



Funded by the
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Green Work for Youth

Project No 2022-1-PL01-KA220-YOU-000085715

PROJECT PROPOSAL

PROJECT TITLE	"Green Up School"		
SUBMITTED BY		SUBMITTED TO	
PHONE / EMAIL		RECEIVER PHONE / EMAIL	
DATE SUBMITTED		PROJECTED START DATE	

PROJECT NAME AND DESCRIPTION

Project "Green Up School"

This grant proposal outlines the "Kyiv Business School LLC" (KBS) approach to support youth entrepreneurs in Ukraine's green industry sector. The project Green Up School equips aspiring business owners with the skills and resources needed to launch and grow successful ventures. KBS's approach merges global best practices in youth entrepreneurship development with a deep understanding of the Ukrainian context. Its Green Startup School and Business Coaching curriculum incorporates innovative elements like interactive learning methods, mentorship sessions, and exposure visits, all aligned with global best practices in green transition.

The project Green Up School aims to equip 50 young entrepreneurs (18-25) with the necessary skills through the Green Startup School and provide Continued Coaching Support to 5 selected businesses (of which at least 2 are women) with a grant of USD 2,000 in the green industry sector residing in small Ukrainian hromadas with a population under 100,000.

A qualified project leader, Luidmyla Hulaiieva, will oversee the entire project. Andrii Oliinyk and Oleg Kulyk will manage the Green Startup School and Coaching & Grants tasks respectively. A team of consultants with expertise in marketing, IT, design, methodology, communication, accountancy and other relevant areas will support them. 19 Guest Consultants – 12 Speakers and 7 Mentors and 5 Coaches will form an expert core of the project.

Expected Outputs and Timeline

Activity 1: Green Startup School (4 months)

1.1 Recruitment (1 month) involves attracting and selecting 50 qualified youth participants.

1.2 Curriculum Development and Guest Speakers (1 month). The curriculum will be developed in consultation with green industry experts. We will secure participation of 12 speakers and 7 mentors.

1.3 Implementation and Facilitation (1,5 months). 2-day workshops will be conducted 3 times in certain hromada, followed by online group mentorship support.

1.4 Monitoring and Evaluation (half month).

Activity 2: Continued Coaching Support to Youth Entrepreneurs (4 months)

2.1 Youth Business Selection (1 month). Applications will be reviewed, pitches conducted, and 5 businesses will be chosen for further support.

2.2 Coaching Model Development (half month). Needs assessments will be conducted, coaches and mentors recruited, and a coaching curriculum will be established.

2.3 Coaching Implementation (1 month). Coaching sessions with 5 coaches, workshops, and mentorship support will be delivered to the selected businesses.

2.4 Grant Distribution (1 month). Pre-grant training will be provided, grants will be disbursed, and their use will be monitored.

2.5 Monitoring and Evaluation (half month). Data will be collected throughout the program to assess its effectiveness.

Organization's capabilities to lead this enterprise startup activity.

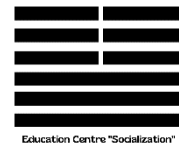
Kyiv Business School's strengths aligned with grant objectives: over 11 years developing and delivering entrepreneurship training programs, successfully co-managed is distribution grants, experience supporting light industries (e.g., fashion brands), programs for women and refugees entrepreneurs, national and international networks with investors and industry experts. KBS's managerial activity is based on internal protocols, including Regulation "On procurement policy", Regulation "On financial policy", "On accounting and reporting".

Overview of requested funding, including percentages by major budget category.

The requested funding sum is 69 913 USD, including: personnel (52,65%), benefits (5,16%), other direct cost (2,93%), activity service delivery (39,25%).



CEIPES



PURPOSE / GOALS

The project Green Up School equips aspiring business owners with the skills and resources needed to launch and grow successful ventures. KBS's approach merges global best practices in youth entrepreneurship development with a deep understanding of the Ukrainian context. Its Green Startup School and Business Coaching curriculum incorporates innovative elements like interactive learning methods, mentorship sessions, and exposure visits, all aligned with global best practices in green transition.

