

Young Founders School **ANNUAL REPORT** 2021

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Founder's Word

— Billy Naveed

It gives me great pleasure to present to you the Young Founders School 2021 Annual Report.

It is two years into the global pandemic, and the impact is still visible across education and learning around the world. We have managed to find opportunities in evolving to a wholly digital platform with greater scalability than ever before.

We are proud of what we have achieved in 2021, striving towards our mission to bring the opportunities of entrepreneurship education to everyone.

Thanks to the perseverance and dedication of our team at YFS, our virtual offerings are complete. In 2021 we successfully brought back our signature programme, the Startup Bootcamp, in an online format. It was great to see the passion from students on their startup projects as much online as we have seen offline in the past.



Our team has put together a Bootcamp operating manual, as well as self use materials for the YFS Ideation course to enable schools, organisations and community groups to run our entrepreneurship programmes themselves.

To progress students' learning further, we also launched our virtual internship program with our network companies, and have partnered with **CLAP@JC** by Hong Kong Jockey Club, for students to apply their entrepreneurial mindset in a real-world work setting.

Our efforts will be more impactful through networks and partnerships. Please help us to spread the word across your networks.

The enduring effect of the pandemic for the education sector is the importance of being agile and responsive in today's world. Through focusing on an accessible and effective technology driven approach, we have remained committed to our mission and are now positioned to offer more opportunities for young people than ever before. Our work is bridging the gap between education and workplace, nurturing entrepreneurially minded, tech-ready and future-ready young people.

Finally, on behalf of Young Founders School, I wish to warmly thank all of our partners, volunteers and students for your ongoing support, energy and inspiration!

A handwritten signature in black ink, appearing to read 'Billy Naveed', with a stylized, flowing script.

Billy Naveed, Founder & CEO

“ Our mission is to make entrepreneurship education, work-ready digital skills and internship opportunities accessible to everyone, globally.



Our **impact** in 2021

No. of students
impacted

3,526



Mentors assisting YFS
programmes

41

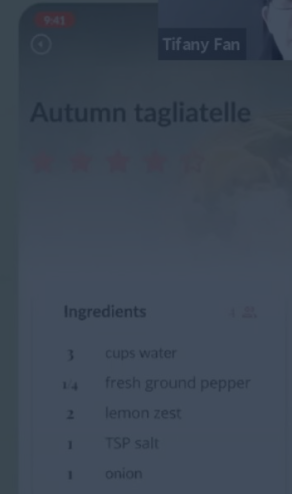
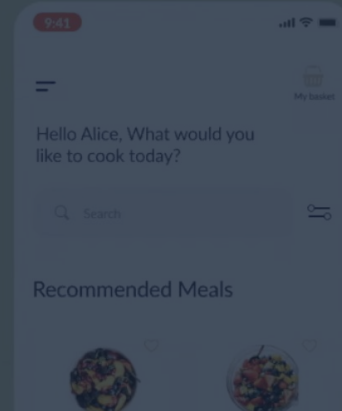
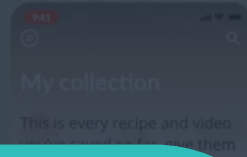
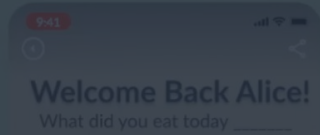


New Digital Courses

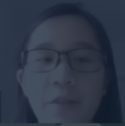
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Our Product



Tiffany Fan



Our Pedagogy

Learn

Understand how entrepreneurship is essential to the future of work

Apply

Use the initiative and apply the skills learned to build a startup project

Experience

Virtual internship with companies to explore career aspirations



New YFS Team Member

Theresa Lee, Program Manager

To continue our mission in getting more talented young minds into the entrepreneurship journey, in December, we had a new member join, Theresa Lee, as Project Manager. She has a background in event management collaborating with businesses and organisations to build engaging client relationship before joining YFS.

Theresa has been focused since joining on managing and developing our virtual internship offering to make the programme grow across schools and businesses. She is engaging with CLAP@JC and global companies to provide a real-life work experience to young people to develop, learn and apply new skills and knowledge in a digital workplace.

