



## Summary

- 1. Context**
- 2. Video clip**
- 3. Main outputs**
- 4. Impact on individuals**
- 5. Wider additional impacts**



## Context

Post economic crash, ever-increasing youth unemployment, youth migration, closure of dedicated youth enterprise interventions, due to departmental budget constraints, at the time they were needed most

**Environment:** Young people living in remote, rural or sparsely populated communities

**Barriers:** Remote rural environments; alien concept to some; lack of knowledge and experience; differences in statutory provision

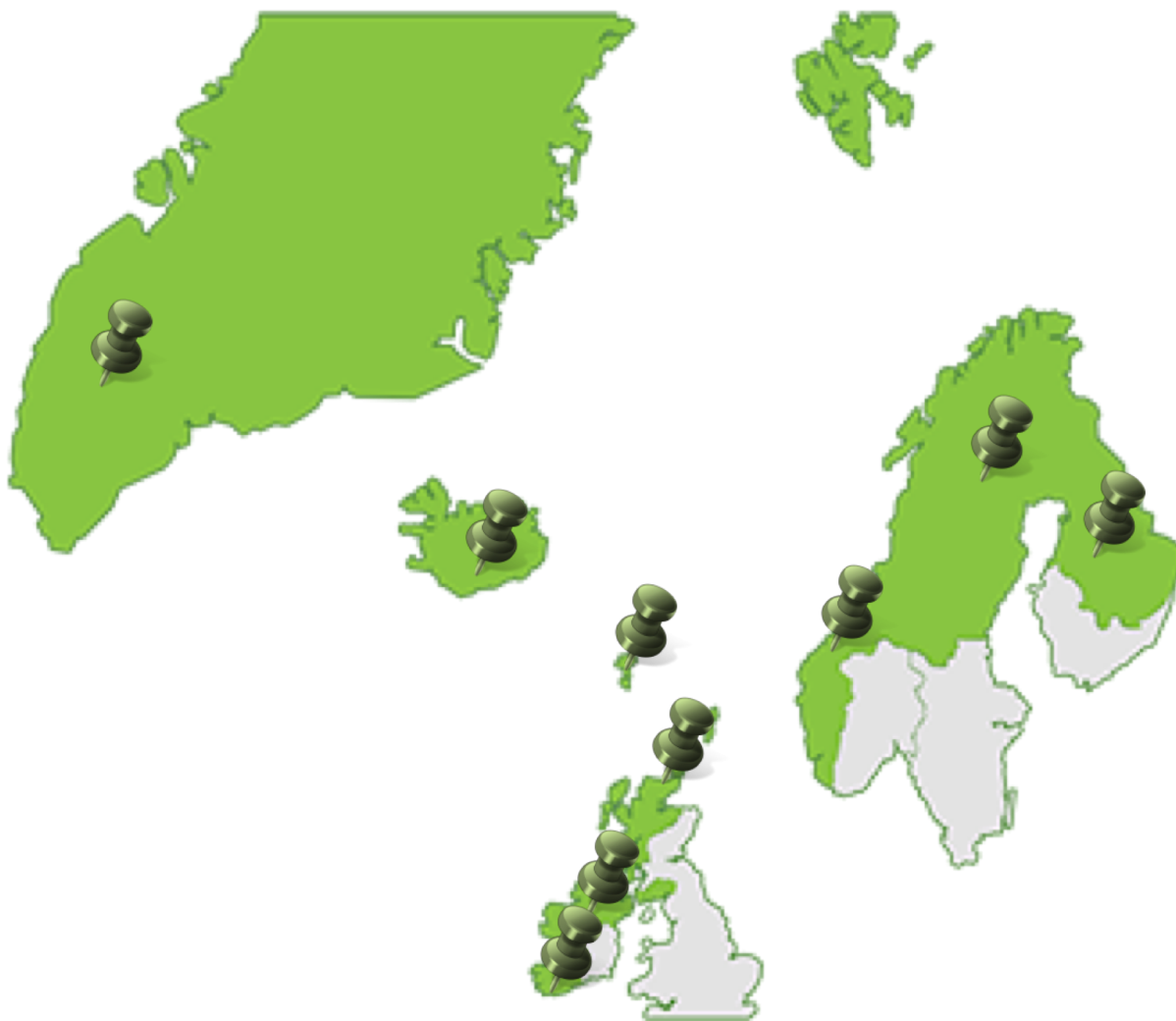
**Model:** Awareness campaigns; workshops; 1-1; country specific research; Enterprise Support Platform; tailored resources & support

