

Accelerating digital skills to enable rapid response to a global crisis

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CEO Youth Business International

About. YBI.



YBI supports disadvantaged young people around the world to start, grow and sustain businesses

Leveraging entrepreneurship to create decent work and drive inclusive economic growth, whilst transforming livelihoods and strengthening communities.

Increasing focus on, green, inclusive and sustainable economic growth

Global network in 65 countries that works with ESOs and the private sector to act as a platform to drive innovation, and create impact at scale to support young entrepreneurs



Our. Partners.



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Google.org

COVID response.



COVID-19 Rapid Response & Recovery Learning

Stimulate and support the **business pivots** that are essential for **survival and growth**.

Prioritise **emotional resilience**.

Enable **digital solutions** that offer the promise of survival and new ways of working.

Invest in and develop fully **inclusive outreach and programmes**.

Stimulating and supporting business pivots that are essential for survival and growth.

Business models and products rapidly lose market relevance in response to spending fluctuations and shifts in client demands.

Entrepreneurs must make rapid ongoing pivots to their businesses, yet many struggle to identify and leverage new market opportunities.



Enabling digital solutions that offer the promise of survival and new ways of working

COVID-19 has led to a scramble amongst entrepreneurs to rapidly digitalise their operations and increase their online presence to ensure that they remain relevant.

Entrepreneurs are reliant upon Entrepreneurship Support Organisations (ESOs) to have the skills and knowledge to support them to digitalise.



Prioritising emotional resilience to ensure no one feels alone on their journey

The pandemic has significantly affected entrepreneurs' wellbeing and ability to cope, with young entrepreneurs being more likely to be affected by psychological issues, such as stress, anxiety, and loneliness than other age groups.

A good mentoring relationship can be the difference between business success and failure - especially during this crisis.



Investing in and developing fully inclusive outreach and programmes for underserved groups

Responding to the needs of underserved entrepreneurs, such as young people, women, rural-based entrepreneurs, and refugees and other migrant groups, is essential.

These groups are more likely to have reduced access to entrepreneurial support and services and are at risk of being left even further behind during a protracted pandemic.



Thank.
You.



Roshni Venkatesh

Global Giving, Accenture



"Across the globe, one thing is universally true of the people of Accenture: We care deeply about what we do and the impact we have with our clients and communities. It is personal to all of us."

Julie Sweet
Chief Executive Officer, Accenture

The **impact and scale** of the partnership has grown significantly in the last decade+



Enabling **under-served entrepreneurs gain skills** -
 12K entrepreneurs in 2010,
350K by 2020



Supporting the **expansion of the YBI network**
 membership - 7 members in
 2010, **50+** in 2020



Helping **84K** young
 entrepreneurs
to start/strengthen their businesses, in the last 8+
 years.



Engaging YBI members and
 Accenture offices across
 20+ countries / members



Fueling job creation - every
 entrepreneur on average
created an additional 2 jobs, in the last 2 years



Catalyzing YBI and the
 network's **digital and innovation transformation**
 journey since 5+ years.

We have been on an exciting journey to **embed digital acceleration and innovation** across YBI and its members



SKY'S THE LIMIT

‘Sky’s the Limit,’ is an innovative digital platform that connects young entrepreneurs with business professionals to get the mentorship they need.

Initiated in **2016** | **30K+** entrepreneurs | **1,000** mentors matched



INNOVATION CHALLENGES

Accenture has supported YBI to run Innovation Challenges, to stimulate and foster innovation across the network.

Started in **2018** | **3** innovation challenges | **21** members | **4** ideas funded



DIGITAL ACCELERATORS

The Digital Accelerators are building YBI members’ digital competence and capabilities to respond to the changing digital landscape and create greater impact for their beneficiaries.

Piloted in **2018** | **2nd** round in **2020** | **13** members

“I love Swati. I have this connection with her. She found me. She has helped me believe in myself a lot more. When this pandemic is over and when I get my business going, I’m going to go visit her. I cannot wait to hug this woman for all the support she’s given me.”

Taylor C. Evans, Founder, For The Optimystic, StL Entrepreneur



“The human touch. That’s the secret sauce. By helping them, they were helping me to recharge. If you consider yourself a people person you will get recharged by this experience. If you are inspired by seeing people achieve their own dreams then this is for you!”

Swati Chakraborty, Accenture US, StL Volunteer



“Your consultations and in-depth analysis of our “Helpline Project” has been of great value to us as we launch our first ever digital platform for Gram-preneurs™, across India. You took time and effort to understand our processes by conducting workshops and held regular meetings to understand our needs and fine-tune our strategies.”

