



global fellowship
for social
entrepreneurs.



2023 Fellowship Overview

(or *"a not-so-brief" guide to applicants*)

Thank you so much for your interest in being part of our community!



Before beginning your application, we strongly encourage
you to read this guide.





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-  1. about Yunus & Youth
-  2. what is the Yunus & Youth Global Fellowship for Social Entrepreneurs?
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1

about Yunus
& Youth





Yunus & Youth was founded in 2014 **with the support of Nobel Peace Prize laureate Professor Muhammad Yunus.**

We empower young leaders to build, develop, and expand **social businesses** that promote economic advancement and reduce unemployment around the world.



We have trained **8,500+** social entrepreneurs

300+ social businesses accelerated

1.200+ jobs created

400+ mentors

84% businesses still operating

25+ million people impacted

97% positive revenue growth

76+ countries

An aerial photograph of a dense urban area, likely Tokyo, with a semi-transparent world map overlaid. The map highlights the continents of North America, South America, Europe, and Africa. The text "our community is diverse - and global!" is written in white, bold, sans-serif font across the map. Below the text is a thick orange horizontal line.

**our community
is diverse - and
global!**



Where our young social business leaders come from:



56
nationalities



one in seven
identify as
LGBTQIA+



more than 2/3
are people of
color



more than half
are female
founders

7%
North America

13%
Europe

5%
Middle East

18%
Asia Pacific

32%
Latin America

24%
Africa





Y&Y Fellows' paths of growth:





changeNOW



Y Combinator

Black
Founders
Fund

Google for Startups

Young social
entrepreneurs supported
by Yunus & Youth show
exponential growth and
continue their journeys to
social impact at scale.



Social businesses have the potential to change the world, but balancing financial sustainability and social impact is not an easy task for young people who don't yet have a lot of business experience.



That's why Yunus & Youth exists! We help early-stage social entrepreneurs grow their businesses and make them sustainable.

2

**What is the Yunus & Youth
Global Fellowship for Social
Entrepreneurs?**



The Y&Y Fellowship is a highly customized program for passionate young social entrepreneurs around the world, accessible from wherever they live and work.



We carefully identify the knowledge and experiences that each cohort will need, match each Y&Y Fellow* to a mentor from a Fortune 500 company, and work closely with the Fellow to personalize the experience, leveraging our access to top thinkers and institutions around the world.

We combine careful planning with an agile, responsive approach. Our goal is for each Y&Y Fellow to have a high-quality experience that provides the skills they need to expand their businesses, achieve financial sustainability, and measure their impact. The Y&Y Fellowship transforms their businesses and the lives of the people those businesses serve.

* A Fellow is what we call a social entrepreneur who is admitted to our Fellowship. We have a hard time calling Fellows "Alumni" when they complete the Program, so that's also what we call the social entrepreneurs who graduate from the Fellowship.

Apply to join the
Global Fellowship
for Social Entrepreneurs
and become a Yunus &
Youth Fellow!





-  understand and measure the social or environmental change you wish to create
-  build a realistic and sustainable business strategy (finance, sales, and marketing)
-  learn how to tell stories to engage customers and investors
-  leverage on 1:1 moments with mentors
-  become part of a global community of like-minded people

our program is based on **4 main pillars:**

1

individual mentoring relationship
and expert support

2


on-demand curated training
backed by online live sessions

3

community support
and networking

4

final pitch competition



1. individual mentoring relationship & expert support

Using the framework provided by Yunus & Youth, Mentors support the Fellows in validating their business model and embarking on their journey to financial sustainability. Through monthly mentoring sessions, our Fellows start small and make sure they have a sustainable business model that can be built upon in the future.

We perform a needs assessment individually with each of the Fellows, so that specific needs are outlined (i.e. develop sales channels, use of technology to increase scope, cost structure redefinition, etc.) and one-on-one Mentors are assigned according to those needs.

We have built a custom and exclusive online platform that includes templates, videos, and learning exercises. The goal is that each Fellow has a high-quality experience that provides the skills they need to scale their businesses, achieve financial sustainability, and measure their impact.