**Aim:** To promote 'Starting a business' as a viable and realistic career option to young people in rural areas and progress more young people to 'young entrepreneurs' who thought innovatively when starting or growing a business.



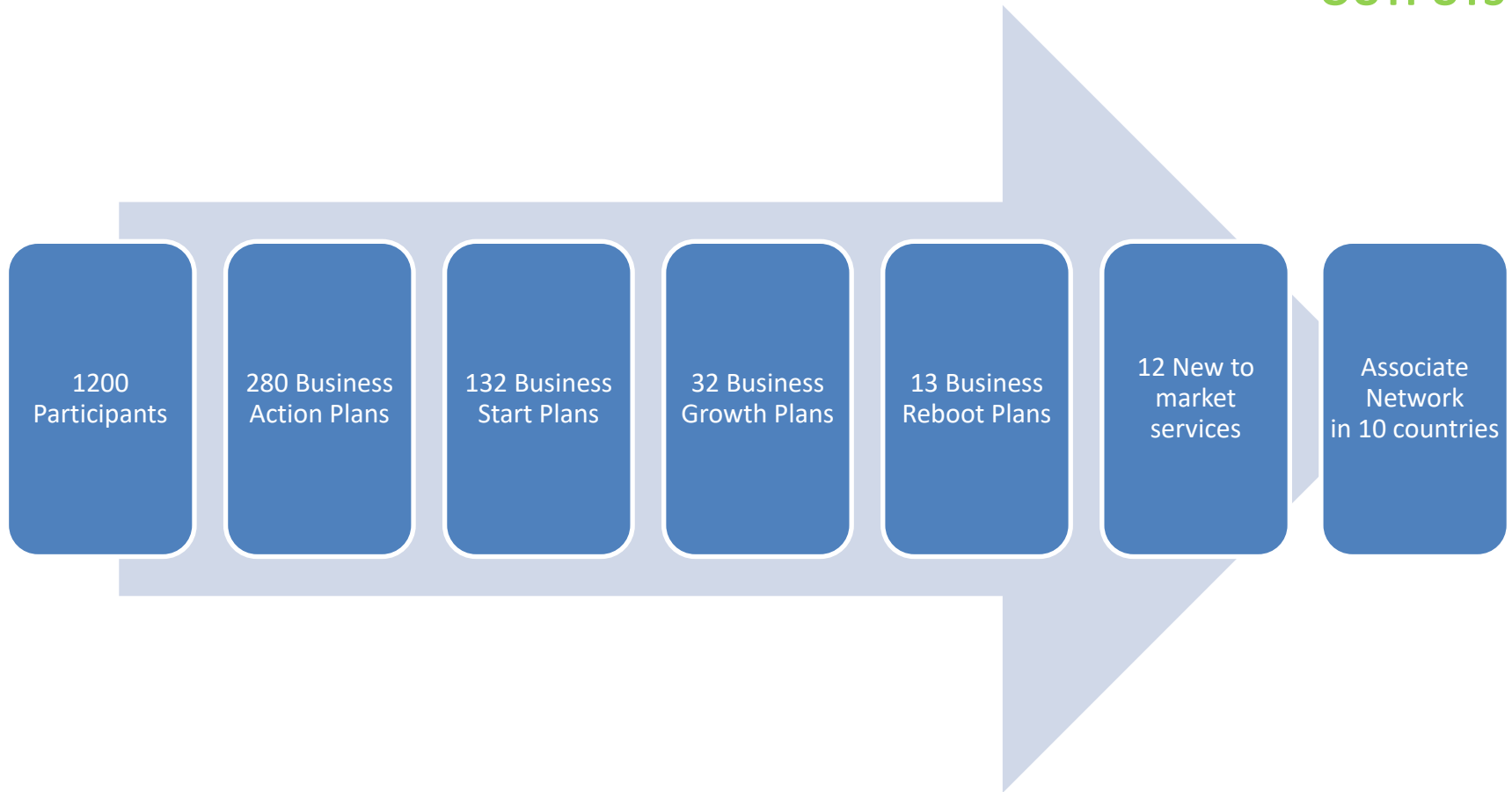


NPA REGION





## OUTPUTS













# Sisimiut



# Sion Mills



**The Aim was the Same: To Impact on Individuals through:**



Pre-Start



Start



Growth



Reboot



**FEEDBACK**

**Inspired me to start my own business**

**Mind-blowing, fun, exciting and educational**

**Absolutely brilliant, very enjoyable**

**Best workshop I have ever been at!**

**The trainers are Godlike!**



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START

**I plan to develop tourism in Qasigianguit by creating more activities that will attract more tourists.**



**I plan to grow and expand the business by entering new international markets and my brand to be recognized internationally for quality, performance and durability.**



**GROWTH**



# *the* Retailer



REBOOT

