



 Young Enterprise

THE IMPACT OF YES

AS TOLD BY
OUR ALUMNI

We know what we do is awesome.

Every day we get to help inspire the next generation of business leaders, disruptors and changemakers, helping to create a tribe of business savvy and financially competent Kiwis.

And we have proof.

We surveyed 302 Young Enterprise alumni to learn more about where they are now, how they're engaging in the business ecosystem, and what role Young Enterprise had to play in that.

LONG STORY SHORT, WE'RE MAKING AN IMPACT.

- ✔ We positively influence pathways
- ✔ We create and enable active entrepreneurs
- ✔ We contribute to a proactive and engaged workforce



The Big Picture



85%

WOULD RECOMMEND YES TO CURRENT STUDENTS

YEAR PARTICIPATED IN YES:

1981–1989 6%

1990–1999 11%

2000–2009 14%

2010–2018 69%



69%

SAY THAT YES POSITIVELY INFLUENCED THEIR DECISION-MAKING PROCESS POST-SECONDARY SCHOOL



At least

263

COMPANIES CREATED BY CURRENT ENTREPRENEURS



Min number of jobs created

2700

Max number of jobs created

4600



TOP 3 BUSINESS SKILLS DEVELOPED:

- ✓ DECISION-MAKING (72%)
- ✓ MARKETING (65%)
- ✓ BUSINESS PLANNING (62%)

TOP 3 SOFT SKILLS DEVELOPED:

- ✓ TEAMWORK (80%)
- ✓ COMMUNICATION (75%)
- ✓ PROBLEM SOLVING (68%)

Pathways

YES has a knack for developing young people with 21st century skills who are both life-ready and work-ready.

CURRENTLY IDENTIFY AS:



Entrepreneur
21%



Tertiary Student
36%



Employed
39%



Other
5%



69%

SAY THAT YES
POSITIVELY
INFLUENCED THEIR
DECISION-MAKING
PROCESS POST-
SECONDARY SCHOOL



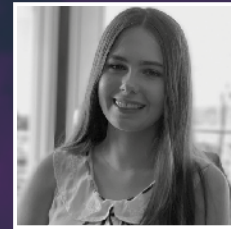
14%

KEPT THEIR
YES COMPANY
GOING

41% for
up to a year

31%
between
1-2 years

26% for
between
2-5 years



NITHA VASHTI
Business Student
Massey University
YES Class of 2017 & 2018

"YES created so many opportunities – helping me to attend university, build a professional career from the age of 16, and helping us continue our business after the Young Enterprise Scheme."

*Secret
Keenan*



67%

ARE STUDYING
BUSINESS



71%

WERE INTERESTED
IN GIVING BACK TO YES

76%
through
mentoring

65%
through
alumni
events

63%
through
judging

57%
through
coaching

Creating Entrepreneurs

For almost 40 years, YES has been contributing to New Zealand's economy by producing entrepreneurs who have created hundreds of companies and thousands of jobs.



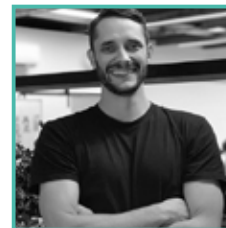
21%

OF ALL RESPONDENTS IDENTIFIED AS BEING ACTIVE ENTREPRENEURS



90%

OF THESE SAY THAT YES POSITIVELY INFLUENCED THEIR PATHWAYS



TIM POINTER
CEO & Co-Founder
of Uprise Digital
YES Class of 2004

"YES help bring the theoretical learning into a practical environment. This helped us get a taste of what the real world would be like and was a safe place for crazy ideas."

At least
263
COMPANIES
CREATED BY
YES ALUMNI



of which
160
ARE STILL
ACTIVE
(61%)



These companies have
created approx.
2700-4600 JOBS



122 OF THESE
ARE SOCIAL
ENTERPRISES
(46%)

Workers

YES is also about developing innovative and entrepreneurial mindsets to strengthen and enhance New Zealand's workforce.



39%

OF ALL RESPONDENTS IDENTIFIED AS BEING IN EMPLOYMENT

17% now work in the business sector

14% now work in Marketing and Communications

11% now work in ICT/ Telecommunications

10% now work in both Education + Social Sciences and Government + Law



40%

OF THESE SAID THAT YES INFLUENCED THEIR CAREER THROUGH BUSINESS AND SOFT SKILLS LEARNED

TOP 3 BUSINESS SKILLS DEVELOPED:

- ✓ DECISION-MAKING (72%)
- ✓ MARKETING (65%)
- ✓ BUSINESS PLANNING (62%)

TOP 3 SOFT SKILLS DEVELOPED:

- ✓ TEAMWORK (80%)
- ✓ COMMUNICATION (75%)
- ✓ PROBLEM SOLVING (68%)



RACHEL TAULELEI
CEO of Kono NZ
YES Class of 1990

"YES introduced me to how fun business could be. We took a basic ingredient, factored in what might make people's life easier, and voila – crushed biscuits for baking! A priceless lesson in understanding and adding value. Those are the sorts of gems that stay with you through your business life."

Inspiring Students Unleashing Leaders



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