Each month, Fellows receive new assignments with deliverables and deadlines. As you complete each activity, you will receive constructive feedback from the Yunus & Youth Team and your peers. They can also browse additional resources at their own pace - those are searchable by topic. This library also includes templates of most of the documents that an early-stage social business might need.

Our Program also features weekly live sessions. These include group hands-on workshops delivered by leading global and regional experts and inspirational talks to help on the journey.



2. on-demand curated training backed by online live sessions



the Y&Y Fellowship training modules

- introduction to the Y&Y Community
- entrepreneurial skills
- storytelling
- market strategy
- delivering your solution
- measuring impact
- completing the business model
- pitching and networking
- funding your social business
- building the organization
- brand and communications
- managing growth

to ensure all participants get the best of the program,
Fellows, their teams, and Mentors will gain access to our exclusive online platform.



training modules

All Fellows, their teams and their Mentors have access.

ask an Admin

The Y&Y Team is available to answer any questions Fellows might have.

discussion forum

A space designed for building community by engaging in conversations and learning about the collective work we do to make the world a better place.

opportunities

Through global partnerships, the Y&Y Team shares exclusive opportunities for Fellows to continue learning.



3. community support and networking

Based on our experience, networking and meeting other founders is an essential part of learning and succeeding. We have planned a number of fun social events that will help social entrepreneurs get to know each other, our staff, and our experts.


The program is highly interactive, so Fellows build strong ties with one another. Fellows become part of a friendly, inclusive, and global community.

Fellows who successfully complete all mandatory assignments will have lifelong access to our exclusive Alumni Network.

The Final Pitch Competition is the very last phase of the Fellowship and is an opportunity for Fellows to present their social businesses to a panel of expert judges, sharpen their presentation skills, and test their pitch decks.

Pitching competitions offer a unique platform where social entrepreneurs stand to gain early exposure and attention from investors and other stakeholders.

Our Fellows are expected to create a pitch deck that they will use during their presentation. They will have 5 minutes to present and 5 minutes to answer questions from potential investors. Fellows will be evaluated using concrete criteria and judges will then gather to select the winner.



4. final pitch competition

We will use the following communication & sharing channels



**important
reminders**

WhatsApp groups



**monthly updates
and reminders**

sent via emails



timeline

all links to sessions and
activities deadlines are
shared on a group
calendar



**platform for
all sessions**

login details for
each session in
calendar

what do Y&Y Fellows say about their experience?

Y&Y Fellows report the Fellowship has been extremely valuable to help their businesses scale, achieve financial sustainability, and measure their impact.

98%

of past Y&Y Fellows would **highly recommend** the program to a friend or colleague



92%

of past Y&Y Fellows reported **an increase in paid employees**, new customers and/or revenue income after the program



98%

of past Y&Y Fellows believe they **improved their entrepreneurial competencies** during the program.



what participants say about the Global Fellowship for Social Entrepreneurs:



Avina Ajit - India

"The support a Y&Y Fellow receives while going through the hardest stages of building their business is immense. From being given the chance to articulate our thoughts in the well-designed modules on the Y&Y online platform, to the regular meetings with the Y&Y Team.



Kasha - Canada

"This kind of support was so valuable and meant I was able to get the most out of this experience in terms of what I was able to learn, and how my business could grow."

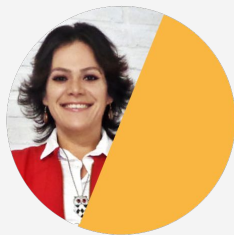


Buchi - Nigeria

"It was and will remain the best decision I made before turning 30 as a young female social entrepreneur in Africa. Yunus & Youth helped me grow, evaluate and strategize to scale."

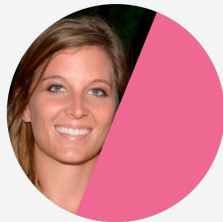


what participants say about the Global Fellowship for Social Entrepreneurs:



Carolina - Mexico

"Mentioning that I am a member of the Y&Y Community has opened doors for me that were previously closed or that were being closed to us. It is a very human program. Something that I really appreciate very much. Because in various places where I have been, most of the people come to show off, to talk about countless recognitions and they forget why they started what they do. And it is just at that point when what Professor Yunus quotes are understood."



