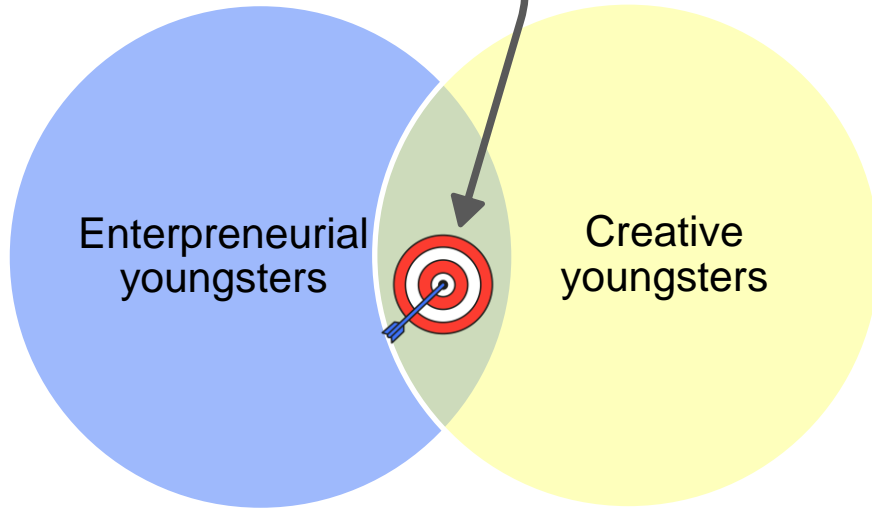




REACH

Michael Andries (Gentpreneur)
Lien Dewitte (EROV)

Target group



START EASY
Interreg Europe



European Union
European Regional
Development Fund

→ often **under-represented** in organizations that target entrepreneurial young people

Collaboration



European Union
European Regional
Development Fund

→ **Collaboration** between different partners to **reach** this target group of creative youngsters



Challenges and needs



European Union
European Regional
Development Fund

There is a lot of uncertainty and lack of knowledge about starting up

→ **Need for practical information** about starting up and how you can be financially strong

Several mental barriers: Is my work good enough? Entrepreneurship and art... the taboo

→ **Need for opportunities** to boost your confidence and break down the taboo

Lack of a strong network:

→ **Need for online/offline opportunities** to meet other creatives and to attract new customers

Mission statement



European Union
European Regional
Development Fund

“To discover their full potential, creative young people must meet the entrepreneur within.”

→ We provide them with a NETWORK, REFERRALS TO MORE NICHE PARTNER ORGANISATIONS AND BASIC KNOWLEDGE ABOUT ENTREPRENEURSHIP

→ Young people can find us and each other on our platform "**Open Creatives**" but also at our out of the box events.

→ We love **co-creation**. Our actions are constantly reviewed by our target group. They determine what we do and do not do.



First livestreaming testevent



- Exposure around “REACH” was up!
- 453 people watching
- expanded network of partners that wanted to work with us
- Young creatives started to reach out to us



Method: Co-creation

Everything we do
Everything we design and decide
will be based on the **needs** of our target audience.

Why?

Are our ideas viable, feasible and desirable?

- + To create ownership within our partner-organisations

How?

- Brainstorming with our target audience
- Panel debates with stakeholders
- surveys
- in-depth interviews



Results brainstorming event

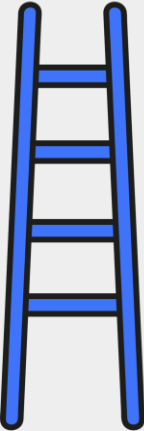
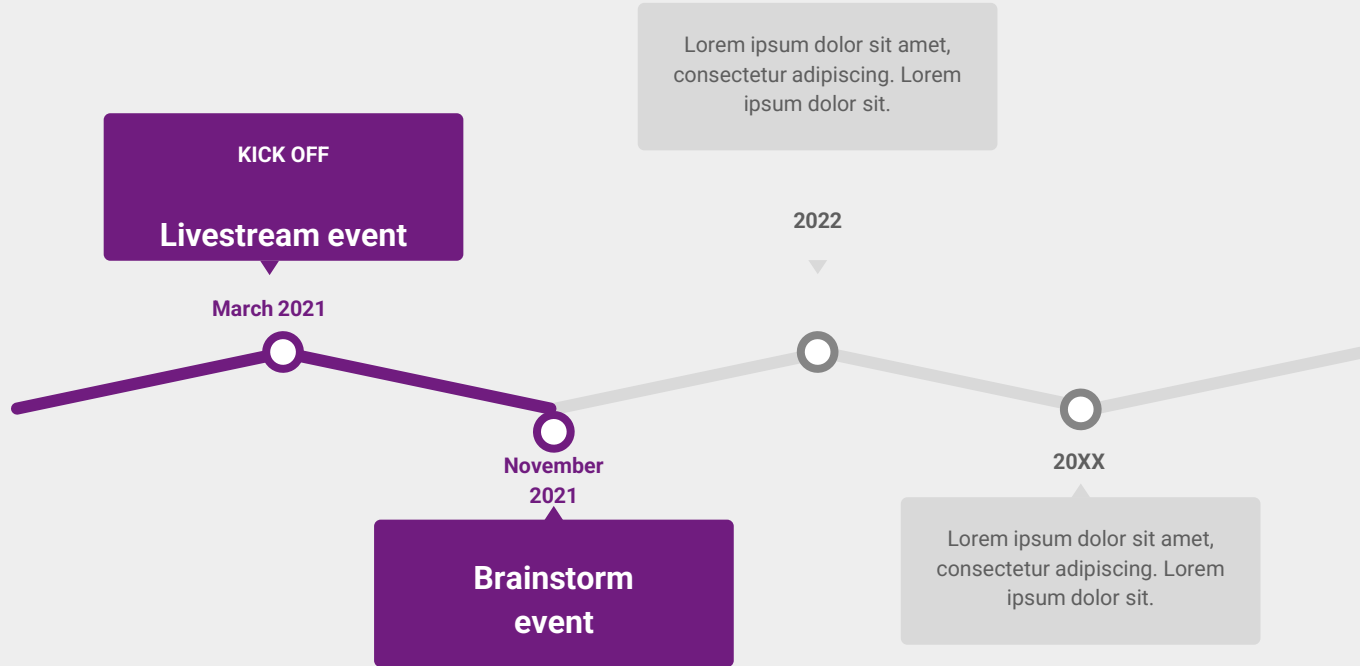
- How do we offer young creatives a better network?
- How do we help young creatives overcome psychological boundaries of starting their own business?
- How can we help young creatives with building their own business on a practical level?

Connect.
Interact.
Share.
Create.

open
creatives
ent



Our journey so far



Thank you!

Questions welcome