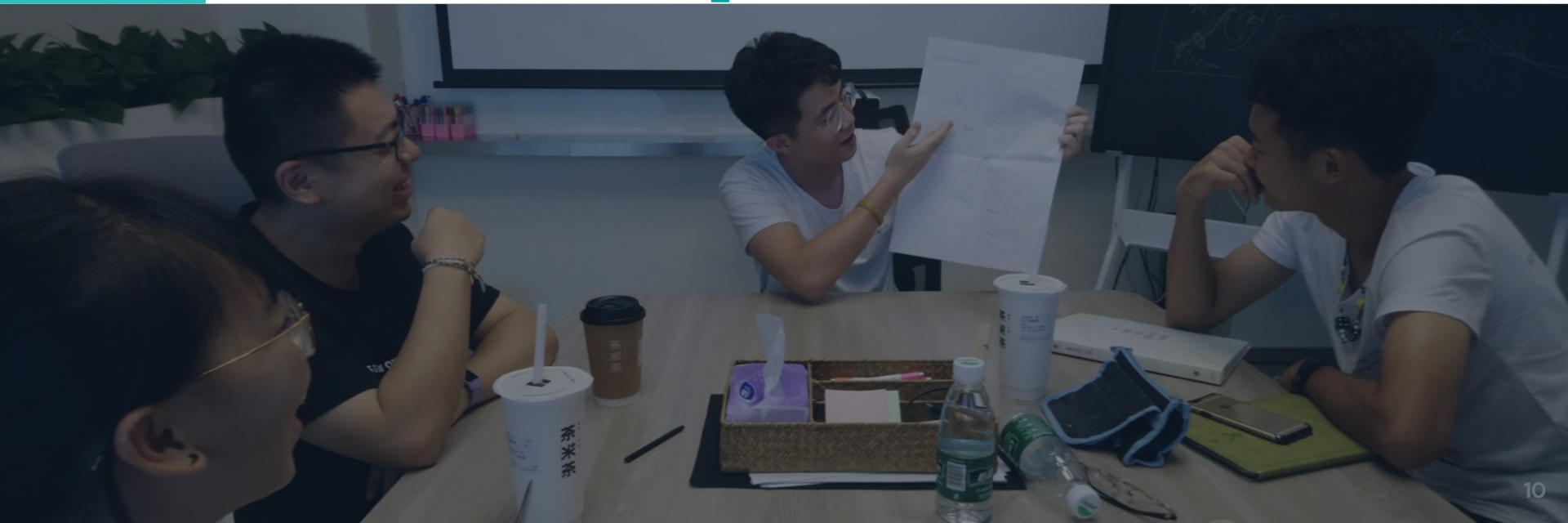
YFS PLATINUM SPONSOR



Credit Suisse has been our long term support partner since 2016. Thanks to their generous sponsorship, YFS has continued to improve our existing courses and develop more digital offerings that benefit more students in learning the entrepreneurship skills and values.

In 2022, YFS and Credit Suisse will continue to work closely together to contribute in cultivating our next generation of leaders with entrepreneurial spirit as part of their mission. We are working on developing a Stock Market Investment course delivered by a leader from Credit Suisse as a new digital offering to equip students with financial mindset.

Startup Bootcamp



After almost a year of preparation and refining the curriculum and course content with our education and corporate partners, we are officially rolling out our flagship programme, the YFS Startup Bootcamp again. Through this intensive and immersive programme, students will understand what it means to be a startup founder.

Under the 'new normal', our team has set up various digital tools and resources in a digital learning environment to facilitate learning, work and communication while taking the Bootcamp programme from home. The selected digital tools and platforms for the Bootcamp allow students to thrive in the future of work.



In 2021, we ran 3 virtual Bootcamps, namely in July, August and November. The redesigned Bootcamp consists of 3 major components: Mini-courses, mentorship and self-directed learning.

1. Online Mini-Courses

Student participants will be using our partner's online learning platform, BSD Online, to access all the mini-courses, which consist of bite-size teaching videos delivered by experienced business professionals and startup founders, with follow-up explainers and tasks covering topics on developing an industry-standard pitch deck, from ideation to business modelling to pitch presentation. Detailed mini-course curriculum is shown in the right.



All courses are delivered by business professionals or startup founders

What is a Pitch Deck?