Morgan - the USA

"It was and will remain the best decision I made before turning 30 as a young female social entrepreneur in Africa. Yunus & Youth helped me grow, evaluate and strategize to scale."



Sashka - Armenia

"I am very excited to be joining a community of like-minded entrepreneurs making new strides in their own community. Sometimes it can feel a bit isolating to work on a concept like this in a place where there is no understanding of social entrepreneurship but I'm grateful for becoming a Y&Y Fellow to deepen my background knowledge and leadership skills."



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why should you
apply?



The Y&Y Fellowship is a six-month program. It is free for Fellows, with no fee or equity stake required. Key features of the program include:



1. accelerating the growth of your social business:

We select a cohort of young social entrepreneurs with early-stage businesses, and offer them the best tools and training possible.

2. tailored to each Y&Y Fellow and social business:

We are responsive to the needs of each entrepreneur and offer a personalized experience.

3. community accessible from anywhere:

The Y&Y Fellowship is 100% online. The program is highly interactive, so the Fellows build strong ties with one another. Y&Y Fellows become part of a friendly, inclusive, and global community.

4. Mentors from Fortune 500 companies:

We match each Y&Y Fellow with the same two Mentors for the full length of the program. The Mentors are professionals who currently work at Fortune 500 companies - they bring knowledge and know-how from the private sector.

5. insights from top sources:

Y&Y Fellows have the opportunity to learn from prominent thinkers in the social entrepreneurship field, such as Professor Yunus and researchers from leading universities. We include a four-week module on measuring impact with Dr. Ingo Michelfelder, a postdoctoral researcher at the Social Innovation + Change Initiative at the Harvard Kennedy School.

6. Final Pitch Competition:

At the close of the program, you have the opportunity to pitch your business to a panel of impact investors.

7. Certificate upon completion

When you complete our rigorous program, you will receive a certificate to honor your achievement, and you will have access to our Y&Y Alumni network.

4

who are
we looking for?



Who is the ideal candidate?

Youth

Between the ages of 18 and 30, with exceptions for outstanding applicants outside that range.

Social Business Founders or Co-Founders

Dedicated and committed to building a business that tackles a social or environmental issue aligned with the UN Sustainable Development Goals.

Committed to Equity and Diversity

Identify as or target problems faced by a minority group based on their region's composition (ethnic/racial minorities, women, gender minorities, LGBTQIA+, refugees and displaced people, low-income, or people with a disability).

Early-stage

More than an idea. Initiatives that have at least been prototyped and tested.

Innovative

Solutions that integrate new mindsets or technologies in their products or services, processes, or context.

Interested and Available

Interest in contributing to the growth and development of the Y&Y Community by dedicating at least 5 hours per week to the Y&Y Fellowship.

Yunus & Youth Non-Discrimination Policy

Yunus & Youth values diversity as a core part of all its activities and social impact strategy. It does not discriminate on the basis of race, color, ethnicity, religion, gender, gender expression/identity, sexual orientation, national origin, migration status, mental and/or physical abilities, or marital status in any of its activities or operations. These activities include, but are not limited to, selection of participants in our Fellowship, online and offline events, recruitment of volunteers and team members, and provision of service. **We are committed to providing an inclusive and welcoming environment for all members of our global network**, including team members, Y&Y Fellows, volunteers, partners, subcontractors, and vendors.

You can review the complete Yunus & Youth Diversity Manifesto [here](#).

