

STANDARD SECTOR INDICATOR CODE: YD-019-D	Youth Entrepreneurship: Number of youth, out of the total number of youth the Volunteer/partner worked with, who demonstrated understanding of sound entrepreneurial practices. (YD-019-D)	
Type: Outcome	Unit of Measure: Youth	Disaggregation Male-Female In-school Youth, Out-of-school youth

Definitions:

Youth – In-country projects may adapt a locally appropriate definition of youth. While youth are commonly defined as ages 15-24, some external agencies, such as UNFPA and WHO, more broadly define young people as ages 10–29. Volunteer reporting against youth indicators should reflect the ages of youth their project is designed to reach in their host country, and PMs/APCDs should clarify for Volunteers the target age of youth for their activities.

Partner/s – refers to the local counterpart who is co-facilitating entrepreneurship activities with the Volunteer.

Entrepreneurial practices – practices which support entrepreneurship, which is the willingness to take a risk and invest time and money to launch a business venture.

Business - whether formal (officially licensed), or informal (operating without full compliance to law), provides a service or product for a profit.

Business plan – Document that includes the following:

- Basic Information about the business – purpose, location
- Target market and strategy
- Business operations plan – production plan, how the business will be organized and information about key staff
- Start up and operating expenses
- Projected sales income
- Business benefits and risks
- Overall financial projections (start up and operating expenses, projected sales income) and funds/materials investment plan for upfront start-up costs and for monthly operating expenses.

(All) Steps of a sample or real business – refers to a young person completing all of the following steps either as a learning exercise (sample - not opening a real business) or to actually open a business:

- Do a Feasibility study – is this business a good idea? When all is said and done, am I going to make a profit?
- Write a business plan
- Create a marketing plan (who is your target market? How are you going to reach them?)
- Acquire capital (money to begin the business)
- Set up operations
- Secure a location for the business
- Create/produce the product
- Advertise
- Sell
- Keep records.

Revenue – refers to the amount of money regularly coming in to a business.

Rationale: An increase in the number of youth demonstrating sound entrepreneurial practices will lead to more businesses and improved income.

Measurement Notes:

- 1. Sample Tools and Methods:** A post should select the most appropriate tool for the post, and adapt it at the post level for their Volunteers' use. Recommended methods for gathering data from individuals to show progress toward achieving this indicator include observation, an interview or assigned task.
- 2. Activity-Level Baseline Data Collection:** To determine if change has taken place, a baseline measurement prior to beginning an activity with the youth is necessary. Please note that data collection is a sensitive process and so Volunteers will not want to take a baseline measurement until they have been able to do some relationship and trust-building with the person/people the Volunteer is working with, and developed an understanding of cultural norms and gender dynamics.
- 3. Frequency of Measurement:** Volunteers are asked to measure at baseline and once or more during the Fiscal year based on post-determined periodicity.
- 4. Definition of Change:** The minimum change to report against this indicator is any youth demonstrating improved entrepreneurship skills by completing one or more activities in the list (e.g. Completing a business plan, participating and completing all steps of a sample or real business, or increasing revenue through improved business practices).

Alignment with Summary Indicator: YOUTH LIVELIHOOD