

YOUTH
CO:LAB

Project Co-Leads



Citi Foundation



SPRINGBOARD PROGRAMME 2021

Achieving the SDGs Together

BACKGROUND OF THE YOUTH CO:LAB

The 2030 Agenda for Sustainable Development recognizes the important role of youth in achieving the Sustainable Development Goals (SDGs) and calls for action against the challenges faced by young people that limit their economic, social and political inclusion.

Today, young people are more connected, more creative, more informed and more persuasive than any previous generation. Young people are responding to the challenges of today with innovative approaches, contributing fresh ideas, creating the world they want, and driving human development for themselves, their communities and their societies. But at the same time, approximately 300 million young people are either unemployed or underemployed. In other words, nearly half of the 700 million young people in the region face economic insecurity. Furthermore, many young people are left out of decision-making processes, which further contributes to their marginalization and exclusion.

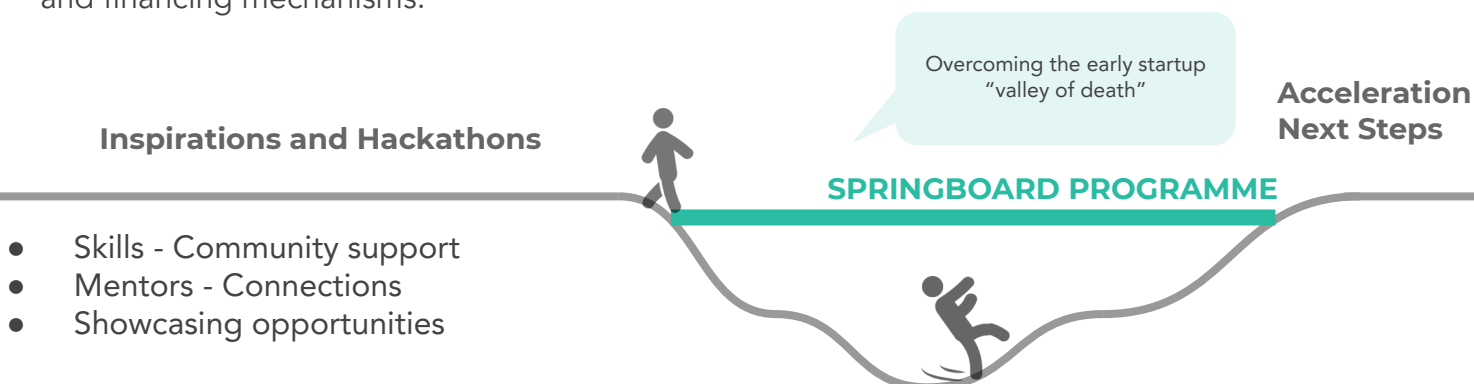
OBJECTIVE OF THE YOUTH CO:LAB

Co-created in 2017 by the United Nations Development Programme (UNDP) and the Citi Foundation, the Youth Co:Lab programme aims to establish a common agenda for Asia-Pacific countries to invest in and empower youth to accelerate implementation of the Sustainable Development Goals (SDGs) through leadership, social innovation and entrepreneurship. By developing 21st century skills, and catalysing and sustaining youth-led startups and social enterprises across the region, Youth Co:Lab is positioning young people front and center in order to solve the region's most pressing challenges. In addition to supporting youth entrepreneurship, Youth Co:Lab also works closely with a large number of key stakeholders across the region, including governments, civil society and the private sector, to strengthen the entrepreneurship ecosystem and policy support to better enable young people to take the lead on new solutions that will help meet the SDGs.

YOUTH CO:LAB SPRINGBOARD PROGRAMME

The Youth Co:Lab Springboard Programme seeks to address the development challenge of scaling youth-led social enterprises to being financially sustainable to impact livelihoods of themselves and their communities on an ongoing basis.

The underlying main causes for this challenge, as identified by the Youth Co:Lab Theory of Change, are a lack of availability and impact of business support services for young social entrepreneurs, weak individual capabilities and social networks for young social entrepreneurs, and a lack of enabling environment, including relevant policies, regulations and financing mechanisms.



Actively Beating The Odds To Leave No One Behind

Overall the Youth Co:Lab have benefited 1,200+ youth-led SDG solutions, of which 450+ have excelled to participate in the National and Regional Springboard Programmes.

We are conducting the Springboard PLUS Pre-Accelerator Programme this year with our investment partner - Accelerating Asia. They are a venture capital firm with immense knowledge in enhancing investment readiness in startups, and have been actively investing in companies aligned to our mission. A number of our Springboard alumni have gone on to their accelerator programme, raising US\$3.5M+ from top investors collectively to date.

