



# Generate Your Business Idea (GYB)

*GYB is a part of the SIYB programme. For more details about the SIYB programme refer to the SIYB Programme Fact sheet.*

## **I. WHAT IS GYB?**

GYB is a materials-based training program for potential entrepreneurs who want to develop a feasible business idea. The training takes approximately 2.5 days and is taught using advanced adult training methodologies.

## **II. OBJECTIVE**

The objective of GYB training is to enable potential entrepreneurs to find out whether they are the right person to start a business and to develop a feasible business idea. By the end of the training course, these potential entrepreneurs will have a concrete and feasible business idea. The business idea will be the starting point for developing a business plan.

## **III. TARGET GROUP**

GYB training is customized for potential entrepreneurs who want to start micro- or small-scale businesses. To fully benefit from GYB training, the potential entrepreneurs should be able to read and write and make basic calculations. GYB training is equally suitable for men and women in rural and urban areas, both young and old taking into account their potentials and needs.

## **IV. PRODUCT COMPONENTS**

GYB training is designed to assist potential entrepreneurs to, among others

- Conduct an entrepreneurial self-assessment and guidance to how entrepreneurial characteristics can be improved.
- Generate business ideas. The participants will be guided how to analyse their own skills and knowledge and how to exploit this knowledge and skills for setting up a business.
- Analyse and select the most feasible business idea. Screening of the feasibility of each business idea and identification of the idea that is most attractive, has least negative impact on the environment and is best suited to their personal situation

The GYB training manual:

- The GYB manual is used during training and also serves the potential entrepreneurs as a source of reference after the course. The manual explains step by step the process to follow to come up with potential business ideas and select the most feasible. Explanations are given in easy-to-understand language and plenty of illustrations are used to explain concepts and solutions as clearly as possible. Relevant examples and exercises are important features in the manual, enabling the reader to immediately apply the theory of learning.

## V. DELIVERY

A standard GYB training course takes two to three days of training. After the training, if the potential entrepreneurs require follow-up support to implement their business idea and to start their own business, they can register for a Start Your Business training course. The GYB trainer, who is familiar with the local context evaluates client satisfaction with the training received during and after the service delivery process and feed that impact data back into the design of future training courses, to continuously improve the offering.

## VI. WHERE HAS IT BEEN IMPLEMENTED?

The SIYB programme has been implemented in over 90 countries in Asia, Africa and Latin America. The GYB component was added in 1997 and an outreach study conducted in 2002 showed that GYB/SYB was the main training product used in the SIYB portfolio throughout the world.

## VII. WHAT KNOWN IMPACT HAS BEEN MEASURED?

Generally, 70-95% of GYB clients have developed a feasible business idea when they finish the GYB training. The impact of GYB other than business idea generation is merely on attitudinal changes and business thinking. For business start-up and job creation GYB should be combined with the Start Your Business package.

## VIII. CONTACT PERSONS

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*Addition information, including FAQs relating to GYB can be found in the SIYB Programme Fact Sheet and FAQ Sheet!*