**Very emotional process**

**Mounting debts**

**Long hours**

**Very poor turnover**

**Governance & Legal Issues (major)**

**Costing & Pricing Structure**

**Core business?**

**Confusion & fear**

[www.ryeconnect.eu](http://www.ryeconnect.eu)

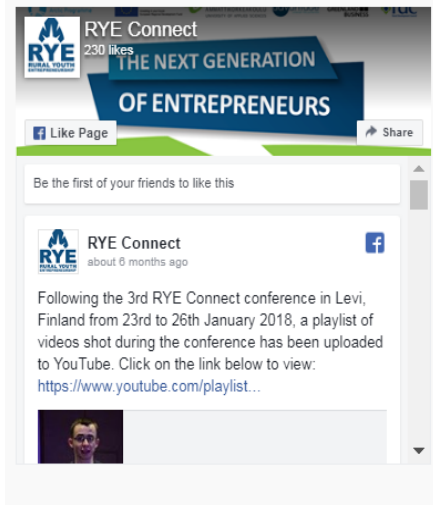
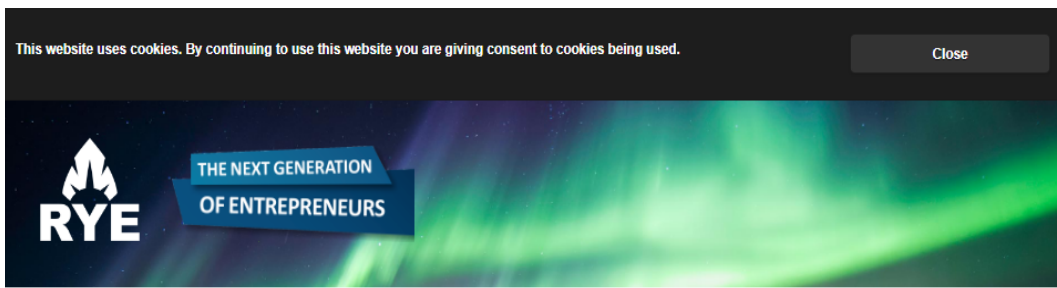


THE NEXT GENERATION  
OF ENTREPRENEURS

ENTER



SUPPORT  
PLATFORM



Meet some of our young entrepreneurs




## BOW WOW BEAUTY



**PERSONAL PROFILE**

Name: Roisin O'Hara  
Age: 30

Growing up on a farm on the outskirts of Dungiven, Co Derry, N. Ireland, it has always been Roisin's dream to work with animals especially dogs. Roisin attended St Patricks College, Maghera and studied A Levels. At that time she was torn between a career as a veterinary nurse or an accountant. She decided to study accounts and often wondered if she had made the right decision.