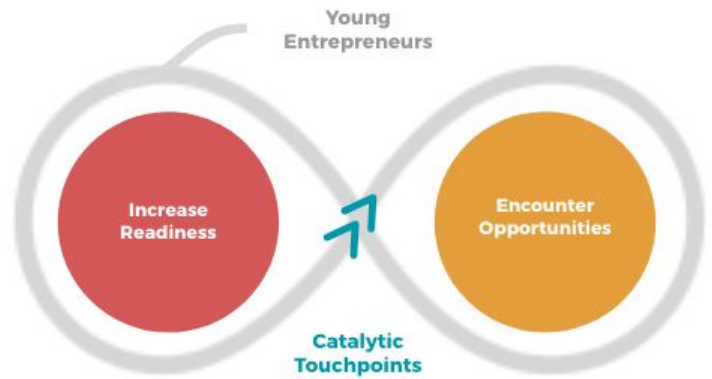


Figure 1. Simplified Learning Loop model for young entrepreneurs at the Youth Co:Lab

Learning Loop

Learning Loop Path: Young entrepreneurs enter the infinite loop of learning through **building their readiness** and **encountering opportunities**, facilitated by **technology platforms** and accelerated by **Catalytic Touchpoints**. The faster and more times founders complete the learning loop, the greater the probability they will experience learning, build resilience and grow their SDG solutions.

Impact Management	SDG Solutions Growth Infrastructures			Catalytic Touchpoints		
	Increase Readiness	Encounter Opportunities	Technology Platform	Internal		Ecosystem
Input	- SDG Business Courses - Focused Programmes	- Opportunities Researched	- Chatbot SDG Content - Learning Platform (Pilot)	- Country Offices - CO Focal Points	- Startup Support - Coordinators	- YEA Partners - Mentors/ Volunteers
Output	- Exercise Submissions - Hours Dedicated	- Opportunities Bridged	- Chatbot Engagement - LMS Engagement	- Youth Trained - Startups Benefited	- Service Request Completed - Service Hour Provided	
Outcomes	- Resource Mobilised, Revenue Increased, Skills Developed, Qualitative Outcomes					
Impact	- Enhanced Livelihoods, Employment Created, Communities Benefited, Qualitative Impact					
SDGs	SDG 4.4: Substantially increase the number of youth who have relevant skills for employment and entrepreneurship					
	SDG 8.6: Substantially reduce the proportion of youth not in employment, education or training					
	SDG 10.1: Progressively achieve and sustain income growth of the bottom 40 per cent of the population					
	To Advance All 17 SDGs Through Youth-led Solutions					

Figure 2. Theory of Change for the Springboard Programme to map out planned activities and impact

The Youth Co:Lab Springboard Programme is a startup support platform for young SDG innovators, aiming to capture and extend the lifespan of ideas sparked during Innovation Challenges and to provide young social entrepreneurs with networks and resources to increase their impact, employment capability and revenue. It is a skills platform that uses mentoring, knowledge exchanges, networking and showcasing to provide skill development opportunities for young social entrepreneurs.

Learning Platform: http://youthcolab-learn.org	4,200+ Hours of Learning	500+ Opportunities Bridged	28 Countries
Facebook Chatbot: https://m.me/YouthCoLab	190+ Alliance Partners	\$5.74M Resources mobilized	

NATIONAL SPRINGBOARD

Product Development Focus

The proposed National Springboard is a capacity development guideline that can be adapted to different countries coordinated by the country offices with local implementation partners in their native languages, depending on context and capacity, with support from the Bangkok Regional Hub.

The content is flexible and can be adapted to local ecosystem needs. The programme suggests setting milestones with separate learning modules every two weeks that assist the entrepreneurs to develop and test their businesses. Modules include rapid technological product development, service-oriented user experience testing, e-commerce, social media and platform utilisation, which can tap into local and regional expert pools from the Youth Co:Lab Alliance partners.



Orientation

Expectation
Commitment
Outline



Define

Customer Interview
Market Analysis
Value Proposition



Product

MVP
Value Chain Mapping
Channels to Customers



Strategy

Business Model
Partners
Indicators



Showcase

Demo Day at
National Dialogue
Improvement

NATIONAL

REGIONAL

REGIONAL SPRINGBOARD

Brand and Investment Focus

Based on the performance of the National Springboard and National Demo Day, teams with the most viable, scalable and impactful progress may enroll on the Regional Springboard programme. This programme places an emphasis on empowering entrepreneurs to establish a strong brand and boosting their confidence for showcasing, creating practical materials and skills to mobilize resources from investors and partners.



