



The Teenage Entrepreneur Movement Ambassador and Mentor Programme

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EXECUTIVE SUMMARY

Objective

The Teenage Entrepreneur Movement aims to provide resources and support to creative and driven young individuals from all over the world who may not be fortunate enough to have access to the same opportunities as other successful young entrepreneurs. We also want to promote the idea of entrepreneurship through our “Redefining Entrepreneur” campaign.

Goals

The Goal of the Teenage Entrepreneur Movement is simple. We want to have a hand in creating the next generation of entrepreneurs by providing them with a platform to learn, gain access to contacts, mentorship, products and services in order for them to reach their potential.

Solution

We aim to present the Teenage Entrepreneur Movement in many different forms, both online and in real world. From a state of the art website and networking platform to an advisory board and lobby groups who debate and campaign on behalf of the young entrepreneurs of the world and their interests. We also hope to establish partnerships with many different business and organisation who share the same goal in nurturing young creative talent.

Project Outline

The Teenage Entrepreneur Movement is a global platform that aims to provide resources and opportunities to young entrepreneurs all over the world who may not be fortunate enough to have access to the aforementioned items. By providing an online networking platform and by partnering with various businesses and organisations we aim to help nurture the next generation of entrepreneurs whilst campaigning for an economic environment that meets their needs.

AMBASSADORS

Introduction

One of the most important aspects of TEM is built around our Ambassador programme. We are looking for experienced individuals from all industries who like us, are passionate about supporting the next generation of young entrepreneurs.

Representative

We are seeking ambassadors who will help represent the TEM movement and the idea we are trying to spread. This could be by citing support for TEM in short promotional videos, taking part in TEM events and mentioning the movement amongst your network.

Ambassadors may also support in our efforts to obtain partnerships. We are also looking for Ambassadors to promote TEM in their specific area.

Promotion

Similarly, we are looking for ambassadors to help us spread the message by promoting the TEM movement. This could be through sharing content with your network, social media followers, LinkedIn and anyway to share our message and movement with the world.

Interviews/Case Studies

We encourage ambassadors to support TEM by contributing to Interviews and Case Studies as part of our media platform. This could be through sharing advice, a case study or your story through a self-written article or interview on our blog, an interview on our TEM podcast a video uploaded to the TEM YouTube channel revolving around the ambassadors stories, insights or advice.

Correlation with Mentor Programme or Advisor Initiative

We also encourage ambassadors, who have time, to consider getting involved with our Mentor Programme. This involves become involved with TEM on a larger scale by dedicating time to help advise and support the next generation of Young Entrepreneurs. This is achieved through more in-depth regular contributions to our media platform, such as more comprehensive case studies or regular blog posts or podcast contributions. However the core of our Mentor programme is our TEMinars (Webinar), which are mentioned in higher detail in our Mentorship and TEMinar sections.

MENTORS

Introduction

TEM's main aim is to support and nurture the next generation of young entrepreneurs. Perhaps our best way of achieving this lies on our Mentorship programme where we want to attract likeminded, experienced people who can dedicate as little or as much time as they can to support, and guiding the next generation of young entrepreneurs. It is similar to our Ambassador programme, although it is a slightly more fleshed out and dedicated role, with direct regular involvement with TEM and our team.

TEMinars

Our primary method of global mentorship will revolve around our "TEMinar" programme which are live or pre-recorded video sessions with mentors advising members on specific areas (e.g funding, networking, teamwork), sharing their insights, stories and experiences and also creating a conversation with our members by answering some of their questions in real-time. To ensure correct security and safety measures, TEM will act as a mediator between the TEMinars, moderating both the content and the questions asked, aswell as hosting all TEMinar sessions and initially, TEMinars will not be one-on-one.

Online Residencies

An alternative to TEMinars is agreeing to an online residency, whether being through regular blog, video or podcast contributions. This involves regular posts providing insight, information and advice to our members about specific fields or areas of interest.

Timing

Obviously, at TEM we are fully aware of the busy schedules and time constraints of many individuals. We are not contracting and we are honoured and so appreciative of as little or as much time as those who are passionate about our idea and interested to contribute can give. For those who share this goal, but do not have as much time on their hands, we recommend considering getting involved with our Ambassador programme or perhaps contributing to a blog post or podcast. For those, who can dedicate slightly more time, but feel they can help differently, we advise considering getting involvement with our Advisor programme.

ADVISOR PROGRAMME

Introduction

We are also looking for experienced individuals, entrepreneurs and personalities to join us as an advisor and help to point us in the right direction.