ASSUMPTIONS

Key assumptions for the project:

Recruitment and Selection (Task 1.1):

There is sufficient interest among youth in targeted hromadas to participate in the Green Startup School program (50 applicants).

Local NGOs, youth organizations, and local authorities will be cooperative and effective partners in promoting the program. Online marketing and social media campaigns will be successful in reaching the target audience.

Curriculum Program Development (Task 1.2):

Availability and willingness of qualified guest speakers to participate in the program (minimum 12).

The curriculum content is relevant and engaging for the target audience.

Flexible delivery methods (online components, late morning starts) will be well-received by participants.

Implementation and Facilitation (Task 1.3):

Secure training locations with adequate facilities and technology can be found in 3 hromadas.

Experienced trainers and mentors with expertise in entrepreneurship and green industry can be recruited.

Security conditions will allow for exposure visits to nearby green industry businesses.

Monitoring and Evaluation (Task 1.4):

Participants will be honest and forthcoming in surveys and feedback forms.

The chosen data collection instruments (surveys, attendance records) will effectively measure program outcomes.

Youth Business Selection (Task 2.1):

The selection process is fair and transparent, identifying the most promising youth-led businesses.

All Green Startup School participants will be interested in applying for the coaching and grant program.

Coaching Model Development (Task 2.2):

Qualified coaches with relevant expertise can be identified and recruited for each business (minimum 1 per business).

The coaching model is flexible and adaptable enough to address the unique needs of each business.

Coaching Implementation (Task 2.3):

Selected businesses are receptive to coaching and actively participate in the program.

Group workshops and peer-to-peer learning opportunities will be beneficial for the participants.

Qualified green industry mentors can be found to provide additional guidance.

Grant Distribution (Task 2.4):

The pre-grant training effectively equips participants with financial management skills and knowledge.

Secure electronic funds transfer (EFT) system functions smoothly for grant disbursement.

Grantees will be responsible in managing grant funds and adhere to reporting requirements.

Monitoring and Reporting (Task 2.5):

Coaches and grantees will submit complete and accurate progress reports and financial reports.

Site visits will be successful in gathering valuable qualitative data.

Success stories effectively showcase the program's positive impact.

These assumptions are important for the grant proposal as they highlight potential risks and areas where additional information or justification may be needed. By addressing these assumptions, the grant proposal can be strengthened and increase the likelihood of funding approval.

MEASUREMENTS OF SUCCESS

Activity 1: Green Startup School

Recruitment and Selection (Task 1.1):

Quantitative: 50 motivated youth entrepreneurs recruited from targeted hromadas.

Qualitative: High participation rate in online/offline informational sessions, positive feedback from applicants on recruitment process.

Curriculum Program Development (Task 1.2):

Quantitative: Developed curriculum with at least 3 modules and guest speakers secured.

Qualitative: Positive feedback from participants on curriculum content and delivery methods.

Implementation and Facilitation (Task 1.3):

Quantitative: 50 youth entrepreneurs successfully complete the Green Startup School program.

Qualitative: High attendance rates at training workshops, positive evaluations from participants on program delivery and effectiveness.

Monitoring and Evaluation (Task 1.4):

Quantitative: Increased knowledge and skills in key business areas as measured by pre- and post-program surveys.

Qualitative: Strong business plans developed by participants, feedback reports highlighting areas for program improvement.

Activity 2: Business Coaching and Granting

Youth Business Selection (Task 2.1):

Quantitative: Five promising youth-led businesses selected with high growth potential.

Qualitative: Diverse selection of businesses representing different green industry sectors.

Coaching Model Development (Task 2.2):

Quantitative: Developed coaching model with specific components like needs assessment and personalized curriculum.

Qualitative: Feedback from coaches on the usability and effectiveness of the coaching model.