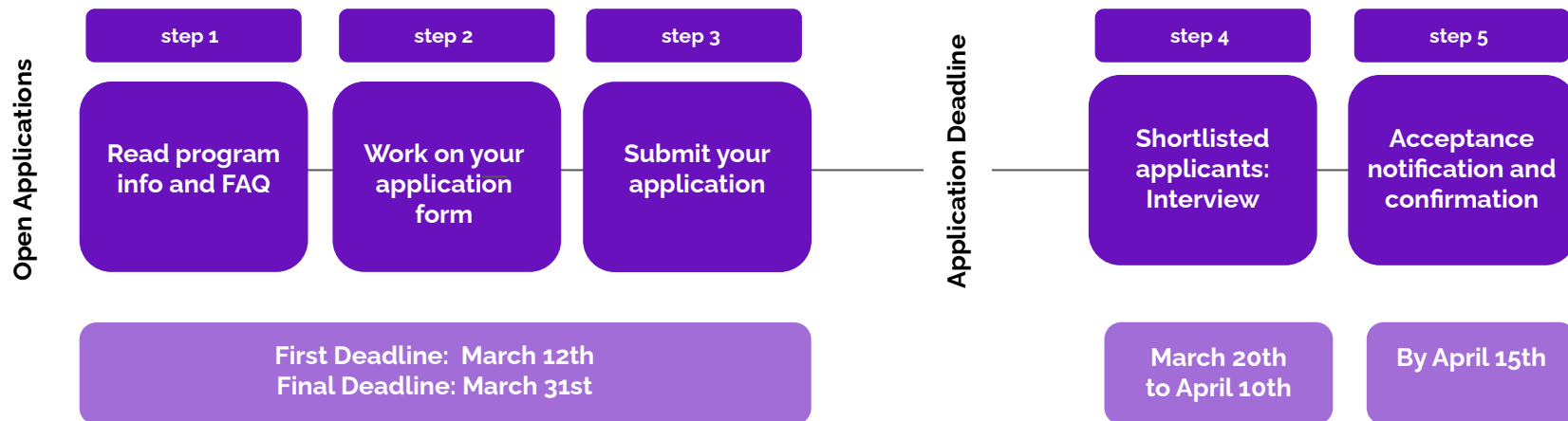


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how to
apply



Y&Y Selection Process Roadmap



How to apply?

step 1

visit yunusandyyouth.com/apply and read the program information. Read the questions we've prepared for you downloading the form in PDF in the same website.

tips: make sure you fit the minimum eligibility criteria:

you are aged between 18 and 30 years old.

you are able to communicate in English.

you are available to dedicate at least 5 hours per week to the Y&Y Fellowship.

you have not committed to any other incubation or acceleration program between April and September 2023.

How to apply?

step 2

Work on your application form. This is your chance to prepare your best answers to tell us all about your social business and why you should become a Y&Y Fellow.

tips: this is the **most important** step of our selection process, so take your time and answer as thoroughly as possible. We evaluate applications based on the following criteria:

1. Problem and Solution
2. Social Impact
3. Revenue Model
4. Stage of Development

- don't wait until the last minute to start preparing your answers. You will need time to complete it thoroughly and thoughtfully.
- review your grammar and spelling before submitting. Your ability to communicate in English is one of our evaluation criteria.
- enjoy the process and involve your team in completing the Social Business Summary. The learning journey has already begun!



How to apply?

step 2.5

As part of the application form, you will be asked to **submit a Motivation Video.**

Not sure how to record a *Motivation Video*?

It is very important for us to understand your motivation for starting your social business. We know you are tackling the SDGs, and that poverty should only exist in museums. But we would love to learn about why this is personally important to you.


We are not looking for Hollywood productions, we expect a video as simple as you speaking to the front camera of your phone about *why you do what you do*.


tips:

 what should I say on my *Motivation Video*?

while preparing to record your video, try to reflect on the following thought-provoking questions:

1. What motivated you to start your social business?
2. Why do you want to join the fellowship program?
3. What changes would you like to bring about in the world?
4. How can you make your social business financially sustainable?

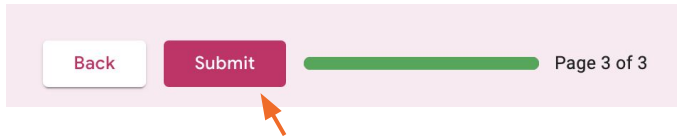
 make sure we can hear and understand you. Good audio is key. Take your video (or any audio recording) in a quiet space. If anything is at all unclear, consider using subtitles.

 maximum video length is **2 minutes**. Longer videos will not be evaluated.

How to apply?

step 3

complete the Google Form with your information and answers you have prepared and click on "submit".



A screenshot of the bottom of a Google Form. It shows two buttons: a white 'Back' button and a red 'Submit' button. To the right of the buttons is a green progress bar and the text 'Page 3 of 3'. An orange arrow points to the 'Submit' button.