- Introduction to Pitch Deck
- Components of a Pitch Deck
- Best Practice

Ideation

- Problem Statement: Conducting Research
- Getting to the Solution
- Creating your Startup Brand: Name, Logo, Tagline

The Market

- Market Size & Value
- Competition
- Unique Value Proposition

The Product

- Developing a Product Mock-up

Building a Business

- Business Modelling

Financials

- Introduction to Budget Plan
- Components of a Budget Plan
 - Profit & Loss
 - Cost & Revenue
 - Marketing Cost
- Best Practice

The Ask

- Management Team
- Business Valuation & The Ask

2. Mentorship

Despite the digital approach, we are not compromising the human element in the programme. There are two major lines of mentorships during the programme: team coaching and bookable mentorship sessions. Each student team are assigned a mentor to facilitate on the team's pitch deck progress and provide the most suitable advice on the startup project. At the same time students can book a session with external mentors throughout the day to get third party professional feedback on their pitch deck, and to practice their pitch with the mentor before the final big presentation.

3. Fully-Guided Self-Learning

Our content is designed for students to learn at their own pace. Being in charge of their own learning journey can be very empowering and give students a sense of self-confidence and navigation on how they want to plan their own startup, innovatively. We believe that the best way of learning is by action. By working on a social initiative project that they are passionate about, it allows students to truly experience a founder's path.

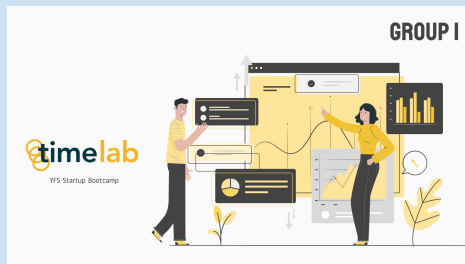
Winning Student Pitches

from our Virtual Startup Bootcamp

Click on each project below to view the pitch presentation followed by Q&A from investors

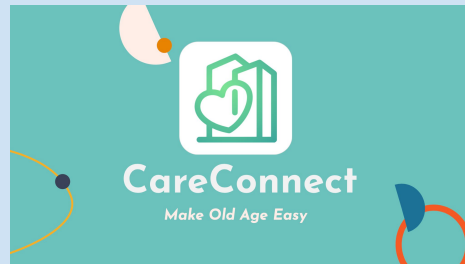
TimeLab

A digital tool for productivity and motivation



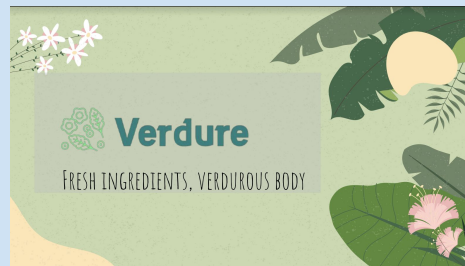
Expertis60

A job searching platform for the seniors



CareConnect

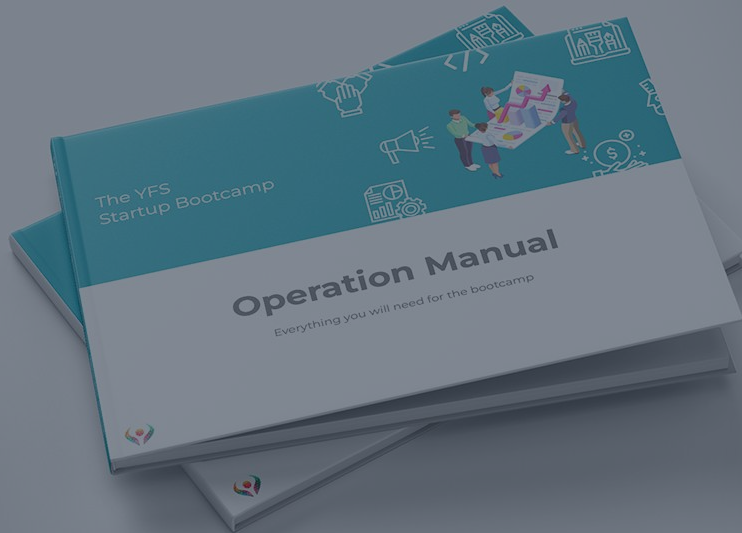
A platform that makes finding an ideal elderly home easy



Verdure

An app that promotes sustainable healthy diet

Startup Bootcamp Manual



Our goal is to democratise entrepreneurship education, and our team has been actively and strategically working towards **reaching 1 million students by 2025**. Instead of relying solely on Young Founders School's effort in operating the programmes, we are expanding our offerings by enabling schools and organisations to run YFS programmes themselves.

