

How to Create a Community Health Awareness Campaign

Creating a health awareness campaign is an effective way to prevent the spread of diseases affecting your community. For example, community members can help prevent

This young Cameroonian spreads the  message that “AIDS is REAL” in his community.

Credit: Peace Corps

HIV transmission and create positive environments for people already infected by the virus by spreading the right information throughout the community. Here are some tips on planning an awareness campaign in your community.

- Work with respected community members to plan and conduct the awareness campaign, including local decision makers, religious leaders, traditional healers, midwives and other individuals in the health care field.
- Identify existing community groups and institutions working on the topic you want to address. Learn about the work they already are doing that could contribute to your campaign and assess their reputation in the community to decide if they can contribute positively to your campaign.
- Find out how people learn and to whom they listen. Find out what motivates the intended audience and what is important to them. How are health messages best conveyed? Who conveys them? Is a radio campaign a good idea to spread information?
- Use interpersonal communication to reinforce messages communicated through mass media. If you do organize a radio campaign, adding a person-to-person exchange of information can make a great deal of difference in how people remember and internalize the messages you want to communicate.
- Expect and accept initial resistance by community leaders and allow them to engage in conversation with you on their own terms. Avoid confrontation. However, you can support those who, in their efforts to affect change, may be willing to push the edge of social norms.

If you are creating an HIV/AIDS-focused awareness campaign, keep the following tips in mind:

- Identify perceptions of HIV/AIDS. How do people talk about HIV/AIDS and other sexual issues? Are people comfortable talking directly about sexual issues or do they talk about them indirectly? How susceptible do people believe themselves to be to AIDS? What are the beliefs about who gets AIDS? Knowing the answers to these questions can help you best shape your campaign.
- Use positive motivational messages. HIV/AIDS needs to be seen as a disease relevant to everyday life. Fear-based messages demonize those affected and are less likely to change behaviors.

Adapted from information contained in the Peace Corps booklet [HIV/AIDS: Integrating Prevention](#)

What You Should Know About Preventing HIV Infection

Many YALI Network members are working to raise community awareness of HIV/AIDS prevention. Health practitioners everywhere agree on the following basic disease facts that the public must understand to prevent the spread of HIV.

Stop AIDS in Africa symbol



Credit: AP Images

• **How is HIV Spread?**

The spread of HIV from person to person is called HIV transmission.

HIV is spread through contact with the blood, semen, pre-seminal fluid, vaginal fluids, rectal fluids or breast milk of a person infected with HIV.

HIV is spread by having unprotected sex or by sharing drug equipment, such as needles, with someone who has HIV.

HIV can pass from an infected woman to her child during pregnancy, childbirth (labor and delivery), or breastfeeding. This is called mother-to-child transmission.

Some HIV infections have occurred after a blood transfusion or organ transplant from an HIV-infected donor. This risk has diminished with widespread screening.

Handshakes, hugs and friendly kisses will not transmit HIV. Objects such as toilet seats, doorknobs or dishes used by a person infected with HIV will not transmit the disease.

• **How to Reduce the Risk of Getting HIV**

Get tested before you have sex. Know your partner's HIV status and ask that he or she be tested.

Use a condom every time you have vaginal, anal or oral sex. Use condoms correctly.

Have less risky sex. Oral sex is less risky than anal or vaginal sex.

Limit your number of sexual partners. Get tested regularly and get treated for any sexually transmitted infections (STIs). Insist that your partners do too. Having an STI can increase your risk of becoming infected with HIV.

Talk to your health care provider about pre-exposure prophylaxis, or PrEP, a prevention option for people who are at high risk of getting HIV. It's meant to be used consistently, as a pill taken every day, and to be used with other prevention options such as condoms.

Don't take intravenous drugs. If you do, use only sterile injection equipment and clean water. Never share your equipment with others.

• **Prevention of Mother-to-Child HIV Transmission (MTCT)**

Pregnant HIV-infected women take HIV medicines during pregnancy and childbirth to reduce the risk of passing HIV to their babies. Their newborn babies also receive HIV medicine for 6 weeks after birth. The medicine reduces the risk of infection from HIV that may have entered the baby's body during childbirth.

A thorough campaign of MTCT prevention through wide distribution of HIV medicines is key to the goal of reaching an AIDS-free generation.