Lakshmi V. Venkatesan, BYST, Digital Accelerator participant

We also launched **immediate responses** to the global crisis



SOS MENTORING

Webinar series to train and support a large group of mentors in guiding their mentees through the crisis with the right tools



GPS TRAINING

Digitized version of GPS Training to continuously support all the entrepreneurs who have been affected by the current crisis



VIRTUAL WAYS OF WORKING PLAYBOOK

Playbook assisting NPOs in the shift to virtual, covering key areas in creating and adopting a thriving digital culture



“**GPS training** is really good! In this situation, I was almost helpless. Because of the Coronavirus, I couldn’t keep my business open, but still had to pay salaries to my employees. It was too hard for me. But after this training I can make a proper plan for my business and have actually already started doing it.”

“**SOS Mentoring** webinars are an opportunity to feel the strength of the mentor community, feel inspired to implement our business projects and support mentees. We hope that we will continue the regular communication of mentors at webinars and in Telegram with new material (for example, how to use Agile and SCRUM in mentoring) and case studies.”

Accenture will continue its **Covid-19 societal response** to address the unprecedented challenges of our times



RESPOND

Relief Donations and Enabling emergency response



RECOVER

Support to non-profits in virtualizing work, services, and fundraising



REBUILD

Supporting people who have lost their jobs or businesses, in skilling or re-skilling for new opportunities



Google.org in APAC

Marija Ralic
Google.org Lead, APAC



Google.org's approach to philanthropy



Funding

Our goal is to use our philanthropic capital to help the sector take informed risk, spur innovation, and provide comprehensive support for marginalized communities



Technology

We connect organizations to leading Google technology experts. Google also works to make our own products-like Google Workspace, Maps, and Ads-more accessible to nonprofits



Volunteers

Organizations that we support often tell us that they want to do more with technology, but it can be hard to find and retain the right talent. So we match nonprofits with Google employees who want to volunteer their time and expertise.

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We've committed grants and Googler expertise to Covid-19 response in three focus areas

Health & Humanitarian Response



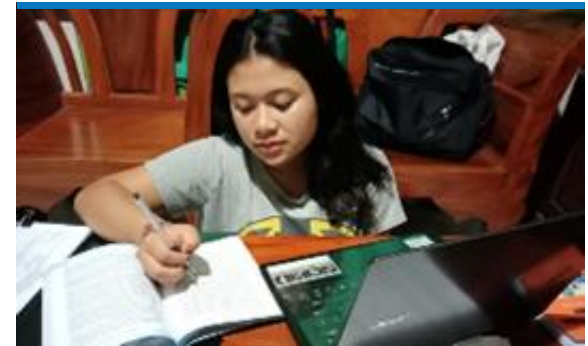
Health systems and public health infrastructure are stretched thin.

Economic Relief & Recovery



Vulnerable small businesses and households are experiencing profound economic shocks.

Distance Learning



With more than 1 billion students out of school.

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To drive change, we work alongside innovative nonprofits who understand local needs

USD5
million

Supporting over 200,000
businesses across 32
countries

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Working closely with local partners
who understand the needs of
marginalized and vulnerable
populations in their own communities

Helping individuals and businesses access the digital economy across APAC



Morgan Schaafsma, Owner of [Open Hands Creative in Perth](#)
[Supported by Many Rivers](#)

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Skills-based volunteering can make a difference



“Together with five other Google volunteers, we were able to produce three webinars, with more sessions to come in the coming weeks. More than 900 entrepreneurs attended these sessions, with many reaching out to share how useful our insights and tips were.”

Max Tsai, Google Customer Solutions Direct Sales Lead, Taiwan

“Tapping my media and digital marketing knowledge, I reviewed these startups’ media plans and shared my perspective on using digital platforms to grow their businesses.”

- Pat Choa, gTech Ads Operations Director, Philippines



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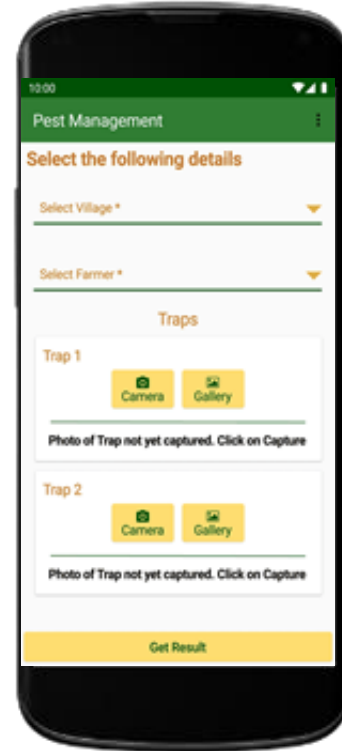
First Fellowship in APAC with Wadhwani AI, India



WADHWANI AI
AI FOR SOCIAL GOOD

From Nov 2020 - April 2021, 9 Googlers are helping Wadhwani AI to build an AI-based offline app to classify and count local pests to make pesticide use more efficient and improve yield for smallholder farmers in India.

The expected impact is to scale the reach of the app by 10-20x, to impact 200k farmers by summer 2021.



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Thank you

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