Our team has worked together with education experts and created a content-rich **Bootcamp operating manual** that is accessible to all educators around the world. The manual is a comprehensive guide that includes a detailed breakdown of all the events on each day of the Bootcamp. We have also included a list of resources that schools or organisations might need when preparing for the programme, such as promotional materials, invitation emails and digital tool tutorials. Students from our partner schools or organisations will also have long-term access to BSD Online for all the mini-courses, free of charge.

Bootcamp Package Content

Operating
Manual

Teaching &
Learning
Materials

Access to BSD
Online (Teacher
& Student
account)

Digital Tools
Guide

Promotional
Materials

Online
Support

The operating manual is also designed to be able to adapt to the school timetable and in three instructional formats: online, offline and hybrid to cater for different occasions of learning. We want to ensure that will be able to get the most out of this opportunity to give students the support they need to grow as a future leaders, at school and beyond.

Through the easy-to-follow step-by-step guides, the Bootcamp package enables educators, whether with or without any prior business or entrepreneurial knowledge, to be able to run our quality vetted programme. We have already received interests from various schools and organisations across APAC including Hong Kong, Indonesia and Australia, to run the Bootcamp.

Our team will continue to look to improve the Bootcamp manual package to provide high quality startup education for educators and students. We want to see it thrive in the community together we will combine our efforts in democratising entrepreneurial education for all young people, globally.



Virtual Internship Programme



Today more than ever, the emerging technologies and digitalisation have accelerated the demand of digital skills. According to [The Global Digital Skills Gap Report 2021 by RAND Corporation](#), employers are actively seeking employees with digital skills in order to adapt to an increasingly digitised environment.

We launched our Internship Programme in 2017, and now to respond to the growing demand for digital work skills, we transformed the programme to a virtual mode to equip students with future-ready skills in a digital environment. With this format, we are able to have the internship opportunity available to a broader range of students, also a wider range of companies across industries around the world to be able to host student interns.

The philosophy behind the programme is to bridge the gap between education and work to give young people the opportunity to apply entrepreneurial skills and experience virtual work in a real-life professional work setting. Student interns will be assigned to work on a project that will bring genuine and meaningful value to the host company. We hope to empower young people to be able to see future opportunities as attainable with their very first job experience with our programme.

Our team at YFS redesigned the Virtual Internship Programme on a project basis to ensure students are given a focused work experience and supervision from the company executives and mentorship from our internship advisors. Upon the end of the programme, students will take home three primary learning outcomes:

Workplace Skills

Students will acquire the following soft skills and qualities that will be a great advantage for them to succeed in future career paths.

- Communication
- Work ethic
- Problem solving
- Presentation
- Organisation
- Time management
- Critical thinking

Practical Knowledge

Technical knowledge in working in a virtual context with specific understanding in their internship project such as:

- Digital literacy
- Project management
- Human resources
- Webpage workflow
- Social media marketing
- Data analysis

Professional Network

At the end of the internship, students will create a LinkedIn profile with:

- 1) Internship experience
- 2) Connections with company representatives and internship advisors

This is crucial for students to take the first step to establish their own professional network for their future career.

Last summer, we worked with ILIA Connect, a Canada and Hong Kong-based consultancy firm, to run our first YFS Virtual Internship Programme. Among the group of student participants, some of them were selected from the winning teams of the YFS Startup Bootcamp to further enhance their entrepreneurial skills while working on various internship projects individually or as a team.



**Business
Development**

**Website
Development**

**Social Media
Marketing**

**Video Content
Creation**

During the internship, students were given much creative freedom and autonomy while working on their projects. They were encouraged to share ideas, feedback, questions and suggestions with the team members and even with the business owner for the goal in the company's gain - as if they were the partner of the company. This provided students an invaluable opportunity to understand how a business operates, for example they were tasked with funding proposal research, creating branding materials and developing a presentation guide, all experienced in a real context. We are very glad that the student interns have a clearer idea of what career path they would like to pursue in the future.

“

I think it (the internship) has expanded my scope of interest for the future. Rather than being someone who just wanted to study computer science, now I also want to incorporate business management, that also connects to how I see myself after high school graduation.