• **Post-Exposure Prophylaxis (PEP)**

PEP is the use of HIV medicine to reduce the risk of HIV infection after a possible exposure to the virus. PEP may be used after a person has unprotected sex with an infected person or after a health care worker is accidentally exposed to HIV in the workplace. To be effective, PEP must be started within three days of the possible exposure to HIV.

Information provided by [AIDSinfo](#), a service of the U.S. Department of Health and Human Services.

Ethiopian's Invention Leads to Business Success

"I believe perseverance will lead one to triumph."

YALI Network member Biruk Girma Bedane entered the security alarm business in Addis Ababa, Ethiopia, after a disaster in his first business. In search of a solution, Bedane took the initiative to turn the situation around by creating an invention that would help other Ethiopians avoid the same disaster. With innovation, creativity and dedication, Bedane built BG Electric and Security System Enterprise.

At an Information Communication Technology exhibition,  Biruk Girma Bedane introduces government ministers to the security device he invented.

Credit: Courtesy photo

How did you enter the security alarm business?

Bedane: I was motivated to invent and create a new kind of security system after an incident of burglary I encountered. My wife and I ran a shop, which was a game center and a movie-rental service. This shop was looted by our own guard, who used a similar key to get in and took every item we had.

After the robbery, I looked for a security device I could use to prevent such incidents. However, I could not find a system that suited my interests and my budget. I decided to do it myself. It took me two years to make the device, but I did so.

I've been tinkering with circuits and machines since I was a boy. My parents allowed me to work in a mechanic's garage when I was only 14 years old. I was at school half the day, and at the garage the rest of the day, learning electrical installation in vehicles and electrical maintenance. The skills I developed then have helped me quite considerably for work today.

Describe your business today.

Bedane: The BG electrical security system is used to secure households, businesses, fences and vehicles. When the alarm is disturbed by an intruder, the system 1) dials or texts to the client's phone number or 2) triggers an alarm sound or light in the premises.

This product and service is registered by the Ministry of Science and Technology and the Ethiopian Intellectual Property Office, and I have been granted two certificates of patent rights.

Bedane works on preparing an alarm for installation.



Credit: Courtesy photo

What were some of the challenges you had to overcome in building BG Electric and Security System Enterprise?

Bedane: Transforming my plan into practical implementation was a serious challenge.

I had a shortage of knowledge, so I attended a private electronics school for six months' training on maintenance of electronics.

I had lots of other startup problems: shortages of work space, materials to build components and a lack of financing. I didn't have office furniture and tools, working clothes, raw materials, or encouragement from individuals and government offices. People rejected my proposals and looked down on my plans.

With my own business plan, over about three years, I managed to overcome the problems and become a success story for myself and others.

Presently, my enterprise has increased its capital to 1.5 million birr [almost \$75,000 U.S.], and I am preparing to transfer the enterprise to a middle-level industry. We have now eight salaried employees working with us. I have recruited experts of business plan research and I am about to apply for an investment license. I will also apply for additional loan and a work site.

I am providing trainings to other young people at my work site.

How would you advise others who want to turn an idea into a business?

Bedane: I think the prerequisites of starting a business are self-reliance, vision and an unwavering spirit of work. After that, I'd say a person must identify gaps in the marketplace, work effectively with customers, promote the product, be adaptable and take quality issues seriously. One can begin small and transform the business to a big industry.

In my country, [government delays, high taxes, favoritism are all obstacles]. Corruption and mismanagement are rampant. However, one needs to follow his ways and means to overcome these problems. I believe perseverance will lead one to triumph.

Lastly, the support from and experience exchange made possible by YALI will help Africans have better lives. Your continued support to young people of real dreams will help us Africans to stride to a bright future.

Taking Charge by Networking

One of the most effective ways to learn is to watch an expert perform a task and then try it yourself. Building a network of experts in fields that interest you will allow you to do that and can help you take charge of your career. You can use a network to explore careers, connect to the job markets, promote yourself and find career support.

Credit: AP Images



Starting a network requires you to:

1. Clarify the interests and commitments in which you are significantly involved. This may be professional fields, areas of knowledge, or issues you have been involved with and want to share.
2. Plan a communication strategy and know what to say when you meet someone new. Practice talking with people you have never talked to before. When you are at conferences or other meetings, make it a habit to introduce yourself to others and find common interests with the people you meet. If this is difficult for you, watch people you know who are better at meeting others, listen to what they say and then try it yourself.