Coaching Implementation (Task 2.3):

Quantitative: Completion of individual coaching sessions, group workshops, and mentorship opportunities for all five businesses.

Qualitative: Improved business plans, financial management practices, and marketing strategies within the businesses.

Grant Distribution (Task 2.4):

Quantitative: Transparent and efficient distribution of USD 2,000 grants to all five businesses.

Qualitative: Completion of pre-grant training and adherence to grant agreements by grantees.

Monitoring and Reporting (Task 2.5):

Quantitative: Completion of baseline assessments, progress reports, financial reports, and site visits.

Qualitative: Developed success stories showcasing program impact, positive feedback from grantees on coaching and grant support.

Overall Project Success:

Increased number of youth-led businesses launched in the green industry sector.

Increased employment opportunities in targeted hromadas.

Improved entrepreneurial ecosystem for youth in Ukraine.

Positive contribution to the revitalization of the green industry sector.

Additional Considerations:

Tracking the long-term success of program graduates through follow-up surveys and case studies.

Measuring the social impact of the program, such as increased confidence and empowerment among young entrepreneurs.

Disseminating program results and best practices to other organizations working with youth entrepreneurship.

RISK FACTORS

Goal: keep participants safe during the program (Green Startup School & Coaching).

Measures: prioritize participants from safer areas, offering virtual sessions whenever possible and choose secure locations for in-person events, developing emergency protocols and mental health support services, maintaining open communication and adapt the program to security changes.

Specific Activities:

Green Startup School. We will provide an offline format for 2-day training. However, online or hybrid format with safe locations and limited travel will be applied for ongoing coaching.

Single community and interaction. We will provide a common online chat, other different online channels to keep connected with participant and help them enhance their business on the basis of interaction.

Exposure Visits. Prioritize virtual tours or visits to safer areas with permission and safety checks.

Transparency & Collaboration. Communicate security measures and program changes clearly and work with local authorities and NGOs for safety updates and secure locations.

Sustainability. Adapting security measures as the situation evolves and sharing best practices with other organizations.

APPROACH

The implementation of Green Up School (Green Up School) consists of Green Startup School and Business Coaching and Granting Activities.

The implementation of Activity 1, a Green Startup School for youth-led enterprises in the green industry with at least 50 graduates (Green Startup School), consists of the next tasks:

1.1. Recruitment and selection of the Green Startup School participants.

Objective: To effectively recruit and select 50 aspiring youth entrepreneurs (aged 18-25) residing in small hromadas (towns with a population less than 100,000) across Ukraine, with a focus on green industry businesses.

Results: 50 motivated youth entrepreneurs from targeted hromadas are recruited and selected to participate in the Green Startup School.

Duration: 1 month.

Description: Developing a recruitment plan to attract eligible youth participants from small hromadas across Ukraine. Launching recruitment search in Ukraine, especially targeting 7 regions: Zhytomyr, Rivne, Volyn, Chernihiv, Khmelnytsky, Chernivtsi, and Vinnytsia oblasts

Establishing selection criteria and procedures to ensure the selection of candidates with the potential and motivation to succeed as entrepreneurs in the green industry .

Recruitment and Selection Strategies involve:

1. Partnering with Local NGOs and youth organizations, local authorities, online marketing, social media campaigns. Highlight success stories and program benefits.

2. Creating Startup Website landing page with clear information, application form, program details, and contact information, email marketing.

3. Selection Criteria Development. These include age range, residence, motivation and potential, green industry focus, interest in pursuing a business idea related to green industry .

3. Selection Procedures. Online application form, initial screening based on eligibility criteria (age, location), shortlisting a pool of qualified candidates, conduct online or offline interviews (depending on location).

4. Host online or offline informational sessions in target regions to explain the program, selection process, and benefits.

1.2. Curriculum Program Development.

Objective: developing a comprehensive and innovative curriculum for the Green Startup School program to equip 50 aspiring youth entrepreneurs from targeted hromadas with the necessary skills, knowledge, and tools to launch successful businesses in the green industry .