You should receive an automatic email confirming the submission of your application,



Please describe the social or environmental problem that you are tackling. Be as specific as possible. *

Max. 1,500 characters

Your answer

How does your social business solve that problem? Use this space to describe your solution. *

Max. 1,500 characters

Your answer

Who benefits from your social business? Who are you helping? *

(Is there any social group, or is there any specific characteristic that your target audience has? Try to specify as much as you can. E.g. elementary school students, from public schools, from low-income neighborhoods, residing in urban centers.) Max. 750 characters

Your answer

How many direct beneficiaries have you impacted in the last 12 months? Please be as specific as possible. *

(If your social business does not benefit a specific group of people, explain what results

How to apply?

step 4

After the form and video submission, top candidates will be invited for an **Individual Interview**.





Not sure how to prepare for the Individual Interviews?

The Individual Interview is the last chance for us understand how your social business works and why you are motivated to grow and develop it with the support from Yunus & Youth.

- Make sure you research and read all about the Y&Y Global Fellowship before our call so you can ask us any last minute questions;
- Be prepared to provide details of your social business;
- Test your internet connection as well as your audio and video capabilities to make sure everything works properly;
- To avoid unwanted noise or disturbance, make sure no one else is around during our interview, including pets;
- Be on time, listen carefully and be yourself :)

step 5

If accepted, you will receive an email confirming your participation in the program by April 15th.

-  remember to check your spam and promotion folders.
-  we will communicate the final results individually to you via email.
-  if you are selected as a Y&Y Fellow, you have up to 24 hours to confirm your acceptance via email.
-  if you don't respond within 24 hours, you will forfeit the right to join the Y&Y Global Fellowship for Social Entrepreneurs. In that case, we will notify an applicant on the waiting list, **who will have 24 hours** to confirm their acceptance.

Yunus & Youth values diversity as a core part of all its activities and community of social entrepreneurs. To better understand the diversity of our applicant pool, we offer those applying for the Y&Y Fellowship the opportunity to share information about their background with us. Responding to these questions is strictly voluntary. If you choose to answer, your responses will not be shared with individuals reviewing applications. If you choose not to answer these questions, that will not impact your application.



Yunus & Youth Non-Discrimination Disclaimer

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frequently asked
questions



about social business

what is a social business? +

can I apply if I have/lead a traditional business or a non-profit organization? +

> about social business

what is a social business? —

A social business is a cause-driven business. In a social business, the investors/owners can gradually recoup the money invested, but cannot take any dividend beyond that point. Purpose of the investment is purely to achieve one or more social objectives through the operation of the company, no personal gain is desired by the investors. The company must cover all costs and make profit, at the same time achieve the social objective, such as, healthcare for the poor, housing for the poor, financial services for the poor, nutrition for malnourished children, providing safe drinking water, introducing renewable energy, etc. in a business way.

The impact of the business on people or environment, rather the amount of profit made in a given period measures the success of social business. Sustainability of the company indicates that it is running as a business. The objective of the company is to achieve social goal(s).

(Learn more [HERE](#) - we love the related content!)



> **about social business**

can I apply if I have/lead a traditional business or a non-profit organization? —

For Yunus & Youth, it is essential that you are committed to solving a social or environmental problem, and are dedicated to developing a financial model that does not depend on grants or donations. If that is your case, your application is welcome.



about the eligibility criteria

am I qualified? +

can I apply if I have a social business idea, but my business isn't operational yet? +

can I apply if my organization is registered as a non-profit or traditional for-profit business? +

can co-founders or other team members take part in the program as well? +

how many Y&Y Fellows do you select each year? +

> about the eligibility criteria

am I qualified? —

We welcome applicants between 18 and 30 years of age who hold primary decision-making power in organizations created to solve a social or sustainable challenge in their community. We seek applicants who are committed to building a business strategy that makes their organization scalable, financially sustainable, and able to quantify your impact. Please see Section 4, What makes an ideal Y&Y Fellow.



