
4. Gender Equality

1. Find three peers and speak to them about gender barriers faced by men and those faced by women when conducting business.

2. List at least 3 barriers in your passbook.

3. You can also suggest your own action here

NOTE: You are required to at least complete one activity

Mentor’s Signature
EVIDENCE: (WRITE, DRAW OR PASTE/GLUE)
5. Business Model

1. Write a business model for your personal project idea.

2. Help a local entrepreneur in the community to formulate a business model for their business.

3. Compare your business model to that of your competitors and identify what makes your model unique.

4. Brainstorm with friends how your business can be made more unique to add value for customers.

5. You can also suggest your own action here.

NOTE: You are required to at least complete one activity
EVIDENCE: (WRITE, DRAW OR PASTE/GLUE)
1. Talk to three entrepreneurs in your community and find out how they raised capital to start their business (this can be completed during the holidays for boarding students. Boarders can also ask teachers who may have a business.

2. You can also suggest your own action here

NOTE: You are required to at least complete one activity.
EVIDENCE: (WRITE, DRAW OR PASTE/GLUE)
1. Individually you will also interview 5 customers as part of your preparation to launch your Back Home Business (BHB).

2. Write down 1 assumption you had about customer needs that turned out wrong after your interviews and explain why?

3. You can also suggest your own action here

NOTE: You are required to at least complete one activity
EVIDENCE: (WRITE, DRAW OR PASTE/GLUE)
1. Solve or help someone solve a conflict with a win-win solution in your school

2. List 5 ways to solve problem you actually have

3. Find someone in your school and give them advice on how they can solve a problem

4. You can also suggest your own action here

NOTE: You are required to at least complete one activity

Mentor’s Signature
EVIDENCE: (WRITE, DRAW OR PASTE/GLUE)

1. Mobilise resources for your individual back home project and indicate how much you raised from the different sources

2. You can also suggest your own action here

NOTE: You are required to at least complete one activity

Mentor’s Signature
EVIDENCE: (WRITE, DRAW OR PASTE/GLUE)
1. As you plan to launch your business, use the above procedure to calculate your product prices to give you the best sales for maximum profits.

2. You can also suggest your own action here

NOTE: You are required to at least complete one activity

Mentor’s Signature
EVIDENCE: (WRITE, DRAW OR PASTE/GLUE)
11. Sale Communication Skills

1. Write down a sales pitch for your product

2. Pitch to at least 3 customers and record down their feedback about your product

3. You can also suggest your own action here

NOTE: You are required to at least complete one activity

Mentor’s Signature
EVIDENCE: (WRITE, DRAW OR PASTE/GLUE)
12. Risk Taking

1. Write down 3 risks you anticipate for your back home business and indicate options to overcome the risks

2. You can also suggest your own action here

NOTE: You are required to at least complete one activity

Mentor’s Signature
On this day: 

I, ________________________________________________

have all done all the Business Launch Milestones for a potential gold certificate graduation, and am set to launch my individual business!

Mentor’s Signature
KNOW YOUR RIGHTS

Dear Scholars, Educate! is committed to protecting your rights at all times. That means that if your rights are not being respected -- especially if you feel unsafe or exploited -- you can ask Educate! Staff or volunteers for help.

You have a right to be protected from exploitation, violence, and abuse. This includes physical abuse (someone hurting you) and sexual abuse (any sexual advances from an adult or any sexual contact at all that is unwanted or makes you feel uncomfortable).

If you ever feel unsafe or uncomfortable, or that your rights are not being respected, please speak out! Educate! The family will listen to your opinion and do whatever we can to help you. If someone outside of Educate! is making you feel unsafe or uncomfortable, please tell an Educate! Staff or volunteer, like your Mentor, Youth Leader, or Program Officer. If someone at Educate! is making you feel unsafe or uncomfortable, please call the Educate! Office at 0312 266 074 and ask to speak to the HR Manager.
To develop young leaders and entrepreneurs in Africa.

This is Educate!'s logo; it represents what we stand for.

- This is a picture of a male and female student reaching their hands up, towards the stars. In between them is the continent of Africa.
- The star symbolises achievement and the hope for an improved life.
- The figures symbolise two young people, boys and girls reaching up, achieving and reaching out to find more people to impact positively.
- At the centre is the heart and unity of Africa.
- Meaning: Educate! is about education that enables youth to achieve an improved life.

“Taking initiative pays off. It is hard to visualize someone as a leader if she is always waiting to be told what to do.”

-Sheryl Sandberg