Building your network happens in many ways. Some ideas

include:

1. Develop your online professional profile through the networking site [LinkedIn](#) and join the YALI Network group to meet other young professionals in Africa who share your areas of interest.
2. Organize a [YALI Network face2face](#) gathering of people you know and ask them to invite their contacts whom you would like to know in your community.
3. Make contact with people you would like to include in your network by introducing yourself to them in person, by phone or by letter or email. You can also request an informational interview to learn about what they do.
4. Keep up-to-date with people in your professional community. Include in your network people whom you have identified as individuals it might be useful to know. These can be people inside or outside of your organization. Others may refer people to you whom they consider as likely to fit into your network.

Remember to follow up on your interactions with people in your network with notes thanking them for their time and keeping them informed of your status. Demonstrate that you are genuinely grateful for the conversation and explain how the conversation topic relates to your work. Genuineness and transparency are essential to success in any network relationship.

You also may be interested in [YALI Network and Meetup Everywhere](#) and [Signing On, Linking In](#) on yali.state.gov.

Fresh Views on Leadership

“Leaders who operate at their best bring the best to their team.”

“Leaders need to carry a deep sense of meaning, purpose and intent about why they do what they do. People are excited to work for a leader with purpose. Leaders who operate at their best bring the best to their team,” says leadership expert Kai Grunewald.

Yale leadership trainer Kai Grunewald

Credit: Courtesy of Kai Grunewald



Grunewald is co-founder of the Boston-based management consulting firm Aberkyn. He began his business career at age 22 when he took over his family’s metals and plastics firm. Grunewald shared some his views of leadership with a group of young African leaders studying business and entrepreneurship at Yale University during the summer of 2014. Here are some of his messages:

Deal with Upsets

- Sometimes we are confronted with upsets. But every upset has meaning and is a step in preparing you to become a stronger person. You have the ability to reframe an upsetting episode. Ask yourself: What can I learn from this? What has been my part in creating this upset? Rather than being a victim of your circumstances, you become creative in your response to what is happening. You reframe the situation.
- If you feel agitated, learn to pause in the moment, count to 10, then ask yourself: What do I want to happen?

Manage Your Fears

- Some fears shared by many people include fear of failure, fear of rejection, fear of hurting others, and fear that you don't matter. That's why people hold back, put up shields and don't open up. Communication breaks down. Step out of that defensive crouch and step into your powerful selves. That liberates you.
- Make a list of your fears. Then find other people with the same fears. It's a relief to realize that you are not the only one suffering from those fears.

Forge Trust

- Learn what other members of your team value. The effort will lead to greater understanding by you and will instill trust in others.
- Clarify your expectations and deliver on promises. Be honest about your limitations.
- Withhold judgment and criticism. Separate the person from performance.

Create Time to Recharge

- Balance your energy by maintaining a healthy diet and lifestyle.
- Seek out conversations with coworkers so you can hear something new.
- Reach out to friends regularly and send notes that compliment, thank or praise others.
- Each day, look around and meditate on nature. Take a few minutes to concentrate just on breathing.

Grünwald advises young African leaders to develop a sincere intention for what they would like to gain by participating in YALI. "Be aware of your personal strengths and act on them," he says.

More information about [Aberkyn](#) is on the firm's Web page.

Get Started with This Simple Business Plan

A business plan can help you manage your business and deal with change as you remain focused on short- and long-term goals.

Keep records of your business goals and  results.

Credit: © AP Images

First, settle on strategy. Match your product line with your strengths and weaknesses, opportunities and threats, and what your target market wants most.

Write down key points so you can refer back to them in the future. Don't try to do everything at once, but rather focus on what's most important as the days unfold.

Then create the action plan.

Think of the action plan as a solid strategy with measurable specifics that make the strategy happen. Don't worry about your writing style or formatting; just get the specifics down.

1. Create a review schedule. Schedule something periodically — every third Thursday of the month, for example — for a short review of the plan, actual results and the fine-tuning required to keep the plan alive and relevant.

2. List your assumptions. Go over your initial assumptions to identify potential significant changes. When you find that your initial assumptions were incorrect or circumstances have changed, evaluate whether you will adhere to the plan or revise it.

