

# ENTREPRENEURIAL INSPIRATION & MUST HAVE SKILLS FOR TEENS WORKSHOP SERIES 2023



WZCC Toronto and Global Youngpreneurs concluding workshop on introduction to entrepreneurship focused on understanding more in-depth about entrepreneurship and attracting customers.

As an inspirational example, we had Malcolm Mehta, a 16-year-old social entrepreneur, studying in UK and now lives in Florida, USA who started a football league in a village in India. This made participants realize that age is no hindrance to achieving one's dreams. Seeing someone so close to their years being successful gives our participants incentive to begin their own entrepreneurial journey.

In conjunction with the theme of the session, tips on getting customers was discussed. These ranged from understanding wants and needs to adding unique elements to the product/service, to attracting customers via discounts and freebies. This was followed by an activity which tested their business and marketing skills.



The second activity was related to logical problem solving, as it is a must-have skill for entrepreneurs. The youth were placed in an escape room situation, where they had to solve three puzzles which would then lead them to a code and the escape key. It was a fun and challenging set of quizzes which not only tested their abilities, but their mettle too.

Before ending the workshop, we recounted the tale of Walt Disney, and how he established Disney and all its different ventures.

The two-part sessions covered the gist of various areas under entrepreneurship. However, the main aim was to engage our youth with an entrepreneurial mindset, focus on skills that would help them in the future, and also to enjoy learning.



**The Toronto chapter and Global Youngpreneurs will continue giving wings to young dreams and making them a reality.**