— Benjamin Tsang, 15



STUDENTS SHARING

“

It (The internship) really made me realise the flaws I have in my current skill set, and that really helped me to develop as a person, or as (an) employee.

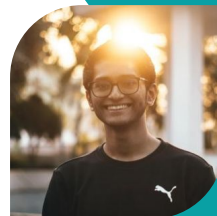
— Jacky Xiao, 16



“

I think the internship was a very self-enriching experience for me because it helped me identify my strength, and more importantly my weaknesses. (It) really solidified me wanting to be more involved with tech.

— Mahi Zarif, 16



“ The YFS Internship has given me a really good experience for me to lead a young team. Because I was hesitant what can a group of students do? You (the student interns) have really opened my eyes. It absolutely gave me the idea that I can offer ongoing internship for university and high school students.

— **Cecilia Lui,**
Founder & Director
ILIA Connect



Partnership with CLAP@JC

CLAP@JC
賽馬會 鼓掌·創你程



To extend our Virtual Internship offerings to more students, we partnered with [CLAP@JC](#), a support platform for career and life development by the Hong Kong Jockey Club, to provide internship opportunities to students of 50 local CLAP@JC network schools in Hong Kong in **2022**. The goal for this partnership is to allow students to gain the experience and confidence of applying learned skills from education within a professional setting. This could be a very meaningful opportunity for these students as it might be their first time working in a virtual format for a corporate.



The internship projects and application model will be built around the VASK framework developed by CLAP@JC to enhance the effectiveness of talent matching. The framework provides an all-round profile for the students to better explore the most suitable job choices for themselves.



Values

Your judgement of what is important in life. Values act as principles for decision making and action, and also inform attitude.



Attitudes

How you view and respond to someone or something which, in turn, influences your thoughts and actions. Your attitude influences how well you perform and how you are perceived.



Skills

Transferable skills are a core set of skills and abilities which can be applied to a wide range of jobs and industries. They enable the proper management of items, data, and relationship with others.