3. Identify milestones. These are specific dates, deadlines and responsibilities. Make a list of who is supposed to do what, when it should be done, and how much it costs. Estimate the amount of revenue each activity is supposed to generate.

4. Estimate the basic numbers. You must make basic estimates of expenses and profits to follow your plan. For most companies, that means projected sales, cost of sales, expenses, profits and cash flow. Use a basic projected balance sheet of your assets and liabilities. Think of other relevant measurements to track, like units produced or presentations made. Keep a log, or, if possible, enter this information on a computer so you can refer back to it to see what has changed. You also may need to show the information to others, like investors.

Now that you have a plan in practical form, make sure to stick to the review schedule and look at the difference between the plan and the actual details of your unfolding enterprise. This will help keep the plan alive.

Yali.state.gov is focusing on entrepreneurs and their issues through the month of November in recognition of the [Global Entrepreneurship Summit](#) held in Marrakech November 18-21, jointly sponsored by the governments of Morocco and the United States.

Entrepreneurs: Be Willing to Constantly Learn

“As a business owner, you can choose who you work with, what you work on and how you do it.”

How do you start a business, locate funding or deal with challenges as a young entrepreneur? Sheena Lindahl, founder and CEO of [Empact](#), shares inspiring advice with the YALI Network.

How to GET STARTED

What should a business plan contain?

Lindahl: If you need a business plan to get financing or for some other purpose, you may want to use a business plan template. To find one, go to Google and search “business plan template.”

State what you want to sell, who you will sell it to, how much it will cost to get started and how you will market your product or service. Don’t try to write a perfect plan.

I always think that it’s better to start tomorrow. How can I get past that?

Lindahl: Take one action a day to move forward. First, write down your idea. Next, determine your costs. Ask three people how much they would pay if you could deliver your service or product. Make a test piece to see how long it takes to make. Make each step as specific and actionable as possible.

I have a supply company. Should I specialize in selling one specific product or be more general?

Lindahl: The more specialized you are, the better the business does. You become known for that thing, so whenever someone has the need, they know to come to you. And with limited funds, it’s hard to invest in many areas.

Does an entrepreneurship education give you more chances of succeeding in business?

Lindahl: The more you educate yourself, the better your chances of success. However, that education does not have to come from a classroom. It is a combination of taking in information and taking action on that information to gain experience. Entrepreneurs have to be willing to constantly learn and apply that learning to their experience.

How to LOCATE FUNDING

Access to financing for young entrepreneurs remains a challenge. How can we work around this?

Lindahl: There are the traditional routes – debt financing through banks, and equity financing through venture capital or angel investors. Explore www.vc4africa.biz.

If these routes do not work, scale down your idea or pivot to something that requires less startup capital. For example, an entrepreneur wanted to build energy-efficient housing, but could not get funding. So he started doing energy audits on existing housing. That business became a success.

Also, look at the assets you do have, like your own knowledge and skills.

I am trying to set up a refrigerated food preservation company. The banks love the idea but say they don't finance startups. How can I find funding?

Lindahl: Remove some of the risk they see. Start the business on a smaller scale. Ask family and friends to invest in a piece of equipment. Use that to show the bank how profitable it would be if you had more equipment. Prove that you know how to get customers and manage money. Ask future customers to invest in the business. Look to www.vc4africa.biz to find angel investors.

How to DEAL WITH CHALLENGES

Is it necessary to continue your studies or stop studies to start looking for money for a business?

Lindahl: Don't quit a job or studies to launch a business unless you are at a point where the business can support you.

I am in a partnership and seem to be the only one interested in getting the business going. How do I deal with the other party?

Lindahl: Talk to your partner. If the person is not interested in running the business, maybe he or she would be willing to walk away and let you do it on your own. If they can't invest the same amount of time or money as you, discuss ways to share ownership of the company.

What are the pros and cons of owning a business?

Lindahl: As a business owner, you can choose who you work with, what you work on and how you do it. But you also have the ultimate responsibility. If things go well, you get the credit. But when challenges arise, it is up to you to solve them or find the answers.

If growth and making a contribution to your community drive you, the extra responsibility of being an entrepreneur will be worth more than the comfort of a corporate job.

These are excerpts from our #YALICHAT with Sheena Lindahl. Find her complete answers on our Facebook page: [on her background](#), on [tips for beginning a business](#), and on the [challenges of women entrepreneurs](#).