Result: Start Up School Design Outline. Minimum 12 guest speakers selected. Web page launched.

Duration: 1 month.

Description. The curriculum will incorporate innovative elements such as interactive learning methods like simulations, and design thinking workshops, mentorship sessions with successful green industry entrepreneurs, networking opportunities with industry professionals and potential investors, integration of mental health and psychosocial support services to address the war-time context, flexible delivery methods to accommodate youth preferences, such as late morning start times and online components.

Curriculum Content

Module 1: Business Idea Validation & Development in the Green industry (Entrepreneurial mindset and self-discovery, Green industry sector overview and trends, Identifying green industry business opportunities and trends, Customer discovery and market research, Idea validation and prototyping)

Module 2: Business Planning & Operations (Business model canvas development, Writing a business plan, Financial management basics (profitability, cash flow), Marketing and sales strategies for green industry businesses, Production and supply chain management, Legal and regulatory considerations for green industry businesses)

Module 3: Launching & Growing Your Business (Startup funding strategies (grants, loans, crowdfunding), Digital marketing and e-commerce for green industry businesses, Building and managing a team, Risk management and business resilience)

The curriculum will leverage the expertise of successful green industry entrepreneurs and industry professionals through guest speaker sessions, conducting group mentoring by 7 speakers, 3-4 online meetings between intensive training workshops in hromadas, industry field visits, pitching projects by participants and choosing 5 best presentations.

1.3. Implementation and Facilitation.

Objective: delivering the developed curriculum through a series of 2-day intensive training workshops for aspiring young entrepreneurs in 3 different hromadas across Ukraine.

Description. This task involves the logistical execution of the Green Startup School program. Each hromada will host a 3-day training focused on equipping participants with the necessary knowledge and skills to launch successful green industry businesses. We will implement the curriculum developed under Task 1.2 through an engaging and interactive Startup School program. The program will combine classroom instruction with practical exercises, mentorship opportunities, guest speaker sessions, and exposure visits to light industry businesses (when security allows)

Results: 50 youth entrepreneurs successfully complete the Green Startup School program. Participants demonstrate improved knowledge and skills in key business areas relevant to the green industry . Participants developed strong business plans and are well-equipped to launch successful green industry businesses.

Duration: 1,5 months.

Implementation Activities: Securing a training location with adequate facilities and technology to accommodate the program.

We will choose 3 hromadas to conduct Start Up School. The selection of hromadas could be depends on logistics, participants concentration. KBS has strong activity connections with green industry enterprises in Berdychiv, Ostrog, Kalynivka, orgazing meeting in which could boost networking among participants and understand the work of green industry facilities. However, the final decision on host hromadas will be decided during task implementation.

Recruiting experienced trainers and mentors with expertise in entrepreneurship and the green industry .

Developing a detailed program schedule and training materials aligned with the curriculum.
Onboarding selected participants through an orientation session.
Delivering the Green Startup School program using a blend of instructional methods mentioned above.
Facilitating mentorship sessions between participants and green industry entrepreneurs.
Organizing guest speaker sessions with industry experts.
Conducting exposure visits to nearby green industry businesses (when security permits).
Organizing pitching sessions where participants present their business ideas to a panel of experts.
Providing ongoing support to participants throughout the program.

1.4. Monitoring and Evaluation.

Object: continuously monitoring and evaluating the implementation of the Green Startup School program to ensure it meets its objectives and identify areas for improvement.
Description: KYIV BUSINESS SCHOOL will establish a comprehensive monitoring and evaluation (M&E) system to track the progress and impact of the Green Startup School program. The M&E system will utilize a combination of quantitative and qualitative data collection methods to assess participant learning, program effectiveness, and achievement of objectives.

Results: Key Outcomes and Lessons Learned Report.

Duration: 0,5 months.

Monitoring Activities is focused on developing data collection instruments, such as pre-program and post-program surveys, attendance records, and participant feedback forms. We will monitor program implementation fidelity through regular observations of training sessions and mentorship meetings, track participant progress through individual development plans and project milestones.