Advisory Board

We are looking for experienced and talent professionals, entrepreneurs, personalities and business people who share our goal and passion for promoting and supporting the next generation of entrepreneur. These individuals would be requested to help advise us on a somewhat regular basis (once every 2-3 months) and help to point us in the right direction. Advisors would also be recommended to act as ambassadors for TEM.

Chairperson

We are actively seeking a Chairperson who will also act as an advisor but will be requested to take a more hands on approach and discuss the project with us on a more regular basis. We currently have a number of potential individuals interested in this role.

Youth Advisors and Team Members

TEM strives to be an organisation built by young people for young people and that is why it is extremely important that we build a large youth presence within our core team. This will range from youth advisors who will provide a young persons perspective and opinion on the direction of our movement and also team members from different regions who will play a fundamental and core role in our team. It is important that we have regional teams and members in order to correctly adapt to the cultural and economical needs of the entrepreneurs in the area.

We Currently have teams in the following regions:

- Ireland (Headquarters) - led by Jordan Casey
- Mozambique (Africa Hub) - led by Keyah Pedro
- India - led by Sahil Chaudary
- Dubai (Middle East Hub) - led by Jordan Casey (seeking local leader)
- Silicon Valley - led by Hetesh Sehgal

We are actively seeking young, driven creators, innovators and entrepreneurs from all over the world to join our current teams and to help us create new ones in high potential areas such as Europe, Latin America and Asia.

'REDEFINING ENTREPRENEUR' CAMPAIGN

Introduction

Our Initial Promotional Campaign under the Teenage Entrepreneur Movement will revolve around our efforts to redefine the word entrepreneur. The campaign is being targeted at Secondary School students in Ireland and will be marketed at events (eg. Dojocon 2018), in schools (test run in Waterford) and also online (through Instagram promotion)

Premise

The premise of this campaign is to show the young of people of Ireland what the entrepreneur of today looks like. Through research we have carried out, we have found that the traditional perception of an "entrepreneur" generally revolves around a formal "business" person working in areas such as economics and finance. Whilst true in many cases, this is not the full picture.

Today entrepreneurs operate in a vast number of fields, especially artistic areas such as Music, Video and Film, Writing, gaming and even fitness. Whilst a 'YouTuber', Make-up Artist or DJ doesn't operate as a 'business', they certainly are an entrepreneur. By promoting this message, we want to end the aforementioned stigma, encourage young people to get involved within our organisation and thus redefine the word **entrepreneur**.

Marketing

Initially we want this message to be the message of TEM as we look to attract bright, creative individuals to our organisation. We want to instill this campaign across our many social networking mediums (including paid Instagram ads), whilst also promoting it at different events and through presentations given both at schools and at conferences attended by Jordan. We are currently designing different assets and imagery for this campaign in particular.

We also want to interview notable Irish artists, who may or may not be involved within TEM to share their stories and promote the message that although they may not be a business person in the traditional sense, they are indeed entrepreneurs.

The aim of this campaign is to allow our organisation to reach as many eyes as possible, end the stigma around entrepreneur and mostly importantly inspire creative, driven, young people.

OUR FOUNDER



Jordan Casey, Founder

The Teenage Entrepreneur Movement was founded by Jordan Casey in early 2017 with the goal of providing access to networking and support opportunities for other young entrepreneurs like him.

A self-taught programmer since the age of 9, Jordan has established several successful technology startups since 2012 such as 'Casey Games' and the award-winning 'TeachWare' and KidsCode.

Since the age of 12, Jordan has been lucky to establish himself as a symbol for young entrepreneurship, speaking at hundreds of high profile events across 5 continents, including 6 TEDx talks on 3 continents and events in Colombia, USA, South Africa, India, Saudi Arabia, the UAE and the EU.

Jordan is also an advocate for a digital and project based global education system, speaking before governments in several nations including an address to the King of the Emirate Sharjah, the Polish President and many more government officials through the EU. He has also acted in advisory and ambassadorial roles for the European Union in Brussels, the Irish Government, Mind Candy, Google, Facebook and LinkedIn.

Jordan is also an avid writer, penning articles for several high-profile websites and newspapers including the Irish Times. He has also appeared on TV shows such as Fox News, Sky News Arabia, CBBC's Blue Peter and The Late Late Show in Ireland.

Jordan's full focus is now geared towards his college studies and the Teenage Entrepreneur Movement, where he wants to provide support for young, passionate entrepreneurs like himself.

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