You might also be interested in other "[Business and Entrepreneurship](#)" blog posts at yali.state.gov.

Using Social Media to Grow Your Business

Social media offer businesses a variety of tools to inform existing customers, connect with new ones, raise awareness about products and services and reach new customers and markets.

Monif Clarke uses a social media strategy to promote  sales for her specialty women's clothing company in New York City.

Credit: AP Images

You may have built a website to create an online presence for your business and serve as a platform for sales. It's like a reference book for your business, but a social media presence should be more like a conversation with customers.

Using both forms of online communication strategically can increase your sales and customer base.

Here are a few tips on using social media sites to promote your business:

Be Brief

Social media content must be short. Strive to be concise, and do not try to say everything at once.

Schedule your posts over the course of a day or week, focusing on one key message per post. Customers are more likely to read and remember short, focused messages rather than long, rambling ones.

Be Fresh

Stand out from the continuous stream of social media content by posting timely, eye-catching content. Use images and videos whenever possible, and be sure to post frequently. Staying fresh in the minds of your followers will increase the chances they will choose your products or services.

Be Personal

Social media can give your business a personal voice. Welcome new followers with a casual and friendly tone. Offer exclusive online promotions to these customers.

Be Interactive

Keep your followers engaged by posting articles, links and other content they will find interesting.

Encourage interaction by asking questions and running contests. If you own a restaurant, for instance, ask your followers to name a new menu item. If you sell kitchen equipment, ask people to post their favorite recipes.

Be Responsive

Listen to what customers are saying, so they'll know they're in a conversation. Ask for feedback. Reply to messages and comments. Acknowledge criticism and take steps to address complaints and suggestions.

Be Purposeful

Do your research. Familiarize yourself with the rules of each social media platform and select one that allows you to address customers in a way that's appropriate for you.

Identify the social networks that are most popular with your target customers. Look for a network that gives you access to a population you had not considered before. Invest your time in those that offer the best opportunities for growth.

This article is adapted and condensed from a longer version available on the State Department's [public diplomacy website](#).

During the month of November, the YALI Network will focus on the topic of entrepreneurship, in recognition of the [Global Entrepreneurship Summit](#) to held in Morocco November 19-21.

South African Designer Makes Casual, Trendy Clothes with Military Look

"Love what you do. Having a passion for the business can go a long way when overcoming obstacles."

Models wore LEGION fashions at a recent hip-hop  festival in KwaMakhutha Township, South Africa.

Credit: LEGION Fashions

Fashion is a fickle industry, but a designer in KwaMakhutha Township, South Africa, has created an urban, casual and trendy look that she hopes will become fashion cool for young men.

LEGION fashions is a menswear brand based in Durban, South Africa, owned by designer Nandipha Gaelesuwe, a member of the YALI Network. She is getting the company started as she completes a degree in clothing at the Durban University of Technology.

Could you describe your business to the YALI Network?

Gaelesuwe: LEGION produces men's garments with a military-influenced look, but with a design and

fit that set them apart. My motto is “Camouflage is not only for combat.” I want to produce designs that show the versatility of camouflage prints from traditional to modern. I also want a brand influenced by my own experience and by the urban hip-hop lifestyle.

What is distinctive about LEGION products?

Gaelesiwé: The styling and cut of LEGION products are distinctive. The camouflage print represents the brand and sets it apart from other products on the market. The garments break away from a traditional loose fit. They have a tailored style that lies smooth against the body while still maintaining ease of movement.

The South African fashion market has very few locally produced and developed urban brands catering towards the hip-hop community. This is a growing sector in South Africa’s entertainment industry, but most artists are wearing international brands. LEGION aims to promote a South African brand in the hip-hop community.

How close are you to getting there?

Gaelesiwé: I’ve been finishing my degree, learning all the things that are going to help me achieve these goals.

LEGION started as a brand in 2013 with my output based on a custom-order for each client, but I plan to scale up the business soon. I need to find a space with greater production capacity, to give room to all the sewing equipment and workspace necessary. I’m also looking for textile companies that will serve as suppliers of fabric and will custom-design prints for me.

You’re doing online sales now. Do you plan to open a storefront?

Gaelesiwé: Currently, LEGION is selling through social media sites online and also personal selling methods. Future plans are to open storefronts in Durban and Johannesburg. Both of these cities are hubs to my market and are growing fashion capitals in South Africa.