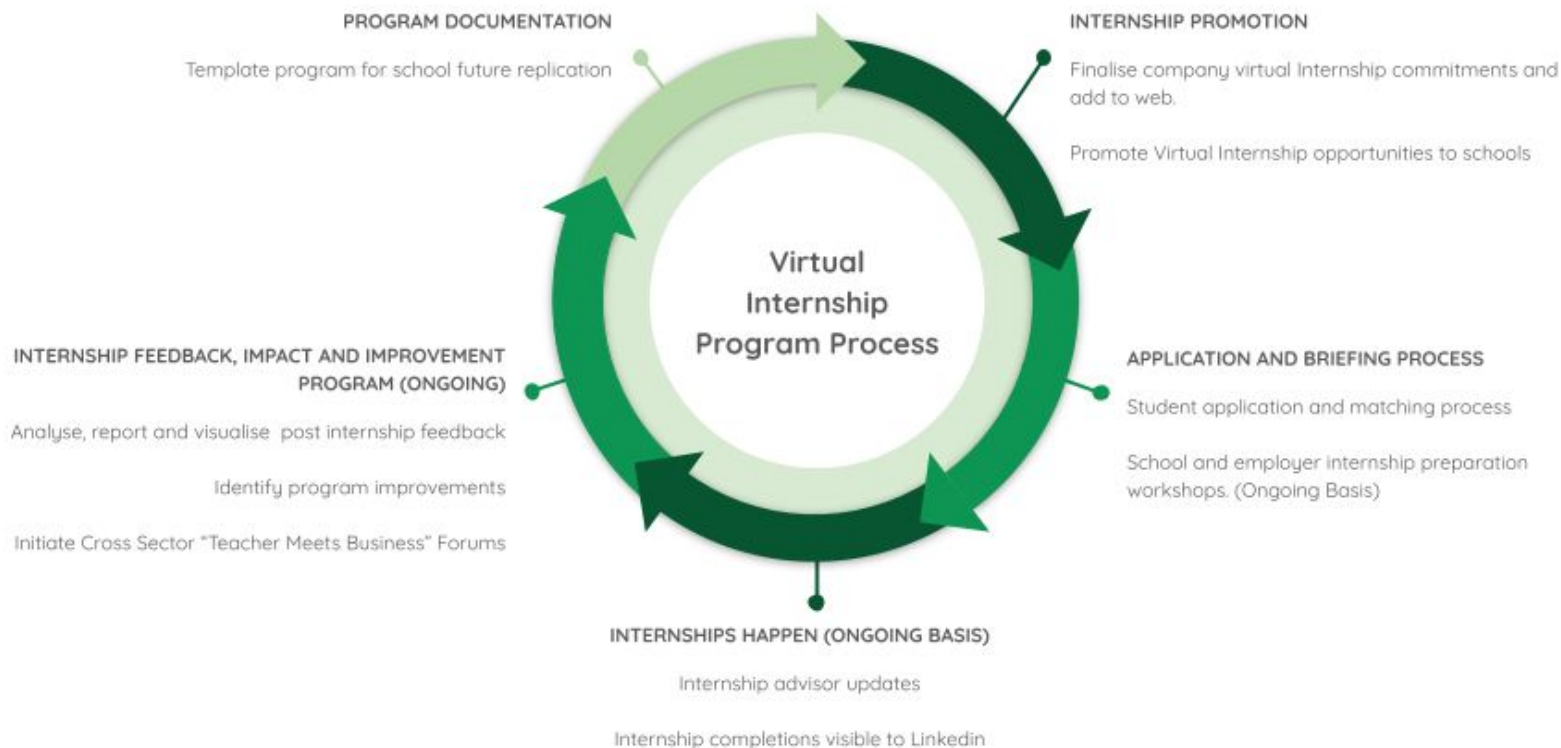
Knowledge

Experiences, insights, know-hows, and how-tos that help you achieve things. Know-how is a certain understanding of how things work, while how-to is an ability for operations, such as procedures or skills for operating a machine.

About the CLAP@JC Virtual Internship Programme

- **Project-focused:** The internship will be set up to deliver 8-16 hours of work experience with 3-6 contact hours with the host company supervisor on the project. Students will work on a challenging but achievable project that will bring meaningful and genuine value to the host company.
- **Worldwide exposure:** Host companies range from local firms to international corporates across industries and departments to expand students' learning horizons, with the advantage of virtual internship without geographical limitations.
- **Internship advisors:** Each student will be assigned an internship advisor who is a business professional, to assist in the student's understanding of the project and provide advice and guidance on workplace skills or certain technical knowledge
- **School-business relationship:** Onboarding workshops and guides will be provided to the network schools and host companies to prepare for the internship programme and to foster a long-term sustainable relationship under BSD Education's Teachers Meet Business scheme.
- **Professional network building:** Upon the completion of the internship, students will create a profile on LinkedIn and connect with the company supervisors, who will be able to endorse the skills the students are able to demonstrate during the internship.

