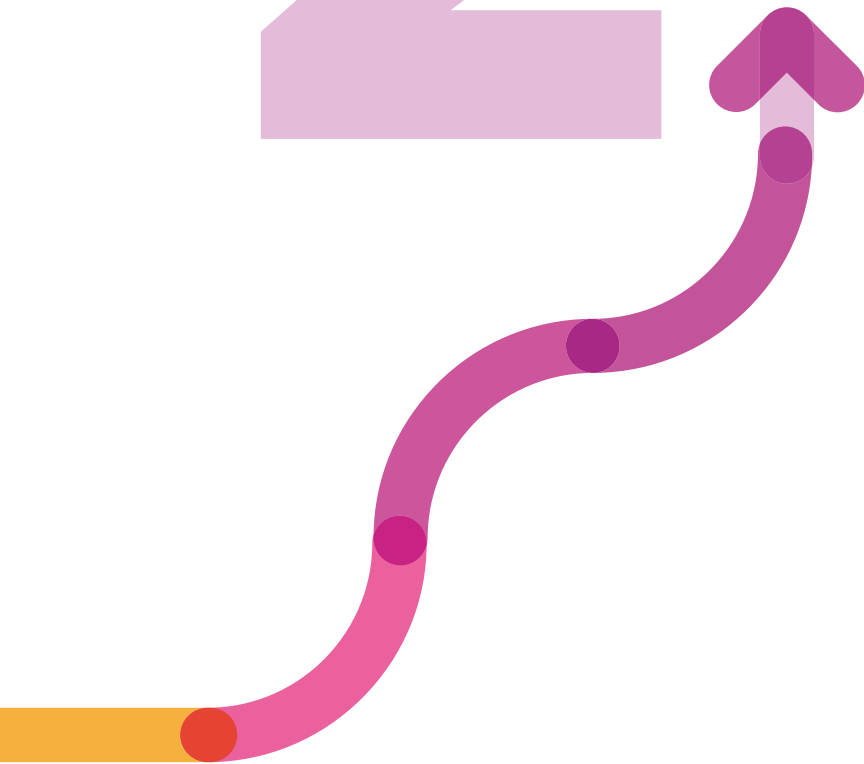
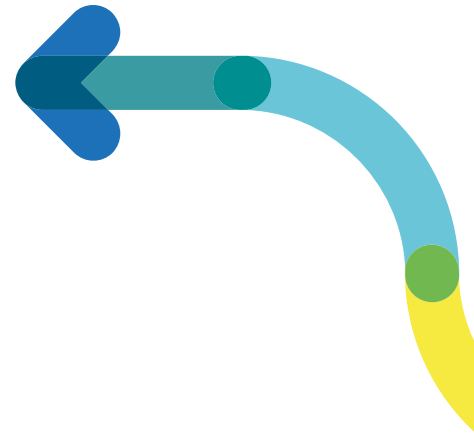


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**Target
group.**



DEFINITION OF THE TARGET GROUP

MENTEES

The YEP project is focusing on long term unemployed adult people, aged 50+.

The adults targeted by the YEP! project are:

- Adults who have lost their job and have difficulties to find a new one
- Adults and retired people wishing to develop a new entrepreneurial idea
- Retired elderly people who are still active and wish to live a new experience in the job world
- Retired people who are experiencing social exclusion and/or economic issues

The adults of this target group are both individuals who have already some knowledge of the entrepreneurial world, acquired by working in companies, and people who have worked in other sectors (public or private) and want to start a new working experience after retirement. The common point is the interest in improving or developing their entrepreneurial skills, as a way to make a radical change in their professional or after-retirement life.

This target group is aged 50-65 and belongs to the generation of people who are keen using ICT and have at least basic knowledge of social networks and the most common Apps. Thus, they need some help and information about last available ICT solutions, platforms and online services for new entrepreneurs.

Generally, people of this target group have families and kids, but they may feel that they cannot always get support from their relatives or friends in the development of their entrepreneurial skills and ideas.

YOUNG ENTREPRENEURS

The young entrepreneurs targeted by the YEP! project are:

- People aged 35+ having already created their own start-up
- Young entrepreneurs having some entrepreneurial skills and education (acquired by taking classes in a business school or university, or developed through personal experience)

This target group is composed both by young people with entrepreneurial vocation who have studied in business and economy schools or young people from the Generation Y, who started up their own business to face economical crisis and unemployment in their countries.

Different entrepreneurs profiles correspond to different motivations: entrepreneurial skills development, career



improvement, passion, economic needs, challenge seeking and more.

People of this target group use last ICT solutions in their everyday life and also boost the development of new services such as Apps, online platforms, social media. Beside ICT skills, these young people can rely on their creativity, their network of other young entrepreneurs and the knowledge acquired during their studies to give a form to their ideas and start their own business.

