

Summer 2016

# CLAIM YOUR YOUTH

global

teen

ENTREPRENEURSHIP

Many people think that businesses created by teens are always tech companies, and while the next Facebook or Apple is probably already in the works in a garage somewhere, many teens around the world are tackling social problems rather than technical ones.

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# global teen ENTREPRENEURSHIP

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Take Andrew Mupuya for example. Andrew created and operates a company that produces paper bags in Uganda. In 2008, the government in Uganda was discussing a ban on plastic bags to combat the environmental problem associated with the buildup of plastic waste. Andrew saw that as an opportunity to create a business that was current (the plastic bag conversation was all over the news), eco-friendly, and tackled a social and political problem that was, literally, piling up all over the country.

Andrew was 16 and had only \$14.00 when he started his business, now, four years later, he has over 75 major clients and has produced over 1,000 specialty paper bags for the local electronics industry. In 2012, Andrew was the winner \$30,000 Anzisha Prize, which rewards African entrepreneurs who are tackling critical needs in their community.

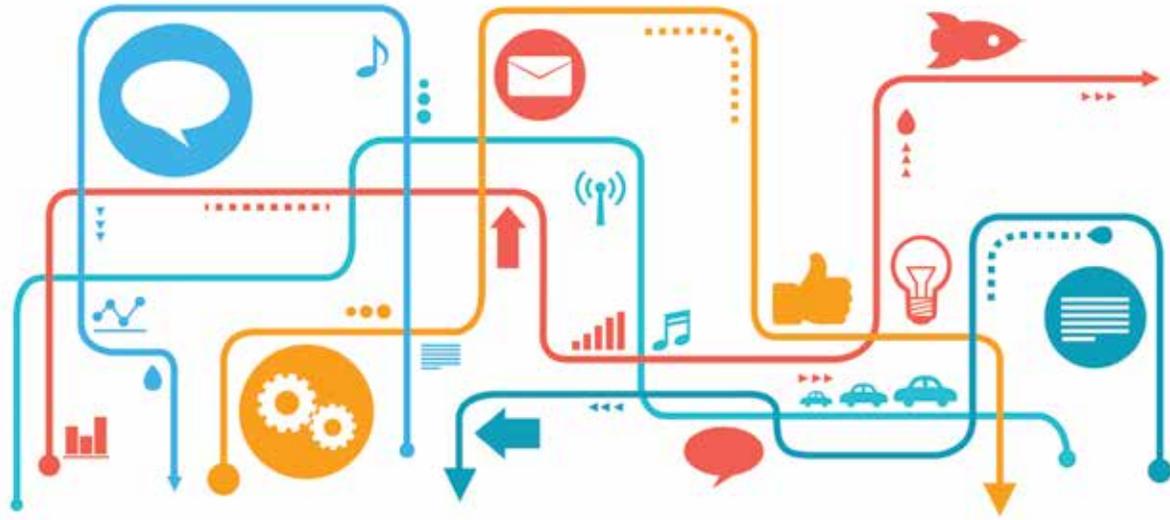
Andrew says, "My vision is to have a cleaner Africa by eradicating the use of plastic bags and emphasis on paper recycling. I dream of having a big plant where I am able to supply paper bags all over Africa putting emphasis on sensitizing about environmental conservation. So I believe this is just the start."

Teens around the world are growing businesses, and make money while make a difference. You can too.

## COOPERATIVE PRINCIPLE

Concern for community – While focusing on member needs, cooperatives work for the sustainable development of communities, including people of modest means through policies developed and accepted by the members.





## THINKING ABOUT BECOMING A *teen entrepreneur?*

As much as fun as it sounds to create and manage your own business, there are a lot of factors that go into starting a new company.

Running a business is all about planning and anticipating failure. Successful entrepreneurs like Mark Cuban and Chip Wilson did not let that stop them though. They continued to stay passionate, motivated, and adapted to anything that came their way in order to make an informed decision and keep their business moving forward.

Here are a just few steps you will need to get your business started:

Package your idea or product as a service

Research your market and competition

Develop a financial strategy for your service

Establish a brand and message for your service

Create an marketing plan on how to reach your customers

Create SMART (specific, measurable, achievable, relevant, and time-bounded) goals for the launch of your business

Organize and track your business results

Track your earnings and aggregate your funds

If you aren't exactly ready to go out and start a business, but are curious about learning how to become a successful entrepreneur you should decide what industry you would have an interest working in. Next, research stories of those who have built successful businesses in that industry and find a role model that could mentor you. The last step is to get experience by working, interning, or taking classes and applying that knowledge to your future business.

Have you ever had one of those days where you've felt like you've landed on the "Go To Jail" space from Monopoly so many times that the jailer knows your name, place of birth, social security number, family history, etc.? I'm not saying today is that day for me, but I'm almost there.

Today is the first day in my life that I locked my car keys in my car. When I went searching for my keys, I found them plopped in the driver's seat (just in case the car decides to drive itself, I guess). I had to put my big girl pants on and call my insurance, call a locksmith, and handle the paperwork all by myself. I finally felt like a true adult. Next thing you know, I'll be handling my own mortgage. (Okay, just kidding.)

Even with this speed bump in the road, I tried to keep a positive attitude. That's what I believe we all should have- a positive attitude when life throws hailstorms our way. Negativity will not help one's situation; it might possibly prolong his or her dilemma and make it feel like it's dragging on for forever. No one wants to be in a dark hole for the rest of his or her life. Don't get locked out of life! Maintaining a bright outlook during difficult times helps us come out of them with a stronger demeanor. Keep that in mind the next time you get a flat tire on the way to work.

*Until next time, friends,  
Talyrn - Claim Your Youth Ambassador*

**CLAIM  
YOUR  
YOUTH™**



## COOPERATIVE PRINCIPLE

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