CLAP@JC Virtual Internship Programme Process in 2022

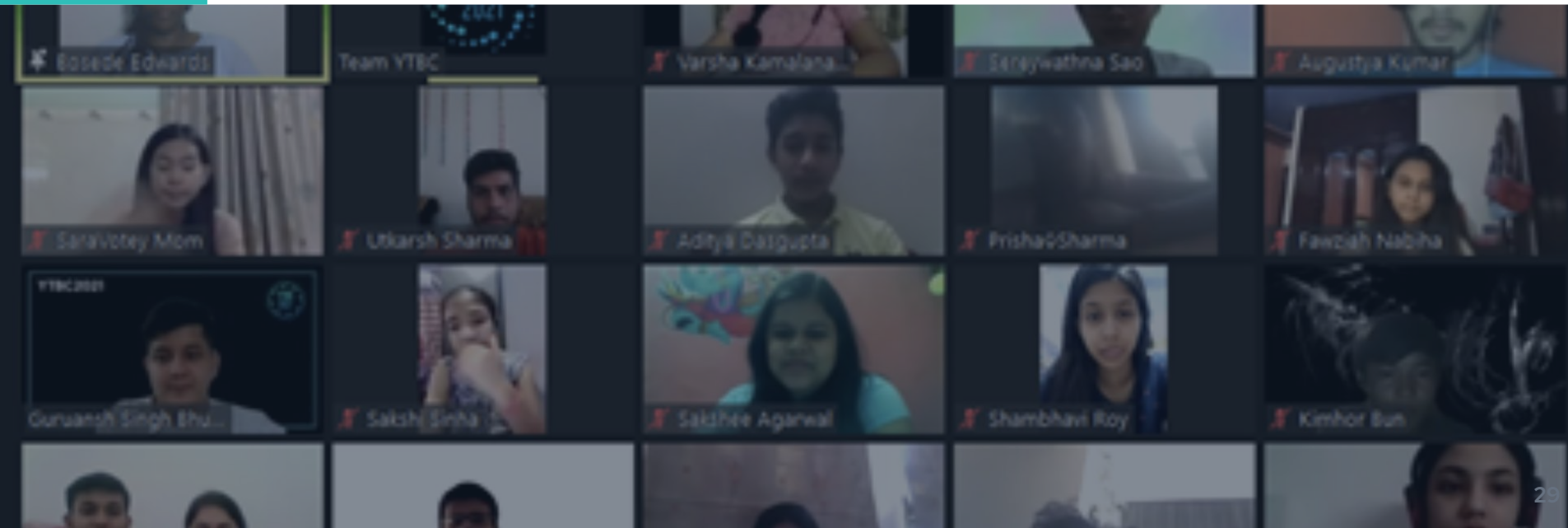


OUR FUTURE VISION



With the partnership and workflow set in place, we are looking forward to making the internship opportunities accessible to more students in 2022 and beyond. The purpose of entrepreneurship education is to encourage students to explore opportunities beyond the classroom and acquire skills that will propel their growth and future development. Therefore it is as well important to educate other stakeholders to nurture 21st century skills in our future leaders by giving students the opportunity to learn and experience what they can achieve. Our team is developing an operating manual for the internship programme with materials and resources to support this cause. In addition to being an educator ourselves, our role at YFS is also to empower other schools, organisations and corporates to lead the change of the way entrepreneurship education is taught. We are hopeful to see the positive change in the long run.

Upcoming Offerings in 2022



In 2022, we will continue to enrich our digital offerings to expand our content in our learning library for students. Our team will seek out more opportunities to work with other organisations and professionals to collaborate on creating new course content that would widen students' learning horizons that would allow them to build on their entrepreneurial skill set. At the core, we are looking to connect their skills and knowledge with their personal interest and passion, and on top of that the future trends and demands. Here are some courses we are developing with our education team:

Google
Workplace

Microsoft Office

Stock Market
Investment

NFT Entrepreneur

Communication
Tools

Design
Applications

LinkedIn
Networking

Dropbox

At the same time, we will carry on with improving and updating our existing programmes to provide quality learning experiences for our students, and for our school and organisation partners who are looking to launch entrepreneurship education for youth and career development.

In the coming year, we will still be committed to offering our programmes to youth all year round. In addition to that, we also welcome partnerships and collaborations with educators, schools, organisations and other communities to operate our workshops and programmes, thereby achieving effective passing on of the entrepreneurial spirit to young people.

In addition to YFS learning courses, our team is working closely with CLAP@JC and other corporate partners on the Virtual Internship Programme, which we are looking forward to scaling up to create more meaningful encounters between schools, businesses and students. Through a sustained relationship within the internship programme, we believe that students will gain a worthwhile experience with YFS - to be able to acquire the skills, knowledge and network needed to pursue whatever they aspire regardless of their age and background.

Together with all our effort, we will continuously strive to make all our offerings effective and relevant for students - to inspire them along their entrepreneurial journey.

Our **Goals** in 2022



16

YFS-run Programmes



15

Partners operating
YFS Programmes



60+

Internships



4500

Total Students

YFS Team



Billy Naveed
FOUNDER



Crispian Farrow
DIRECTOR



Chris Geary
DIRECTOR



Kristie Cheng
PROGRAM MANAGER



Theresa Lee
PROGRAM MANAGER

Support what YFS does

“Our efforts are going to have a more influential impact when we work together.”
We appreciate and welcome any form of support to our work towards empowering the youth with entrepreneurship. Contact our team if you would like to be part of this rewarding journey.

- **Donate** to support our cause
- **Be a Mentor** at YFS Startup Bootcamps and beyond
- **Run YFS Programmes** at your schools or organisations
- **Host student interns** at your company
- **Introduction to school network** for YFS programs
- **Partner with YFS** for more digital course offerings
- ... and more. Visit our website and explore how you can contribute to our work!

<http://youngfoundersschool.com/get-involved>

CONTACT US



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