Evaluation Activities. It is planned to analyze pre-program and post-program surveys to measure changes in participant knowledge, skills, and attitudes, evaluate the effectiveness of mentorship support through interviews with mentors and mentees. **Reporting.** Preparing quarterly progress reports summarizing monitoring data and findings. Developing a final evaluation report that presents the overall impact of the Green Startup School program, including lessons learned and recommendations for improvement.

The implementation of Activity 2, a continued start up support and grants to at least five youth participants as they advance their enterprises (Business Coaching and Granting), consists of the next tasks:

2.1. Youth Business Selection

Objective: select five promising youth-led businesses from the Green Startup School participants (at least 2 women) with high growth potential in the green industry to receive coaching support and seed capital.

Results: Five promising youth-led businesses with high growth potential in the green industry are selected for Activity 2 (Business Coaching & Grants).

Duration: 1 month.

Description. KYIV BUSINESS SCHOOL will establish a rigorous and transparent selection process to identify the most promising youth-led businesses emerging from the Green Startup School program. This process will ensure the selected businesses are well-positioned to contribute to the revitalization of the green industry sector in Ukraine

Selection Process:

Application Review. All Green Startup School participants will be invited to submit a business plan application outlining their business concept, market opportunity, financial projections, and team capabilities. KYIV BUSINESS SCHOOL will review applications based on the pre-defined selection criteria (Business Idea, Business Model, Team Capability).

Pitch Presentations. Shortlisted candidates will be invited to present their business ideas to a selection committee comprised of green industry experts, investors, and entrepreneurs. The committee will assess the clarity, persuasiveness, and feasibility of the business pitch.

Interviews. Finalists will participate in individual interviews with selection committee members to delve deeper into their business plans, team dynamics, and commitment to success.

2.2. Coaching Model Development

Objective. Designing a customized coaching model to provide effective and targeted support to the five selected youth-led businesses to increase their chances of success in the green industry .

Results: Coaching Model Developed.

Duration: 1 month.

Description. KYIV BUSINESS SCHOOL will develop a comprehensive coaching model that leverages our experience and expertise in business development to support the specific needs of the five selected youth-led businesses. The coaching model will be tailored to address the unique challenges and opportunities faced by young entrepreneurs in the green industry sector, particularly in the context of Ukraine's ongoing recovery efforts.

A well-designed coaching model will equip young entrepreneurs with the skills and knowledge necessary to launch and grow their businesses, directly contributing to the project objective. We will develop a coaching model that is flexible, adaptable, and data-driven to meet the specific needs of each business.

Coaching Model Components:

Needs Assessment. Conducting in-depth assessments to understand the specific strengths, weaknesses, opportunities, and threats (SWOT analysis) of each business.

Recruiting Coaches. Identifying and recruiting qualified coaches with relevant expertise in green industry sector knowledge and trends, business development and startup coaching, working with young entrepreneurs. Minimum 1 coach per 1 youth-led business.

Goal Setting. Collaboratively establishing SMART (Specific, Measurable, Achievable, Relevant, and Time-bound) goals with each entrepreneur aligned with their business plan and market opportunities.

Curriculum Development. Developing a personalized coaching curriculum that addresses identified needs and goals. This may

include topics such as: business plan refinement, financial management (budgeting, cash flow forecasting), marketing and sales strategies, green industry production processes and quality control, human resource management (hiring, training), legal and regulatory compliance, accessing financing, mental health and wellbeing for entrepreneurs Coaching Methodology. We will utilize a blend of coaching methodologies, focusing on individual coaching sessions. Additionally, group workshops, peer-to-peer learning, and mentorship opportunities will be applied.

2.3. Coaching Implementation

Objective: Effectively implement the customized coaching model to provide targeted support to the five selected youth-led businesses, empowering them to launch and grow their green industry ventures.

