

ENTREPRENEURSHIP

SE GUIDED PROJECTS

<https://studentenergy.org/program/guided-projects/>

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STUDENT ENERGY GUIDED PROJECTS

The Student Energy Guided Projects (SEGP) program provides training in project management, energy technologies and related topics, as well as funding and other resources, to support youth in implementing sustainable energy solutions, be they proven technologies or new innovations.

The program launched in August 2022 with its first stream: SEGP - Solar, and currently running on its second cohort. The program aims to launch an Entrepreneurship stream, as well as Energy Efficiency stream in the next 3 years.



Visit the SE Guided Project
Webpage to Meet the Cohort

● 2023

● 2024



ENTREPRENEURSHIP STREAM

The Entrepreneurship stream is geared towards supporting young people who have a business idea related to clean energy. The Entrepreneurship stream which will run for 4-10 months will be a participant-tailored program, with a lot of emphasis on 1-1 coaching, mentorship, milestone-based funds, practical assignments, tools & resources, and brief theoretical (business-focused) curriculum.



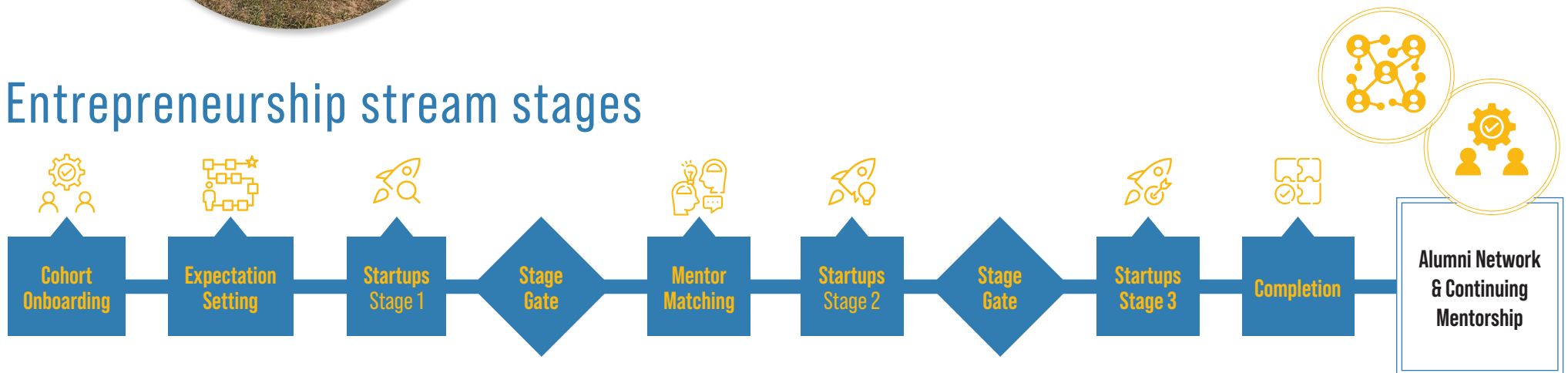
RATIONALE FOR SEGP

Entrepreneurship

Energy entrepreneurs are essential for fostering economic opportunities and tackling social challenges inherent in the global energy transition through innovation. However, the International Energy Agency (IEA) highlights a concerning [decline](#) in entrepreneurship and innovation within the sector.

The youth have a critical role to play in accelerating the energy transition but often face significant barriers such as limited access to funding and capacity-building resources. The Entrepreneurship stream of the Guided Projects is designed to support young innovators who aim to develop clean energy ventures. This program seeks to empower them with the necessary skills, knowledge, and resources to contribute effectively to the energy transition.

Entrepreneurship stream stages



Program Components



CASE STUDIES:

As the teams go through the program, case studies will be used to expose the teams to real-world scenarios, helping them to apply theoretical knowledge to practical situations.

CURRICULUM:

The Curriculum is carefully curated to provide participants with the information they need & actions they can take to start their clean energy business. The Curriculum units will be assigned at relevant stages in the teams' venture development.



MENTORSHIP:

Teams will be paired with a mentor who will use their extensive experience with entrepreneurship to provide team's with business expertise and tricks of the trade.

COACHING:

Participants will receive regular coaching from Student Energy staff. A team's coach will guide them through the curriculum and assignments, and will monitor and support the team's progression through the program. Coaches are a team's go-to person for any and all questions, guidance and resources they need to succeed in the program.



FUNDING:

Teams will be able to access funding based on their needs as they cross various stages of the program.

Curriculum Overview

Participants will have access to learning modules, supplemented by action-oriented assignments that will propel their business idea forward.



STAGE 1

LEARNING MODULES

- Ideation & Validation Modules
- Business Fundamentals
- Pitching

ASSIGNMENTS

- Business Model Canvas v1
- Pitch deck v1
- Report: Customer interviews
- Min. 5 Partnership/Funder Outreach

STAGE 2

LEARNING MODULES

- Proof of Concept
- Product-Market Fit
- Financial Modelling & Raising capital

ASSIGNMENTS

- Business Plan
- Pitch deck v2
- Min. 10 Partnership/Funder Outreach
- Attendance to min. 4 networking events (in-person/virtual)

STAGE 3

LEARNING MODULES

- Lean Methodology
- Branding
- Sales & Marketing
- Organizational Management

ASSIGNMENTS

- Prototype
- Marketing materials
- Business registration
- Min. 10 Partnership/Funder Outreach