



The Teenage Entrepreneur Movement

Official Proposal

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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.

OUR SERVICES

Website

Our state of the art website will be the focal point of our entire organisation. It will be fully responsive, regularly maintained and kept up to date. It will contain information about our partners, resources available, access to our networking platform, a regular blog, case studies, information about our team and more general beneficial information. We hope to have this launched and up and running by the end of 2018.

Networking Platform

Down the line we hope to have a fully functional networking platform for all members of the Teenage Entrepreneur Movement. Similar to a LinkedIn like service, it would enable young entrepreneurs from all over the world to Connect, Communicate and Collaborate. It would also allow members to contact mentors, advisors, ambassadors or other beneficial individuals associated with TEM (eg media, investors) It would also include a mobile app.

Mentorship Classes / Case Studies

As part of our Mentorship programme (See Advisors, Ambassadors and Mentors), we hope to host both live and pre-recorded mentorship classes and information videos with our members and ambassadors. We also hope to have written pieces in the form of case studies and interviews.

Events

Down the line we also want to investigate the idea of hosting physical or online events or meetups around the world centered around TEM and its members.

School Programmes

As Part of TEM we want to become involved within the Irish School System, promoting the idea of entrepreneurial characteristics and skills being displayed in everyday life. This forms one of the central parts of our Redefining Entrepreneur campaign.

Youtube Channel / Podcast

We look to have a strong social media presence in the form of Video via a YouTube channel showcasing interviews, fact videos, case studies and more informative video content. We also look to host a podcast centered around conversations about the entrepreneurial landscape and interviews.

Social Media Presence

In order to keep our followers up to date and be easily available to contact, we hope to have an active social media presence, in particular on Twitter and Facebook.

JOINING THE MOVEMENT

Introduction

One of the fundamentals of TEM relates to the team around. We are making a call to potential advisors, ambassadors and mentors who, regardless of experience or background, possess the same passion as us for helping to develop and support the next generation of young creators and entrepreneurs.

Ambassadors and Mentors

Ambassadors and Mentors are at the core of what TEM is about. We are looking for likeminded, passionate individuals who feel they can contribute to TEM as role models. Becoming an Ambassador entails sharing our goal, promoting our mission, contributing to TEM by means of interviews, case studies, video clips and podcast. We are also looking for ambassadors who would be able to join our mentorship programme. This entails providing advice and guidance to our many entrepreneurs over the world, usually in a Google live hangout or fireside chat environment. This is mostly based online but in the future we would look to cater for real world events.

Advisors

Our Advisory Board consists of other young or teenage entrepreneurs who wish to help guide us on our mission by meeting up regularly to discuss the direction of the Teenage Entrepreneur Movement and how we can improve in different areas.

Team Members

We are also looking for other team members who feel they can contribute to the Teenage Entrepreneur Movement in other ways. We want TEM to be a global network that connects young people with a vision all over the world. If you're interested about becoming a TEM leader in your country, please get in touch.

Contact:

If you feel you might be interested in one of the above roles, please contact Jordan:
simplyentertainingji@gmail.com

CALL FOR PARTNERS

Introduction

One of the most vital elements of making the Teenage Entrepreneur Movement revolves around our relationships with other organisations and partners, who are committed to supporting our cause and mission statement through many different avenues. We are looking for organisations, small, medium or large, national or global to get involved in our cause.

Financial Partners

We are searching for a Financial Institution who have the same goal as inspiring and nurturing the next generation of young business people and creative thinkers. We are looking for a financial institution to help our members find out about the importance of financial institutions with their ideas. We hope our partner to provide incentive and ease with helping our members get involved financially with their organisation. TEM will extensively promote and recommend the organisation.

Education Partners

We are looking for the backing of an educational partner, particularly a third level institution, who share our passion for young entrepreneurship, to help provide expertise, space and support for both members of TEM and our team. The support from a third level institution is vital for our goal as we look to inform and guide young people towards a career in business and technology.

Corporate Partners

The Teenage Entrepreneur Movement is also calling for businesses, global or national, from all sectors, who share a similar vision and passion as us, to get involved as an official corporate partner. We are looking for a partner who is willing to support TEM and its member via support, incentive, event space and other methods to help us on our goal to nurturing a generation of young entrepreneur.

Government and Public Partnerships

We are also looking to partner with Government and Public organisations in order to have a seat at the table when it comes to issues concerning young people, for grants and funding and to also get involved with the public school system.

‘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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