Results: 5 Entrepreneurs gained the knowledge and skills necessary to successfully launch and grow their green industry ventures. Duration: 1 month.

Improved business planning, financial management, and marketing capabilities within the businesses.

Increased confidence and entrepreneurial mindset among the young business owners.

Enhanced networking opportunities and collaboration between the coached businesses.

Description. The program will be tailored to the specific needs of each business, identified through the needs assessment conducted in Task 2.2

Coaching Program Implementation: kick-Off Meeting. Conducting an introductory meeting with each business to establish rapport, review program expectations, and finalize the individual coaching plan.

Coaching Sessions. Delivering a series of 3 individual coaching sessions with each entrepreneur, focusing on priority areas identified in the needs assessment.

Group Workshops. Organizing periodic group workshops on relevant topics to foster peer learning and knowledge sharing among the entrepreneurs.

Mentorship Opportunities. Connecting each entrepreneur with a qualified green industry mentor who can provide additional guidance and support based on their industry expertise.

Progress Monitoring. Regularly monitoring progress towards established goals through check-in meetings and progress reports.

Adapt the coaching plan as needed based on feedback and ongoing assessments.

2.4. Grant Distribution

Objective: Ensuring the responsible, transparent, and efficient distribution of USD 2,000 startup grants to the 5 selected youth-led green industry businesses.

Results: transparent and efficient distribution of USD 2,000 startup grants to five youth-led businesses. Duration: 1 month.

Enhanced financial capacity of young entrepreneurs to launch and grow their green industry ventures.

Increased accountability and responsible financial management practices among grantees.

Description: KYIV BUSINESS SCHOOL has a proven track record of co-managing distribution of grants to entrepreneurs, exceeding €800,000 distributed in the past two years. We propose a secure and streamlined grant distribution process that fosters responsible grant utilization and empowers these young businesses to thrive.

Instruments for Implementation:

1. Pre-Grant Training and Agreement. Building on our expertise in training entrepreneurs, we will conduct a mandatory pre-grant workshop on financial management and responsible grant utilization.

This workshop will be tailored to the specific needs of young entrepreneurs in the green industry context, ensuring they possess the knowledge and skills to effectively manage their grant funds and meet reporting requirements aligned with USAID financial guidelines.

Following the workshop, participants will sign a standardized grant agreement developed in consultation with legal counsel. This agreement will clearly outline the:

Permissible uses of grant funds, reporting requirements, grant disbursement schedule

2. Secure Grant Disbursement. We will utilize a secure electronic funds transfer (EFT) system to disburse the USD 2,000 grants directly to the designated bank accounts of each selected business, ensuring efficiency and a clear audit trail.

3. Monitoring and Evaluation. To ensure proper utilization of grant funds and support business development, we will implement a multi-layered monitoring and evaluation plan. This includes progress reports, progress made on achieving business development goals (e.g., sales growth, production milestones), challenges encountered and solutions implemented, site visits, performance indicators.

4. Ongoing Support and Mentorship. We recognize the importance of ongoing support beyond the initial grant. We will establish an open communication channel with grantees to provide ongoing support throughout the grant period.

2.5. Monitoring and Reporting

Objective: monitoring and reporting on the progress and impact of the coaching program and grant distribution to ensure accountability, transparency, and gather valuable data for future program improvement.

Results: Key Outcomes and Lessons Learned Report. Identified best practices and areas for improvement to inform future youth entrepreneurship programs. Success stories showcasing the positive impact of the program on young entrepreneurs in the green industry

Duration: 0,5 month.

Description. KYIV BUSINESS SCHOOL is committed to a data-driven approach and has a proven track record of monitoring and reporting on complex programs. We will implement a multi-layered monitoring and evaluation plan to assess the effectiveness of our youth business development program and adhere to USAID financial reporting guidelines.

Monitoring Instruments:

Baseline Assessments. Conducting baseline assessments with each participating business to establish a starting point for measuring progress. This will assess areas such as business concept, financial literacy, and green industry knowledge.