One Pager

Consolidate story visually



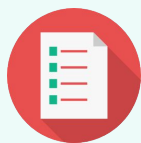
Elevator Pitch

Concise storytelling



Presentation Slides

Craft a powerful deck



Partner Management

Develop professional
skills



Financial Projection

Convey your impact by
numbers



Growth & Impact

Set goals and measure
progress

SPRINGBOARD EXPECTED OUTCOME

National Springboard

At the National Dialogue, which consist of showcases and presentations from young social enterprises about their business, the entrepreneurs present their results in front of major stakeholders of the local ecosystem, providing the opportunity for them to connect their ventures, but also to propose and discuss better strategies for youth innovation empowerment policy making.

Regional Springboard

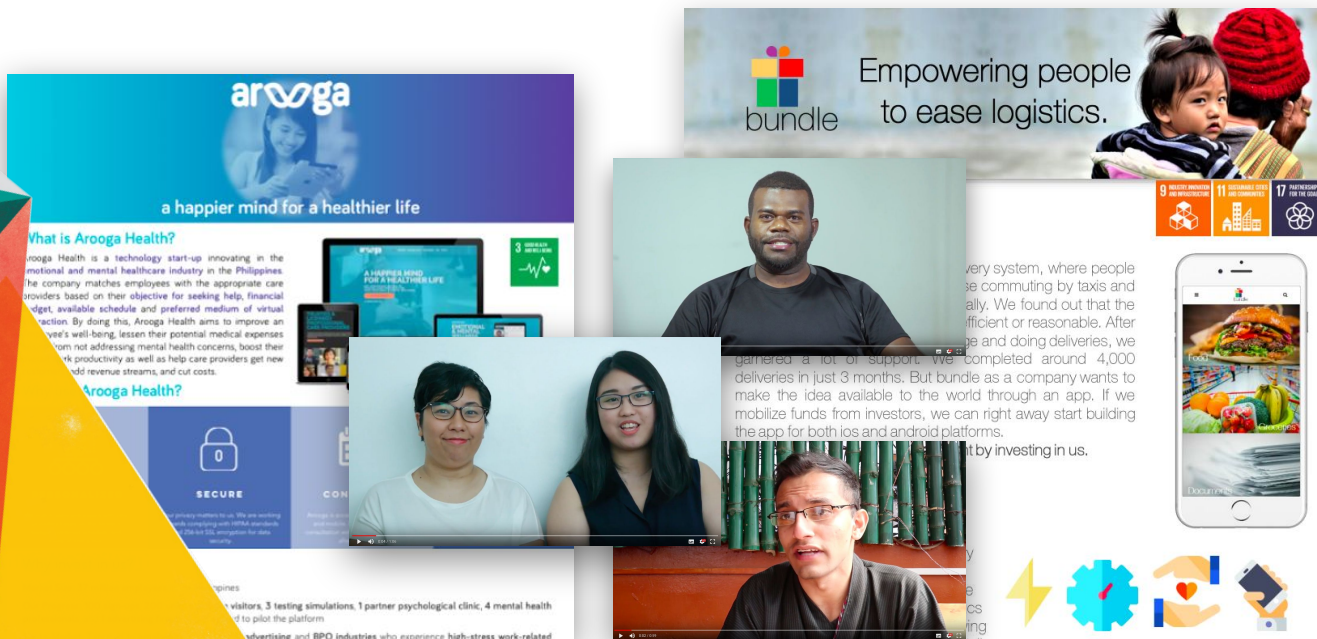
Regional Springboard: At the Regional demo day (Youth Co:Lab Summit), youth social entrepreneurs will be able to convey their stories effectively to gain international exposure attracting resources that will enable their ventures to scale. Moreover, we aim to convene corporate partners in relevant supply chains that may provide them with further proof of concept opportunities.

LONG TERM SUSTAINABLE IMPACT

The Youth Co:Lab strives to be the leading youth-led SDG solutions support platform, where any youth with innovative SDG solutions can join and realise their potentials.

Youth Co:Lab Springboard Programme aims to improve business readiness, entrepreneurial skill sets and and market access for more sustainable young social enterprises, providing also the means to scale their impact. In 7-10 years, the programme aims for a significant increase in such businesses throughout the region, along with enhanced ecosystems where young social entrepreneurs are better supported. A parallel aim is to see an increase in young people using entrepreneurial skills for enhancing their employability, bridge next steps such as accelerators and market opportunities, as well as improving their communities by implementing the SDGs.

The Youth Co:Lab continues to leverage the different actors in the social entrepreneurship ecosystem through a community of partners called the Youth Empowerment Alliance of Enablers, where bottlenecks and barriers are researched and discussed, with the aim to improve policies, regulations and financial mechanisms.



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