**RYE EXPERIENCE**

Roisin heard about the RYE programme through social media and contacted Rural Development Council staff to find out more. She attended the RYE Prestart workshops held in Maghera Cross Community Link where she received advice on writing her business plan which enabled her to take the first steps towards opening her dog grooming service.

**BUSINESS**

Now that she is 30 years old she felt the opportunity had presented itself for her to follow her passion which was to set up her own business working from home. She completed a City & Guilds Course in Dog Grooming and attended a local RYE workshop. She also made the journey to Liverpool to watch Cesar Milan, The Dog Whisperer well renowned dog trainer. In January 2015 Roisin opened up her business Bow Wow Beauty. At Bow Wow Beauty Roisin has pledged to take great care of the animals that come onto her premises, making sure all their needs are taken care of. All breeds are catered for in a caring, pleasant environment providing a quality professional service. As part of her service she offers a collect and return service for her customers who live within a 15-20 mile radius.

**FUTURE GOALS**

Roisin is delighted with how her business is going, she is excited to be so busy. Roisin has listened to her customers and is planning to expand the services she provides in line with their needs. Roisin would like to open a chain of Bow Wow Beauty salons all over Northern Ireland.

For more information about Roisin's dog grooming service you can follow her on facebook at Bow Wow Beauty or contact her at [roisin@bowwowbeautyshop.co.uk](mailto:roisin@bowwowbeautyshop.co.uk).

**MORE INFO**





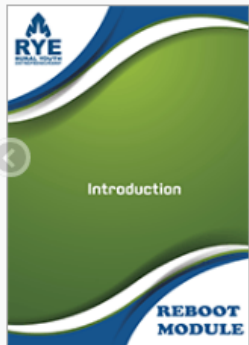


## Hothouse Reboot



Here you will find supportive tools to help your struggling business to turn around.

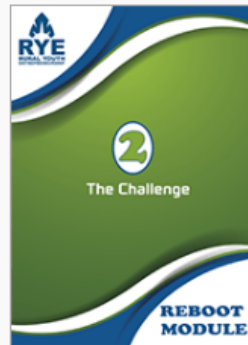
### Workbooks



[Introduction](#)



[The Signs](#)



[The Challenge](#)



[Project Management](#)



[Finance](#)

### Diagnostic tool

Business health check

Business plans

Create a new plan +

E.G.  
REBOOT  
SUPPORT



## FEEDBACK

**‘I would just like to say thank you for the opportunity to realise and discover that my ambition is possible.’**

**‘Thank you for giving me the confidence to take the next step.’**

**‘I’ve had a wonderful experience, possibly life changing.’**



WIDER  
IMPACTS





Partnership

**No-one is neutral in a partnership**

**Cultural differences – a joy and a challenge**

**Some partners will leave or be dropped**

**Organisational/Personal tensions**

**The soft stuff is the hard stuff**

**Good partnerships are a joy and greater than the sum of their parts**

**(but have a legally binding partnership agreement nonetheless!)**

# International Sustainability Challenge





## International Awards in Entrepreneurship



## Community Participation



## Government Support





**FINALLY**

**The NPA allowed us to build national and international partnerships dedicated to promoting enterprise to young people in rural areas across 10 countries**

**Allowed us to involve a network of more than 100 private, public and third sector organisations in support of young people in rural areas**

**But, most importantly, it allowed us to plant the seed of enterprise in 1200 young minds across remote and sparsely populated regions...and who knows where that might lead?**

**NEW  
PROJECT?  
ADVICE**

If I had six hours to chop  
down a tree, I'd spend the  
first four hours sharpening  
the axe