Progress Reports. Require coaches to submit regular progress reports on each business, tracking milestones achieved, challenges encountered, and coaching activities delivered.

Financial Reports. Grantees will submit detailed financial reports on the use of grant funds to ensure compliance with grant agreements.

Site Visits. Conducting periodic site visits to participating businesses to observe progress firsthand and gather qualitative data through interviews with entrepreneurs and coaches.

Success Stories. Developing case studies highlighting the achievements of successful program participants. Each participant's case will be highlighted as a success interview posted on our website, and shared on social networks. We assume an approximate reach of at least 20 thousand people on social media.

Reporting. Submitting reports summarizing program activities, key achievements, challenges encountered, and lessons learned. Preparing a comprehensive final report at the conclusion of the program that details all project activities, results, and recommendations for future programming.

TIMELINE / MILESTONES

OVERVIEW

Task 1 Green Startup School.

1.1. Recruitment and selection of the Green Startup School participants (1 month). The main work focuses on developing and launching recruitment & pr campaigns, screen applications, conducting interviews, selecting participants.

1.2. Curriculum Program Development. Guest Speaker Selection and Mentors (1 month). The main work focuses on developing curriculum in consultation with green industry experts and guest speaker selection.

1.3. Implementation and Facilitation (1,5 months). The main work focuses on conducting 2-day workshops in 3 hromadas and online group mentorship support.

1.4. Monitoring and Evaluation (half of 1 month). The main work focuses on collecting data throughout the program, prepare final report.

Task 2 Business Coaching and Granting

2.1. Youth Business Selection (1 month). Reviewing applications, conducting pitches and interviews, selecting businesses.

2.2. Coaching Model Development (1 month). The main work focuses on conducting needs assessments, recruiting coaches and mentors, developing coaching curriculum.

2.3. Coaching Implementation (1 month). The main work focuses on delivering coaching sessions, workshops, and mentorship support.

2.4. Grant Distribution (1 month). The main work focuses on conducting pre-grant training, disbursing grants, monitor grant use.

2.5. Monitoring and Evaluation (half of 1 month). The main work focuses on collecting data throughout the program, and preparing a final report.

This is a general timeline, and it may be adjusted based on specific project needs.

MILESTONE	DEADLINE
Activity 1: Green Startup School	Month 4
1.1. Recruitment and selection of the Green Startup School participants	Month 1
1.2. Curriculum Program Development.	Month 2
1.3. Implementation and Facilitation	Month 4
1.4. Monitoring and Evaluation	Month 4
Activity 2. Continued Coaching Support to Youth Entrepreneurs (Business Coaching & Grants)	Month 8
2.1. Youth Business Selection	Month 5
2.2. Coaching Model Development	Month 6
2.3. Coaching Implementation	Month 7
2.4. Grant Distribution	Month 8
2.5. Monitoring and Reporting	Month 8

PROJECT COST AND RESOURCE ESTIMATE

OVERVIEW

Activity 1: Green Startup School
 43 131 EUR, including:
 22 858 EUR personnel,
 1 804 EUR benefits,
 1 025 EUR other direct cost
 17 443 EUR activity service delivery

Activity 2. Continued Coaching Support to Youth Entrepreneurs (Business Coaching & Grants)
 26 782 EUR, including:
 13 953 EUR personnel,
 1 804 EUR benefits,
 1 025 EUR other direct cost,
 10 000 EUR activity service delivery

Personnel:
 Project manager,
 Manager of the Task 1 (Green Startup School),
 Manager of the Task 2 (Business Coaching & Grants),
 Coordinator of educational programs,
 IT specialist,
 Communication expert,
 Accountant
 Designer,
 Methodologist,
 12 guest speakers,

NEEDS / INVESTMENT	COST
Personnel	€36,811
Benefits	€3,608
Other Direct Costs	€2,050
Activity Service Delivery	€27,443
Travel and Transportation	€2,500
ESTIMATE TOTAL	€69,913