What obstacles have you faced in your startup, and how have you overcome them?

Gaelesiwé: I’m still dealing with these obstacles daily. The biggest issue is finding capital to finance the business. I do not have enough resources at the moment. I’m looking at different avenues of finance that might be available through government assistance and programmes for up-and-coming designers.

Marketing the business as a startup is also challenging. But I’m trying to be proactive, targeting local hip-hop artists to wear my clothing so that it can become more recognized. I’m also finding opportunities to showcase LEGION products at events like hip-hop festivals.

What advice do you offer others wanting to start a business?

1. Love what you do. Having a passion for the business can go a long way when overcoming obstacles.

2. Make long-term goals.
3. Believe in yourself and be open to learn something new.

(LEGION Communications Director Nkosinathi Mkhize, also a member of the YALI Network, contributed to this article.)

[Need-to-Knows for Start-Ups](#)

U.S. entrepreneurs with a few years of successful growth answer the question, “**What do you wish you knew when you began your business?**”

A group of young African entrepreneurs 

Credit: AP Images

No One is Good at Everything

“There will always be tasks that you don’t have the skills to complete, and it’s okay to outsource those. It’s better to spend some money on an accountant than to try to learn payroll.” – Liam Martin, [Staff.com](#), an online staffing agency connecting employers and employees.

Organization Is Key

“As we become a larger company, we are realizing how chaotic it is to manage all the paperwork. I never like to delete stuff in case we need it in the future. Nevertheless, it became severely overwhelming and made us inefficient, so we decided to invest in ... a high-speed scanner, and interns to help us organize and digitize everything. It was worth the time and money.” – Derek Capo, [Next Step China](#), a Miami-based firm that offers affordable and flexible programs in China for students, professionals and government officials.

People Talk a Big Game

“You learn to filter through the “talkers” and the “doers” so you end up working with people who are exceptionally good at what they do.” – Danny Wong, [Blank Label](#), a Boston-based online men’s apparel company.

Write Down Reliable Processes

“You start up with so much energy, so many ideas and endless possibilities. You quickly maneuver and start to grow.... However, nobody told me how incredibly important it is to implement reliable and repeatable processes. You should write everything down and take note when something goes well.” – Arjun Arora, [ReTargeter](#), a display advertising platform specializing in audience targeting and retargeting.

The Vision Will Change

“My co-founder and I started with a very strong, clear vision of what we wanted our business to become. That vision shifted over time as new opportunities arose.... Initially, I resisted changing course because I felt like we were giving up on our vision. But eventually, I realized we were creating a better, much bigger business than we originally imagined.” - Martina Welke, [Zealyst](#), a Seattle-based networking service that hosts customized events and facilitates connections

Lead From Love

“Once I discovered how to lead from a place of love and gratitude, the landscape of (my company) changed. We started attracting a higher caliber of clientele, our quality improved, our processes improved and overall our company was infused with more joy.” — [Corey Blake](#), [Round Table Companies](#), a business consultancy in Evanston, Illinois.

Work Smart, Not Hard

“In the beginning, I thought I was being effective by simply working 80 hours a week. That couldn't be further from the truth. The adept startup owner should instead focus on ways to get things done effectively in a shorter period of time.” — [Andrew Schrage](#), [Money Crashers Personal Finance](#), a Chicago-based online site that teaches individuals about credit and debt, investing, education, real estate, insurance, spending, and more.

Clients Don't Always Pay on Time

“If you work with clients, it's not a question of if they will pay late, but a question of when. Create a cash buffer as soon as humanly possible so you're not left scrambling when a check comes late [payment is behind schedule] or gets lost in the mail [disappears in the post].” - [Allie Siarto](#), [Fare Oak](#), a Michigan-based online women's fashion store.

People Are Complex Creatures

“The bulk of your time with an early startup is focused on building your team and supporting them to be great. That means you are part recruiter, part coach, part psychiatrist and part referee. But if you love helping people be great, it's an awesome experience.”- [Eric Koester](#), Data Collateral, Inc., a Washington-based business consultancy.

Adapted from an article published online by The Young Entrepreneur Council (YEC), an invite-only organization comprised of promising young entrepreneurs. In partnership with Citi, [YEC](#) recently launched StartupCollective, a free virtual mentorship program that helps millions of entrepreneurs start and grow businesses.