> about the eligibility criteria

can I apply if I have a social business idea, but my business isn't operational yet? —

The Y&Y Fellowship supports organizations that are already operational. The program methodology includes hands-on activities. These activities presuppose that you already have tested your assumptions about the solution you created and the problem you wish to solve. However, you are welcome to join our Selection Process and use this time to test and prototype your social business idea.



> about the eligibility criteria

can I apply if my organization is registered as a non-profit or traditional for-profit business? —

Yes. We understand that only a few countries allow organizations to register as social enterprises, so many social entrepreneurs opt to register their initiatives as non-profits or traditional businesses. For Yunus & Youth, it is essential that you are committed to solving a social or environmental problem, and are dedicated to developing a financial model that does not depend on grants or donations.



about the eligibility criteria

can co-founders or other team members take part in the Program as well? —

Yes. Co-founders or other team members are welcome to join all activities conducted during the Program. However, it's important to highlight that one person must be accountable for participating in all mandatory activities.

how many Y&Y Fellows do you select each year? —

We invite up to 25 young social entrepreneurs to join each cohort of the Y&Y Fellowship.



about the selection process

how will I be evaluated during the selection process? +

do I receive any feedback if I am not accepted into the Program? +

how does the selection process work? Which dates are the most important? +

> about the eligibility criteria

how will I be evaluated during the selection process? —

We evaluate all applicants using the following five criteria: business model & social impact, time availability, communication skills, interest in working on your business model with the Yunus & Youth team and fit with Yunus & Youth.

do I receive any feedback if I am not accepted into the Program? —

Unfortunately, no. We regret that due to the very large number of applications, we can't provide individual feedback.



about the eligibility criteria

how does the selection process work? which dates are the most important? —

Please see Page 36: Y&Y Selection Process Roadmap for detailed date information.



about the Fellowship

do I have to pay any fees for the Program? +

does the Program include in-person activities? +

what language do you use in the Fellowship? +

who will be my Mentors? +

when does the Program start? +

about the Fellowship

does the Program provide financial support or investment? +

how much time should I dedicate to the Program each week? +

what happens if I cannot follow through with my responsibilities? +

about the Fellowship

do I have to pay any fees for the Program? —

No. There are no financial costs associated with this Program.

does the Program include in-person activities? —

No. It is 100% online.



about the Fellowship

what language do you use in the Fellowship? —

The Y&Y Global Fellowship is completely in English.

who will be my Mentors? —

The Mentors are experienced business professionals from Fortune 500 companies who volunteer to help social entrepreneurs reach their full potential.



about the Fellowship

when does the Program start? —

The Program happens once a year. The next cohort starts in April 2023.

does the Program provide financial support or investment? —

No, our Program focuses on offering training, tools and connections. We don't provide direct financial support or investment.



about the Fellowship

how much time should I dedicate to the Program each week? —

Though it varies throughout the Program, the Y&Y Fellowship requires, on average, 5 hours per week. This can vary according to your own pace, the status of your social business, and the activity for that week. The time you invest will bring direct benefits to your social business. All the activities are designed to help your business become financially sustainable and scalable, and to measure your impact.



> about the Fellowship

what happens if I cannot follow through with my responsibilities? —

We know that Y&Y Fellows contend with different circumstances, time zones and personal challenges, so we aim to keep communication open, trustworthy, flexible. Our approach is to reach agreement and be adaptable. However, if a Y&Y Fellow does not comply with what has been asked for, does not meet deadlines, and does not communicate proactively to find alternatives, we will remove them from the Program and the Y&Y network. We won't share the information with other partners or save records to deny future opportunities, unless the social entrepreneur was removed for ethical or disciplinary reasons.





this was fun, right? (:

for any other questions and clarifications, please reach out to **fellowship@yunusandyouth.com**.

we wish you the best of luck in your application and appreciate your interest in the Y&Y Fellowship.

- the Y&Y Team

www.yunusandyouth.com



**global fellowship
for social
entrepreneurs.**

Yunus & Youth has the right to change these terms and conditions in its sole discretion. In the event of any changes in the document, Yunus & Youth shall inform the applicants about such changes by email and/or through our website (www.yunusandyouth.com).

**Thank you! We hope to hear
from you soon!**

- the Y&Y Team



**global fellowship
for social
entrepreneurs.**

 YUNUS & YOUTH